

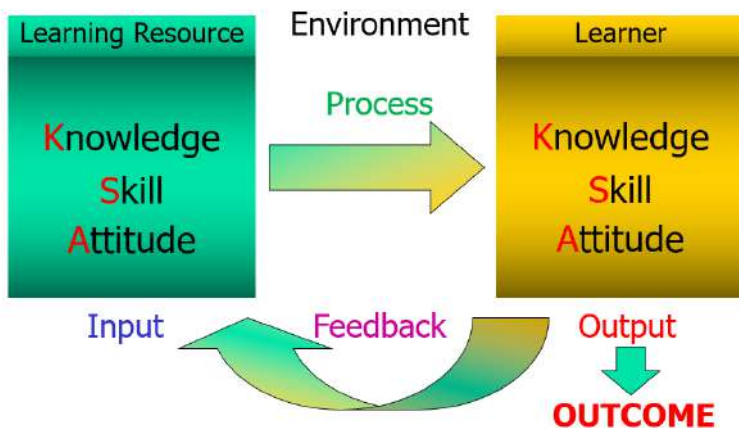
General Concept of Educational Research

2025

Assoc.Prof.Dr.Chailerd Pichitpornchai
M.D., Ph.D.

Director, Institute for Innovative Learning

Copyright 2025 Mahidol University



<https://il.mahidol.ac.th>

H.R.H. Prince Mahidol of Songkla



2

*True success is not in the **learning**,
but in its **application**
to the **benefit of mankind.***



Quick survey...

Which domain of BT is ...?

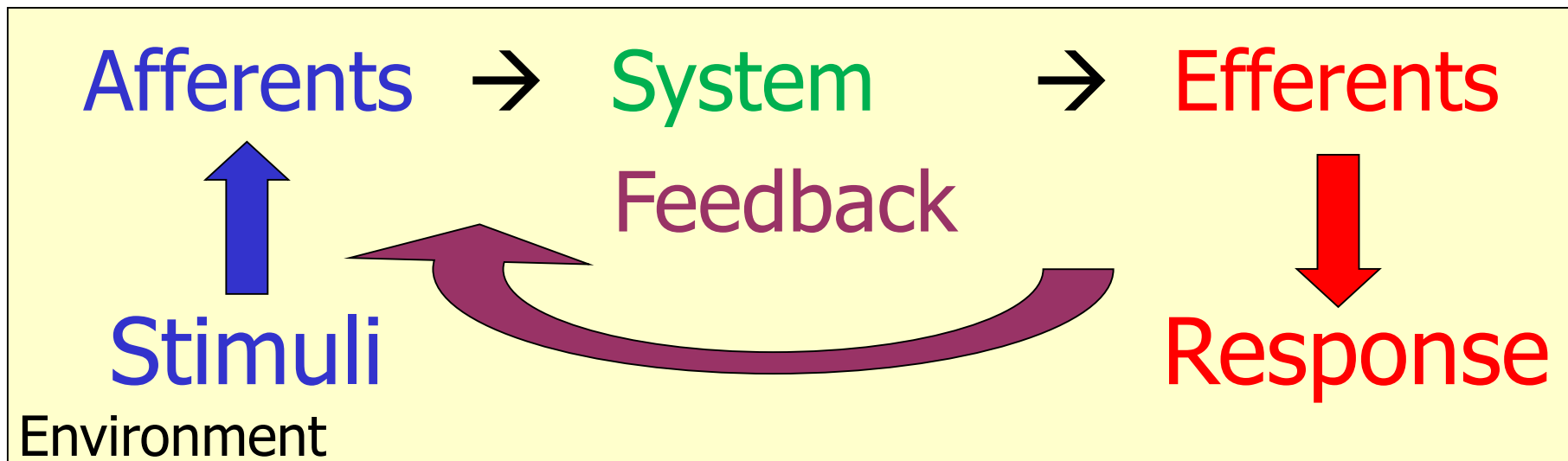
1. calculation skill
2. negotiation skill
3. singing
4. project writing



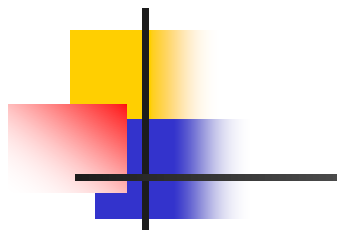
What to cover...

