

Project	Media Production to Documentary Video Topic Tai Lue Woven, Chiang Kong District, Chiang Rai Province.
Author	Mr. Tawatchai Meekhamsukjing Miss Benjamas Saingamsathit
Major	Television and Radio Broadcasting Technology
Advisor	Assistant Professor Dr.Nareerat Sroisri
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Abstract

The Project have objective. The weaving Lue Chiang Khong District Chiang Rai province And to assess the satisfaction of the audience after watching the video communications weaving Lue. Chiang Khong District Chiang Rai province.

The tools used in this study 1) Communication of the video case about Tai Lue weaving. Chiang Khong District 2) The satisfaction assessment form after watching video media about Tai Lue weaving. Chiang Khong District Chiang Rai province The rating scale is used at 5 levels. The sample group used in this study is the general public, home, place. Chiang Khong District Chiang Rai province, 100 people.

The study results showed that the quality of the 3 top class quality threshold by an average of (\bar{x}) of 3.91 and standard deviation (S.D.) 0.95. The satisfaction assessment results after watching the video communication on Tai Lue weaving Chiang Khong District Chiang Rai province The results showed that the application of the satisfaction was at the highest level (\bar{x}) equal to 4.57. The standard deviation (S.D.) was 0.51 and the content satisfaction was at the high level (\bar{x}) was 4.56 parts. The standard deviation (S.D.) is 0.51, and the final ranking of the video production. The satisfaction was at a high level (\bar{x}) equal to 4.42. The standard deviation (S.D.) was 0.61.

Keyword Documentary video Tai Lue Woven Tai Lue