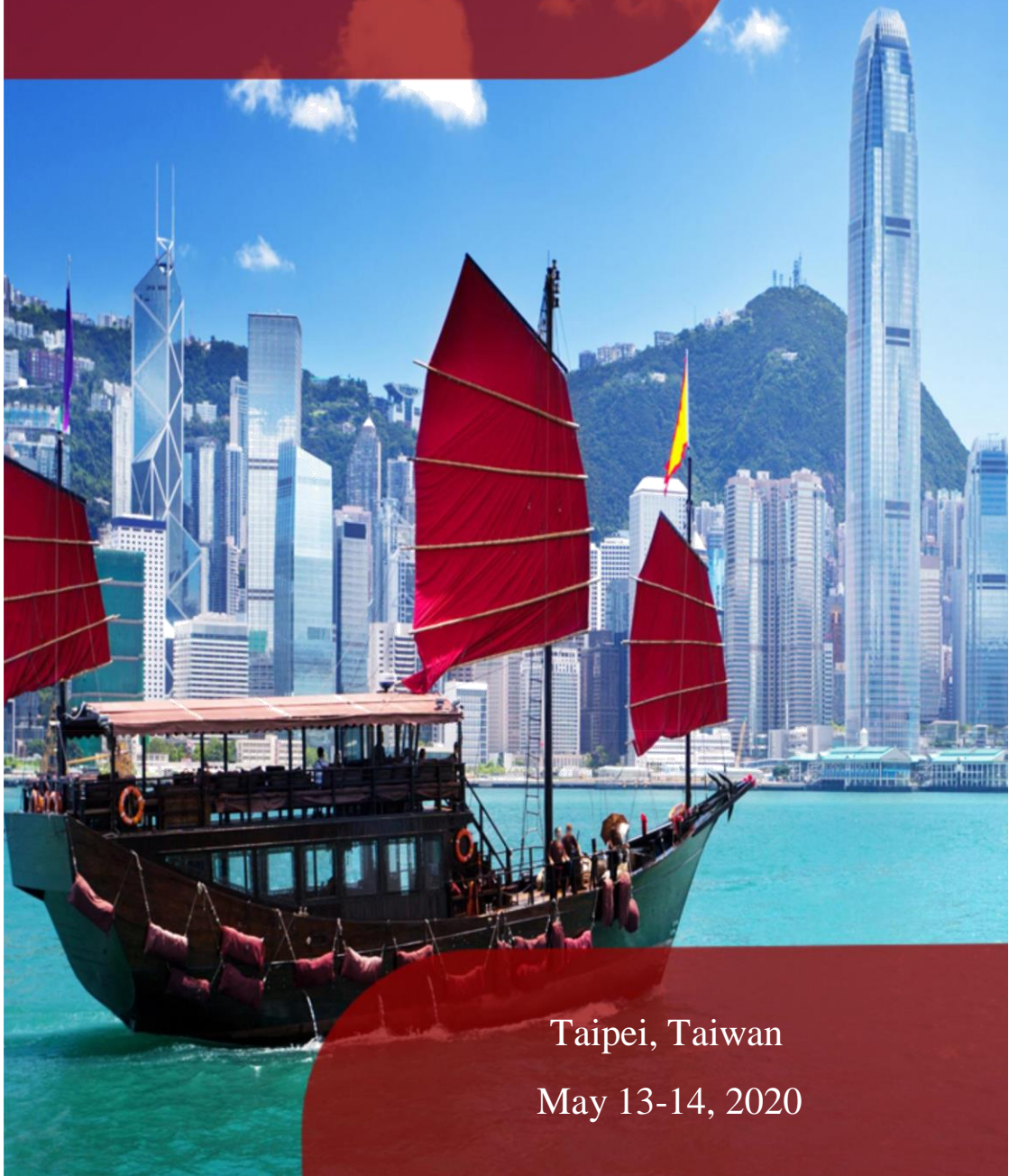# Full Paper Proceeding

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Proceedings of the 45th International Conference on Evolving Trends in Academic and Practical Research

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Dr. Vincent W Ho

"International Conference of Academic Nusa International" is a platform that thrives to support the worldwide scholarly community to analyze the role played by the multidisciplinary innovations for the betterment of human societies. It also encourages academicians, practitioners, scientists, and scholars from various disciplines to come together and share their ideas about how they can make all the disciplines interact in an innovative way and to sort out the way to minimize the effect of challenges faced by the society. All the research work presented in this conference is truly exceptional, promising, and effective. These researches are designed to target the challenges that are faced by various sub-domains of the social sciences, business and economics, applied sciences, engineering and technology, health and medical sciences.