1. System Concept & Physiology of Learning
2. Learning vs Education
3. Education Concept
4. Revised Bloom's Taxonomy
5. Educational Research

1. System Concept & Physiology

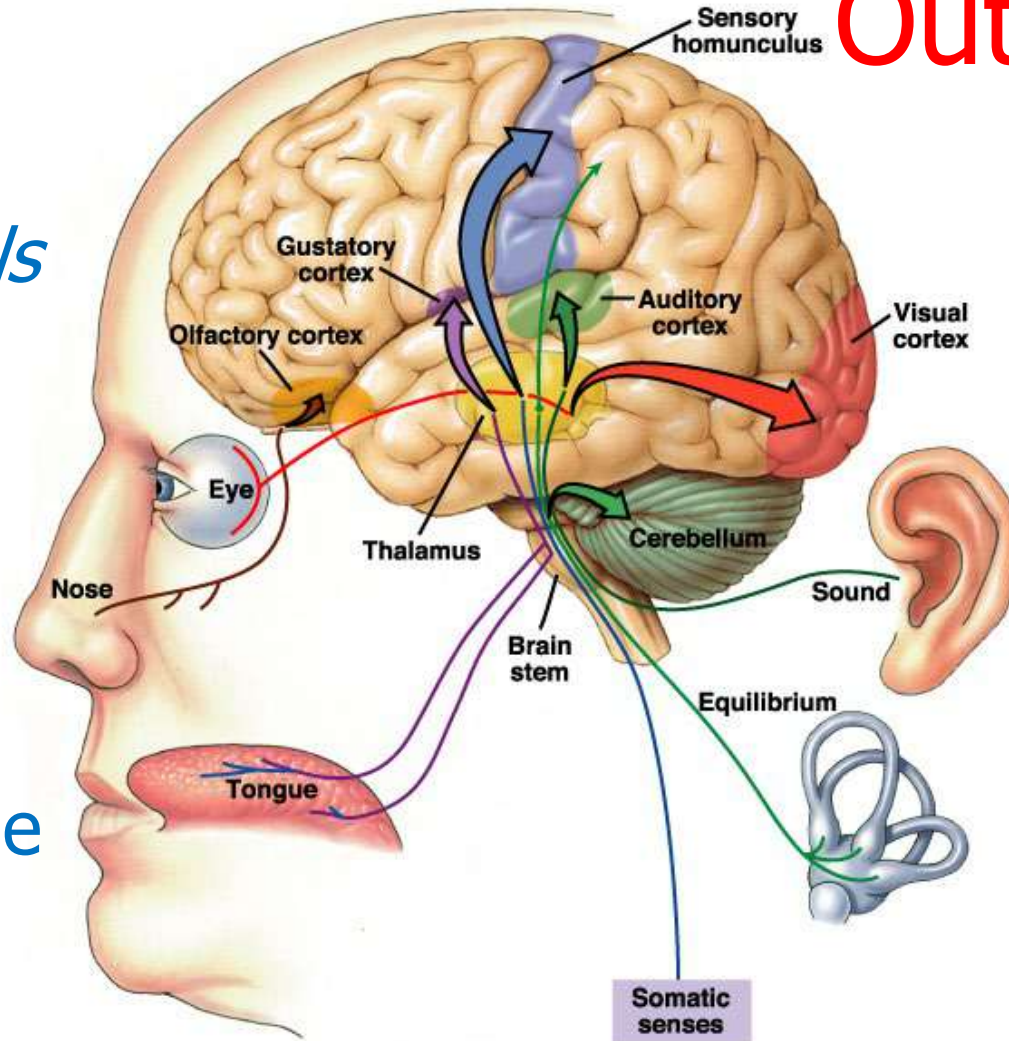


Input → Process → Output & Outcome



Observation tools

- 1. Eye
- 3. Nose
- 4. Tongue



2. Ear

5. Skin

Input – Sensory perception

Process

Brain & Mind

Output

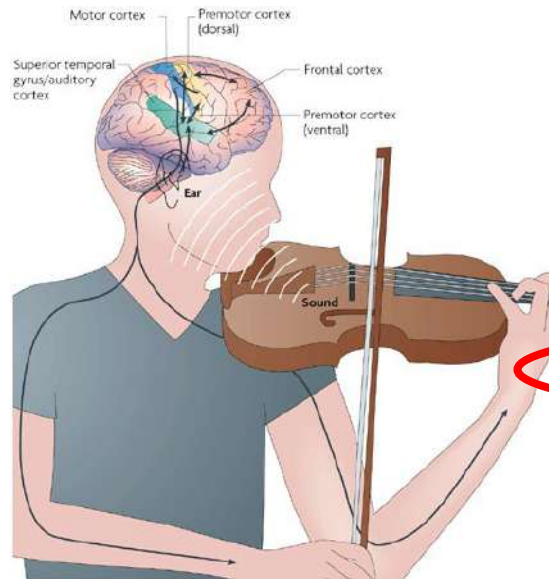
Feedback

