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Conceptual Framework Study of Information and Communication Technology to Promote the Proactive Involvement of Global Merit Principle in Cultivating Youths' Morality: A case study of Khlong Sam Subdistrict Administrative Organization, Khlong Luang, Pathum Thani Province

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ABSTRACT

The Conceptual Framework Study of Information and Communication Technology (ICT) to Promote the Proactive Involvement of Global Merit Principle in Cultivating Youths' Morality: A case study of Khlong Sam Subdistrict Administrative Organization, Khlong Luang, Pathum Thani Province is a mixed method research study which aims to evaluate the conceptual framework of developing the Information and Communication Technology system as a tool to foster the ethics and morality to young generation. The samples of this study are 10 people who are dominant in proactive participation, moral merit principle and youths' morality cultivation from executive level, lecturers and the professionals in information and communication technology expertise. This study has explored that there are four significant factors in promoting the hands-on collaboration of global merit scheme in order to implant virtues to adolescences which are 1) Information and Communication Technology Usage; 2) Proactive Involvement; 3) Morality Cultivation Policy; and 4) Global Merit Principle.

Keywords: Ethics, Global Merit, ICT, Proactive involvement

1) INTRODUCTION

Information and Communication Technology (ICT) has played an important role in enhancing the learners to study on their own as well as to simply exchange their knowledge to others at all times. Moreover, it also created more chances to self-learners to have an interaction with the lecturer, other classmates and the information sources from website without being together at the same place and the same time. With this method, ICT approach is compatible with the government policy of the National Education Act B.E. 2542 (1999) and Amendments (Second National Education Act B.E. 2545 (2002) in terms of the educational management which covering the formal education, non-formal education and informal education which encourages for the life-long learning system.

The proactive involvement activities for youths and proactive management are the key success factors of knowledge management so as to inspire the learners to participate in learning activities. The four basic cores of this effective learning scheme are composed of 1) Listening and Speaking; 2) Reading; 3) Writing; and 4) Refection and Response. Accordingly, the learners are able to bridge their own knowledge to the new knowledge by practicing in the classroom and the lecturer could re-examine the understanding of the students as well. In order to deploy the proactive learning management, the activities for these students could be divided into an individual, pair or as a group program.

The Five Global Merits are the goodness of basic foundation of all human beings in terms of developing individual to the high level of life's quality and also developing the society which will support the peaceful living at large. It is necessary for individuals to cultivate and to practice these virtues on a daily basis until they become our own habits. The components of the Five Global Merits are as follows:
1) Cleanliness: without contamination and defilement
2) Orderliness: put everything in order, neat, tidy
3) Politeness: self-control in terms of physical and verbal manner
4) Punctuality: to be on time in starting and finishing the work according to the rules and regulations
5) Meditation: self-control in terms of mind controlling; concentration; to purify one's mind within

Based upon the above mention, it is necessary to implement the ICT tool in order to support the proactive involvement activities via social network, according to the Five Global Merits for youths. It would be great if the young generation in the region of Khlong Sam Subdistrict Administrative Organization, Khlong Luang, Pathum Thani Provinc could practice and follow the Five Global Merits principle and later on they could uplift themselves to be good Buddhists. Again, this is one of the methods to implant good habits of the wise and to purify one's mind which will totally affect to the development of our society and our nation as a whole.

2) RESEARCH OBJECTIVES

2.1) to study the conceptual framework of developing the ICT to promote the proactive involvement of Global Merit principle in cultivating youths' morality
2.2) to access the tool of the framework of developing the ICT to promote the proactive involvement of Global Merit principle in cultivating youths' morality

3) SCOPE OF THE RESEARCH
3.1) Population
The population in this research came from the executive level, lecturers and the professionals in information and communication technology in the means of proactive participation, straightforward virtue principle and youths' morality cultivation.
3.2) Sample Group
In the meanwhile, the sample was selected only ten participants from the executive level, lecturers and the professionals in information and communication technology in the means of proactive participation, straightforward virtue principle and youths' morality cultivation.