I would like to thank our honorable scientific and review committee for giving their precious time to the review process covering the papers presented in this conference. I am also highly obliged to the participants for being a part of our efforts to promote knowledge sharing and learning. We as scholars make an integral part of the leading educated class of the society that is responsible for benefitting the society with their knowledge. Let's get over all sorts of discrimination and take a look at the wider picture. Let's work together for the welfare of humanity for making the world a harmonious place to live and making it flourish in every aspect. Stay blessed.

Thank you.
Dr. Vincent W Ho
Conference Chair
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# What we have Learned from Making Films using Media Lab Processing: The Views from Thai Youths

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**Abstract** The development of media innovation for social learning, which is so-called Media Lab, is the result of learning by bringing knowledge and practice from the field of communication and education to find ways to produce media through the social lab. This study brought the youth who study in media production from five universities in Chiang Mai, Thailand, to learning about social problems and tell the story through the films they made. The objective is to study the attitude and viewpoint of the youth towards media innovation and social issues. This study used the qualitative method and used Nvivo for data analysis. The results showed that by using media lab, the youth could choose the social issues that they are interested in. The learning process provides knowledge of storytelling and filming and gains the chance to access information from the data sources. There is a suggestion that the process of media lab should have more time duration, and post-production skills are needed.

*Keywords*: Media lab, Movie, Film, Social Lab, Thai Youth

## INTRODUCTION

New media literacy should be considered a critical social skill, especially for young people (McGillivray et al., 2015) Moreover, teenagers use more entertainment media, such as television, internet, music, films, and video games with increasing of data creation (Koltay, 2014). Films include a multitude of images, captivating narratives, and behavioral meanings that may affect public opinion creation, and despite the cinematic effects on public perceptions. Extension of academic knowledge is essential, or consideration of ethical and philosophical considerations (Silva, 2019). The development of media innovation for social learning, which is the so-called Media Lab, is the result of crystallized learning by bringing knowledge and practice from the field of communication to produce the film through social phenomena to promote morality, ethics, and culture, promote learning and life skills. This research tried to improve the abilities of youth who study communication to be able to analyze the impact of the film on society and using media to benefit one's self and family to create the filmmakers who concern about society. Therefore, this paper aims to present their perspectives towards making films using media lab processing.

## OBJECTIVE

To study the views of Thai youth towards media lab processing to learn to make films.

## LITERATURE REVIEW

Media Lab is a safe area where creative content creators will have the opportunities to improve their experiences and learn the uniqueness of their vision (Clarke, 2019). It is a process of research and development in the form of interdisciplinary research to design media. The production of media is a necessary process, which is the so-called "Media Lab," which famous around the world (Thaimedialab, 2019).

Many universities around the world are developing media lab learning. For example, NYC Media Lab drives innovation and media and technology work between universities and companies with the goal of research development to gain knowledge and competency between universities in alliances with the New York City Economic Development Corporation and the Mayor's Office of Media and Entertainment (nycmedialab, 2020). Moreover, the MIT Media Lab, a leader in research and management is a center for media creators, engineers, artists, and scientists come together to create technology and exchange experiences which creates understanding and exchange of ways of life, societies, and the environment (Andy Ryan, 2020)

## RESEARCH METHODOLOGY

This research was participatory action research that focused on the target group to be a participant in every step. Beginning from the discussion about social issues and communicate to the society through the films. This research brought together the youths who are students in the communication field from five universities in Chiang Mai, Thailand, namely; Maejo University, Payap

University, Chiangmai Rajabhat University, Rajamangala University of Technology Lanna, and Chiang Mai University involved in every step. The steps of media lab were 1) the presentation of social problems issues 2) join the workshops to making films to reflect the social problems with the supervising by professionals in the field and 3) present their film in the film festival. After that, the researcher collected their views towards media lab processing to learn to make films from in-depth interviews. Purposive sampling was used to select ten students as the informants as they can provide the most information according to the research objectives.  The research was conducted for 11 months from July 2019 - May 2020, and the interview was conducted in February 2020. The researcher used NVIVO 12 as the software to analyze the qualitative data.