Muscles

Learning & Memory

Feeling & Emotion

Belief & Behavior





2. Learning vs Education

- **Learning** refers to an intellectual process of acquiring new skills and knowledge, through experience, study or teaching.
- **Education** is an enlightening process of receiving and providing knowledge, through systematic instruction.



What is “Learning” ?

- Processes include (C. Pichitpornchai)

I 1. **Input DIK** (via sensory perceptions)

P → **Brain** (recognize, think, analyze, synthesize,..)

O 2. **Practice** (motor system)

P & F 3. **Monitored by brain & mind**

Outcome → **Apply** for the benefit of mankind

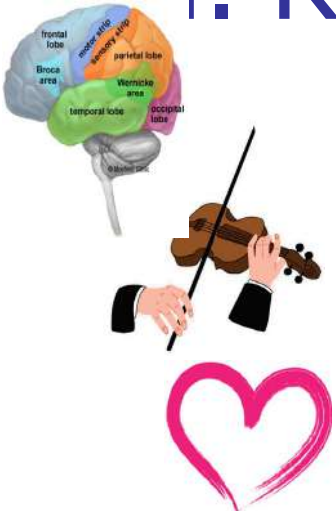


3. Education Concept

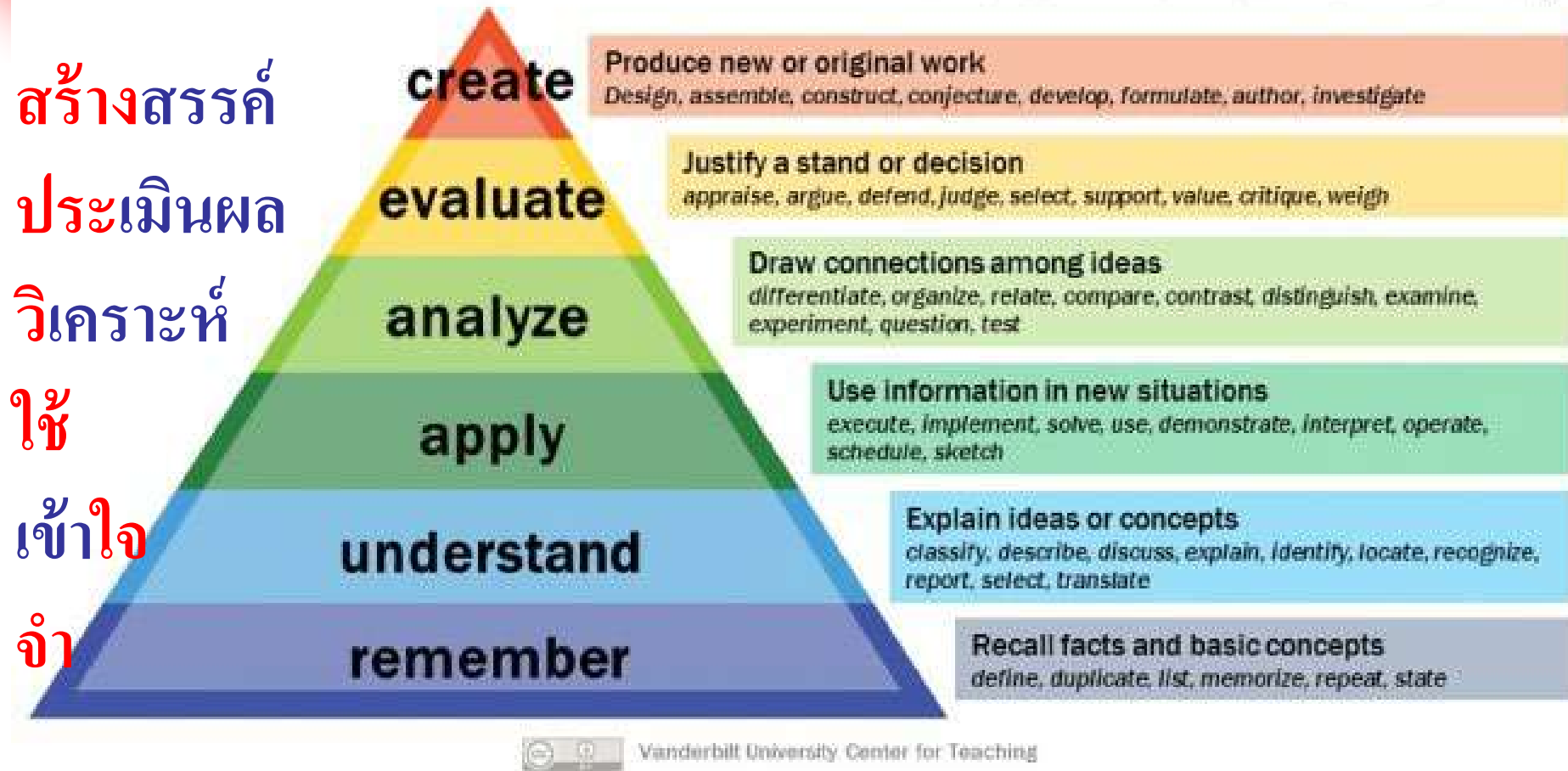
1. **O**bjective: **L**earning **O**utcome
2. **L**earning process: Teaching & Learning
3. **E**valuation: Formative, Summative