4) RESEARCH METHODOLOGY
This study was conducted and divided into two Phases as the following details:
4.1) the First Phase: to study, to analyze and to synthesize the relevant documents and research studies as the follow procedure:
4.1.1) to acquire the data on the formation of ICT usage in promoting the proactive participation,
4.1.2) to acquire the data on the types of activities in promoting the proactive participation,
4.1.3) to acquire the Five Global Merits which are 1) Cleanliness, 2) Orderliness, 3) Politeness, 4) Punctuality, and 5) Meditation
4.1.4) to acquire the data on how to cultivate morality and ethics into the youths
4.2) the Second Phase: to study the procedure of promoting the proactive involvement based on the basic moral goodness in order to cultivate the youths' morality as the hereunder details:

4.2.1) to study the policy of the Khlong Sam Subdistrict Administrative Organization, Khlong Luang, Pathum Thani Province and the mixed method in learning and educating dimension at the graduate level including ordinary

problems, obstacles and development guidelines by conducting the interview with ten correspondences from the upper level of administration and lecturers

4.2.2) to study the teaching and learning strategy so as to energize the ethics and morality of new generation in the local school of Khlong Sam Subdistrict, Khlong Luang by conducting the interview of three interviewees from the executive level and ten lecturers.

Afterwards, the researcher has integrated the acquired data from the first Phase and the second Phase as a conceptual framework to develop the ICT in order to promote the proactive participation of Global Merit principle in cultivating the youths' morality.

Finally, the researcher has asked the approval of the conceptual framework to develop the ICT to promote the proactive participation of Global Merit principle in cultivating the youths' morality from ten experts in these contexts via the in-depth interviews.

5) RESEARCH FINDINGS AND RESULTS

From this study, the researcher has discovered that there are two steps of this process as the following details:

The first step: the conceptual framework study of ICT to promote the proactive involvement of Global Merit principle in cultivating youths' morality consists of four core criteria hereafter:

1) the ICT usage: to utilize the social media as a tool to promote this principle

2) the ethics enhancement policy of the Khlong Sam Subdistrict Administrative Organization, Khlong Luang District

3) the proactive involvement which are included as follows:

- Moral school network
- Proactive interaction communication
- Internet information sources

4) global merit principle: as a moral infrastructure of each individual so as to have a self-development for better life's quality and to uplift the society to a peaceful and harmonious world. Thus, it means all this goodness should be practiced and trained as a regular basis for everyone through five-room creating habit scheme.

The five rooms consist of

1) bedroom – an "auspicious room" is the room to cultivate morality, ethics and virtue

2) restroom – a "considering room" is the room to teach us to notice and to consider our physical body

3) make-up and costume room – a "mindfulness room" is the room that will give us the an idea for restraining our mind and be thoughtful on merit making

4) dining room – an "estimating room" is the room that will teach us on controlling our temptations and give us a concept of estimation about ourselves

5) working room or classroom – a "treasury room" is the room where implant our good habits in pursuing for success in one's life

The five Global Merits includes five core basic virtues as follows:

1) cleanliness: to clean up our mind, body and everything in order to have fully high quality

2) orderliness: to keep and to tidy everything well-organized and neatly or to put thing in order

3) politeness: to have a bodily and verbally self-control by not annoying other people

4) punctuality: to control oneself to be on time and to have a strict responsibility on a working system

5) meditation: to have a spiritually self-control, to concentrate and to purify one's mind from within

