

A Study on Appropriate Content and Structural Equation Modeling Analysis of Access to The Laykhram Podcast Programs for the Elderly in Thailand

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Abstract:

This study aims to (1) analyze media content appropriate for older adults and (2) explore causal factors to enhance digital media development for elderly learning accessibility. A mixed-methods research approach was employed, incorporating qualitative research and structural equation modeling (SEM) analysis. The qualitative study involved focus group discussions with key stakeholders, including community leaders, development officers, public health professionals, elderly school representatives, education managers, and senior citizen representatives. A total of 44 participants from four regions of Thailand contributed to identifying suitable content for elderly-oriented media and digital learning materials.

The SEM analysis examined accessibility to audio media for lifelong learning among older adults. Conducted in Chiang Mai, Khon Kaen, Chonburi, and Songkhla, the study involved 200 elderly participants (50 per province). Data were analyzed using statistical software, including Statistical Analysis Software and Kline (2010).

Findings identified four key dimensions of elderly media content: health, social security awareness, religion and cultural identity, and self-directed learning. The SEM analysis revealed that application usability significantly influenced content ($\beta = 0.72$), format ($\beta = 0.79$), and quality ($\beta = 0.59$). Content also influenced format ($\beta = 0.44$) and quality ($\beta = 0.30$). These findings highlight application usability and content relevance as primary factors in optimizing elderly-focused digital media.