4. Revised Bloom's Taxonomy

1. **C**ognitive Domain (**K**nowledge): Head
2. **P**sychomotor Domain (**S**kill): Hand
3. **A**ffective Domain (**A**ttitude): Heart



4.1 Cognitive Domain Bloom's Taxonomy



Bloom's revised taxonomy

with matched sample verbs, learning outcomes and assessment tasks

Taxonomy ¹	Example Active Verbs ^{2,3,4,5}	Example Unit of Study Learning Outcomes	Example Assessment Tasks
Create Putting elements together to form a novel, coherent whole or make an original product	Create, generate, plan, produce, invent, imagine, frame, fabricate, develop, design, devise, initiate, craft, build, construct, set up, compose, write, argue, teach, theorise	Argue for reform of selected areas of criminal procedure. Design new products according to the conditions of minimal environmental cost.	Model or product, editorial, portfolio, performance test, presentation, poster, project, design plan, business plan, treatment plan, exhibition, simulation, game, website, audio and/or video-taped interview, video, position paper, conference paper, letter to the editor, letter to client, reflective journal, report
Evaluate Making judgments based on criteria and standards	Evaluate, check, critique, value, appraise, assess, judge, rank, rate, gauge, estimate, approximate, calculate, compute, quantify, determine, ascertain, weigh, measure, review, justify, predict, decide	Assess the resources needed for an interactive digital media project. Evaluate different theoretical approaches in the study of personality.	Essay, report, letter of advice, presentation, briefing paper, article or book review, literature review, article for foreign newspaper or magazine, reflective journal, written exam†
Analyse Breaking material into its constituent parts and detecting how the parts relate to one another and to an overall structure or purpose	Analyse, differentiate, organise, attribute, separate, dissect, examine, investigate, study, critique, estimate, test, diagnose, explore, consider, distinguish, compare, contrast	Analyse risk management strategies for investment decisions. Examine regional identities within the Sydney basin from 1788 to the present.	Essay, literature review, problem scenario analysis, group work report, work-based problem analysis, critical incident analysis, committee inquiry report, case study report, reflective journal, written exam†
Apply Carrying out or using a procedure in a given situation	Apply, perform, execute, implement, use, utilise, employ, operate, exercise, practise, solve, carry out, verify, conduct	Apply ethical frameworks associated with the provision of holistic nursing care. Carry out the basic experimental procedures of DNA cloning.	Performance test, direct observation, clinical assessment, mini practical, employer's report, case study report, lab or field report, illustrated manual, simulated interview, audio and/or video-taped interview, video, debate, role play, moot trial, viva, written exam†
Understand Determining the meaning of instructional messages, including oral, written, and graphic communication	Interpret, exemplify, classify, summarise, infer, compare, explain, perceive, discern, deduce, relate, conclude, describe, define, outline, discuss, illustrate	Explain how strategic cost management can be used in the creation of competitive advantage. Describe the ways in which gene expression is regulated in both prokaryotes and eukaryotes.	Essay, report, presentation, poster, project, annotated bibliography, glossary, encyclopaedia entry, written exam†, multiple-choice questions
Remember Retrieving relevant knowledge from memory	Recognise, recall, memorise, list, name, recite, identify, label, select, state, organise	Identify the major organs of the immune system. Recognise architectural technical drafting symbols.	Multiple-choice exam, true-false questions, short answer questions, matching task