The second step: all of ten professions have an agreement that the conceptual framework study of ICT to promote the proactive involvement of Global Merit principle in cultivating youths' morality should be developed for further study in the future according to the fruitful benefits to our society and our country eventually.
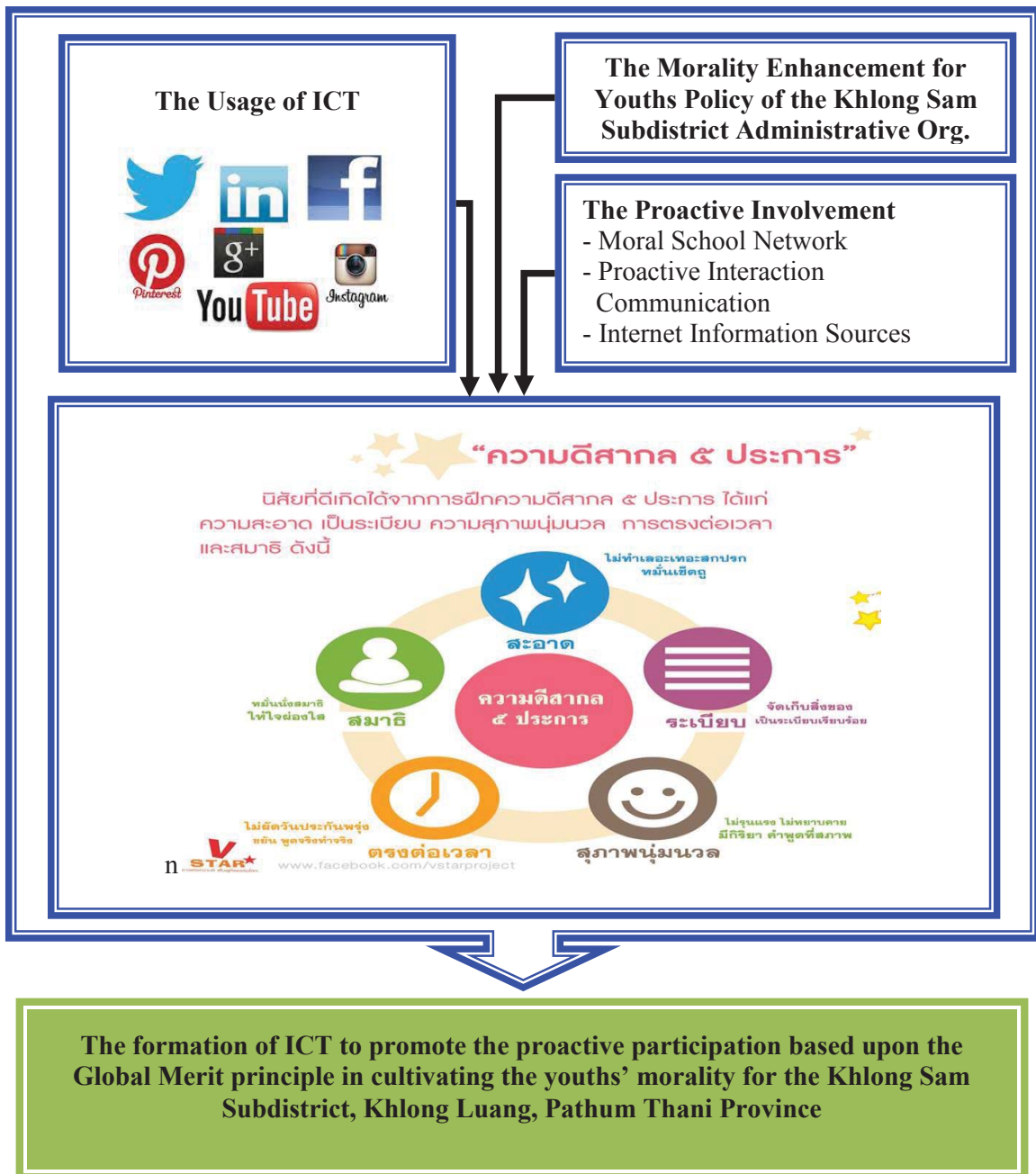
Figure 1: The conceptual framework study of ICT to promote the proactive involvement of Global Merit principle in cultivating the youths' morality: A case study of Khlong Sam Subdistrict Administrative Organization, Khlong Luang, Pathum Thani Provinc

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15.50 – 16.10	The Effect of Blended e-Learning Activities through Learning Management System and Social Media Online to Enhance Knowledge Sharing of Graduate Students	C1_7 Page 167

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