## RESULT

The interviews of the informant were analyzed thematically. In view of the study's research aim, the following findings revealed the views of Thai youth towards media lab processing to learn to make films (See Figure 1)
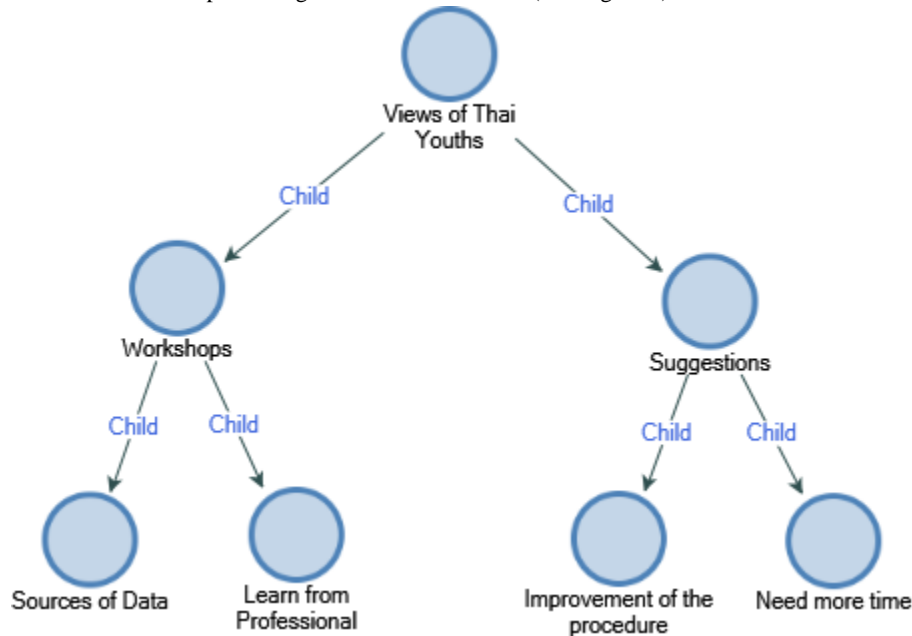


*Figure 1 Views of Thai Youths Media Lab Processing*

### Workshops

The youth who participated in the research activities have views on the workshops in the learning process as follows:

#### Sources of Data

The participants agreed that getting the data from primary sources as the owner or persons who participate in the social problems made them learn and understand the information. Moreover, they have found that it is better than searching for information from Google.

"I like that you brought people who can explain to us on many topics and lets us chose the topic by ourselves.  If we are interested in any topic, we can take it straight away. We can think and create creativity to tell the story and ask for more information from them, which generally people will not know. So, it made us understand the role of the characters' feelings in our films" (Participant 1)

"If I search online, I will get general information. However, Media Lab let me met the owner of the issues. I can see how they feel. It was the sparking of a starting point. It was better than we go online media because I will not get much information as much as face-to-face discussions" (Participant 4)

#### Learning from Professional

The participants explained that media lab processing allowed them to learn from professional in many ways as:

"There was a director who came to checked my scriptwriting. It made me realized the way of professional thinking. Now, I learn to see the story wider and closer to tell the stories better" (Participant 2)

"The process at the media lab transferred the knowledge from professional people to us. For example, film production, how to communicate from the film to the audiences, understand the target groups, the acting styles, and emotions. I think it good because the main of the films is acting. Moreover, I loved to learn shooting techniques from the film director" (Participant 5)

**Suggestions**

From the participants' experiences, they suggested to improve the learning process and add more time to the learning process

*Improve the Learning Process*

The participants of this study mentioned that they need the mentor to guide in all process and need more post-production skills training.

"For me, the mentor is necessary. We should have the mentor for each group in all processes because sometimes there are problems, and we want to consult and get some ideas. I do not have much experience, and if I ask the teacher, I will get perspective but not from views of professional (Participant 5)

Moreover, participants reflected that they need to improve more skill in post-production such as participant 7

"I would like to add more techniques post-productions such as editing, adding some effect, connecting of the footage" (Participant 7)

*Need Longer Time*

This study conducted in 11 months. However, the participants suggested extending the time of process due to the schedule of study in universities, and some workshops need more time to learn.

"I think we need more time to make a film because each university or each team member has different time schedules. It was hard to meet each other. Moreover, I think the time of workshops needs extended times. (Participant 3)

"For me, this is not enough. We still have not received full knowledge. We want more time, especially the workshop, about film directing and acting.  It should be divided into two days. The first day was a conversation with the director, and the second day is a performance-related workshop. (Participant 10)

## CONCLUSION

Media Lab is the way to practice media and innovation production. Therefore, this study has attempted to use the media lab process by bringing the professional in film making and youth from different universities to learn and transfer their experiences.  In this paper, the discussion centre on the views of Thai youths towards learning from making films using the media lab process. The available evidence seems to suggest that youth have learned from primary sources of data about social issues and social phenomenon. They also like to learn from the professional from film industries.

Moreover, the youths mentioned that the processing needs more time and add more skills in post-production. These results provide confirmatory evidence that media lab is an excellent tool to improve youth experiences and learn the differentiation of social phenomena. The findings of this study contribute a deeper understanding of improving media lab process in making films to reflect social problems. Therefore, this study can be a source of research on media lab, and in view of the discoveries of this paper, further studies should focus on creating the right model of media lab in the ASEAN context to gain more opportunities for ASEAN youth to learn and create the innovation.

## ACKNOWLEDGMENTS

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