† May include short answer and essay type questions.

¹ Source: Krathwohl, D. R. (2002). A revision of Bloom's taxonomy: An overview. *Theory into Practice*, 41(4), 212-218.

² Ibid.

³ Urdang, L. (1991). *The Oxford thesaurus*. Oxford: Clarendon Press.

⁴ (n.d.). *Rogers's II: The new thesaurus*. Third Edition. Retrieved 4 May, 2008, from Thesaurus.com website: <http://thesaurus.reference.com/browse/apply>

⁵ Microsoft® Office Word 2003 thesaurus.



4.2 Psychomotor Domain

- Dave's Psychomotor Domain Taxonomy
- 5. **Naturalization**: Automate & become expert
- 4. **Articulation**: Combine & integrate related skills
- 3. **Precision**: Develop precision
- 2. **Manipulation**: Follow the instruction
- 1. **Imitation**: Copy



4.2 Psychomotor Domain (2)

Category	Behavioral Description
5. Naturalization	High level of performance achieved with actions becoming second nature
4. Articulate	Several skills can be performed together in a harmonious way
3. Precision	Performance becomes more exact, and action are more precise
2. Manipulate	Actions performed through memorization or following directions
1. Imitate	Learning by watching and imitating actions



4.3 Affective Domain

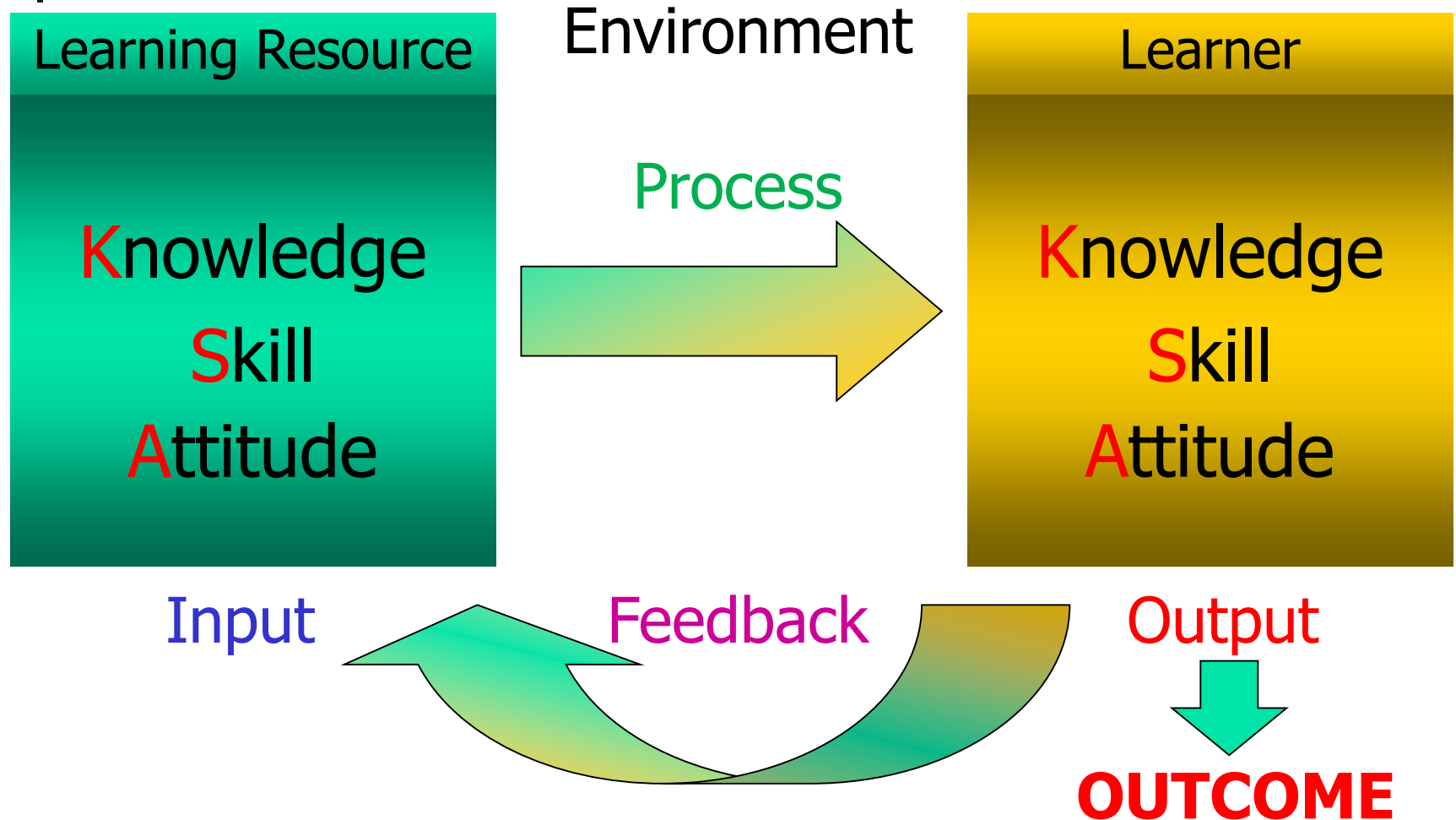
Category	Behavioral Description
5. Characterizing	Act consistently in accordance with the values you have internalized
4. Organizing	Put together different values, information, and ideas then relate them to already held beliefs to create your own unique value system
3. Valuing	Able to see the value or worth of something and express it
2. Responding	Actively participating in learning process. You are not only aware of a stimulus, but reacting to it in some way
1. Receiving	Involve passively paying attention and being aware of the existence of certain ideas, material, or phenomena



5. Educational Research

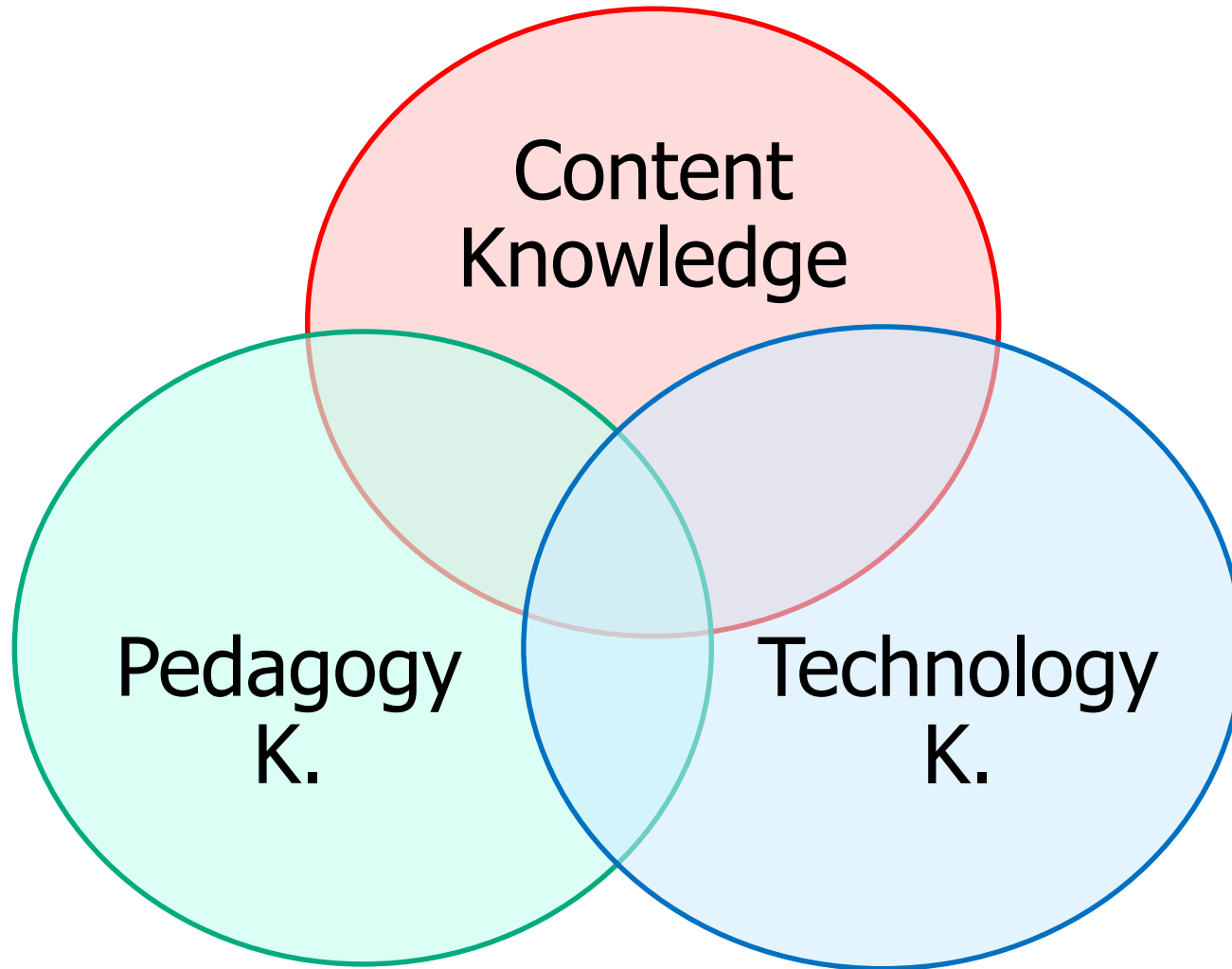
- **Systematic collection and analysis of data** related to the field of education.
- It may involve a variety of methods and various aspects of education including **student learning, teaching methods, teacher training, classroom dynamics, etc.**

Teaching & Learning Components





TPACK: Technology Integration Framework





Q5:

- What are your problems regarding teaching and learning?
- Research Question



Education (Research)

- Curriculum/Program (PLO)
 - Course (CLO)
- Teacher → Pedagogy, Classroom Management
- Learner → How to learn
- Teaching & Learning Materials & Technology
- Evaluation Methods
- Faculties & Staff Development



Teaching & Learning Processes

1. Traditional Lecture
2. Active Lecture
3. Story Telling
4. Question & Answer
5. Buzz Group
6. Group Discussion
7. Brain Storming
8. Role Play
9. Flip Classroom
10. Multimedia/Web – AV, AR
11. Problem-Based
12. Project-Based
13. Team-Based
14. Demonstration
15. Experiment
16. Field Trip / Experience
17. Learning by Teaching
18. etc.



Education Research's Aims

Aims at building on existing knowledge and understanding of learning and education by

- Studying phenomenon, interaction, interventions
- Formulating models, theories and predictions
- Studying what works, why, how and for whom



Educational Research is...

- Seeking to **deepen** the knowledge and understanding of learning & teaching
- The process of
 - Transforming ideas and problems into researchable questions
 - Choosing a research approach



Transforming ideas to...

- To get from ideas or problems to research questions
 - Have a conceptual, theoretical framework
 - What is already known
 - What needs to be investigated further
- Research questions
- Research methodology

About the speaker



Assoc.Prof.Dr. Chailerd Pichitpornchai
M.D., Ph.D.

1. Director, Institute for Innovative Learning
2. Dept. of Physiology, Fac. of Medicine Siriraj Hospital
Mahidol University

Mobile: 086-363-1539

Email: Chailerd.Pic@mahidol.ac.th

Chailerd@gmail.com