

# Development of Creative Economy Thinking with Idea Marathon System via Cloud Computing Technology

Chalit Kangvaravoot and Panita Wannapiroon

**Abstract**—The objective of this research was to develop model of Development of Creative Economy Thinking with Idea Marathon System via Cloud Computing Technology by the research methodology including: 1) to synthesize the tentative model for Creative Economy Thinking with Idea Marathon System via Cloud Computing Technology, 2) to develop the tentative model for Development of Creative Economy Thinking with Idea Marathon System via Cloud Computing Technology by the research methodology including, and 3) to evaluate for certifying the tentative model for Development of Creative Economy Thinking with Idea Marathon System via Cloud Computing Technology by the research methodology including, by using revision technique from experts called Expert review through the Opinion Survey, Interview, and Focus group discussion in order to synthesize as conceptual framework of design. Data were analyzed by using statistic of Percentage, Mean, and Standard Deviation, and interview tape deciphering. Then, the obtained data were explained, interpreted, and concluded. The research findings found that: 1) the appropriateness of details in tentative model found that the appropriateness was in “the Highest” level, 2) the appropriateness of details in tentative model in the steps and instructional activities by the research methodology including, found that the appropriateness was in “High” level.

**Index Terms**—Creative thinking, idea marathon system, cloud computing technology, creative economy.

## I. INTRODUCTION

The present society was a society developed by instrument relating to technology and communication, and instructional management in classroom. So, it was very necessary to administer the new instruments of technologies to facilitate various aspects including the interaction development, between the instructors and students, the knowledge management as student-centered, the instruction through Internet Network which could be accessed every time and place. It could be viewed that the online society could play an important role in instructional management. But, sometimes the online society used by teachers in the present time, might not serve the needs or problems enough. The interesting instrument for instructional management in the present was the Google Apps for Education which could be viewed as the instrument helping to serve different problems of learning and teaching in class variously and efficiently.

The instructional study enhancing creative thinking was an

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Art. Therefore, it was an obvious course for using the students’ ability in imagination which would lead to creativity as the Art course was to manage the approach from imagination to creativity, designing, and instructional development of creative thinking for organizing the creative thinking process in creating what were in one’s thought as well as imagination which required to use various factors affecting imagination as well as independent thought for expressing from the abstract of approach to be concrete form of creative performance. Wiroon Tangjaroen stated that the art Work was a very important creative one thinking and imagination would cause new things. Creativity was a good process which would lead to peacefulness. Recently, there were various kinds of media as well as combined media expressing different kinds of expression. Now, Western Art was changed very quickly. Likewise, the Oriental Art and in Thailand, there were creation as well as changes very much [1].

According to the trend of occurrence in creative performance which could serve the communication need through the Art Performance or Design Performance which would serve the approach in moving the economic on basis of thought, intelligence, and creativity. Although the creative economic development of Thailand in the present was in the beginning stage, it was an implementation for development continuously which would extend from guidelines for development by Value creation in both of items and service on foundation of knowledge as well as innovation which were moved from the 8<sup>th</sup> Issue of Developmental Plan to the 11<sup>th</sup> Issue of Developmental Plan in the present. So, the researcher designed and developed the model of Creative Economy Thinking with Idea Marathon System via Cloud Computing Technology by the research methodology including. When it approach was developed into learning and instruction aimed to develop as well as inculcate the students’ efficiency who would be persons using their creativity in moving and developing the creative economy of Thailand further.

## II. RESEARCH OBJECTIVES

### A. Majority Objectives

The major objective was to design model for Development of Creative Economy Thinking with Idea Marathon System via Cloud Computing Technology by the research methodology including

### B. Minority Objectives

- 1) To synthesize the tentative model for Development of Creative Economy Thinking with Idea Marathon System via Cloud Computing Technology.

- 2) To develop the tentative model for Development of Creative Economy Thinking with Idea Marathon System via Cloud Computing Technology.
- 3) To evaluate and certify develop the tentative model for Development of Creative Economy Thinking with Idea Marathon System via Cloud Computing Technology.

### III. RESEARCH FRAMEWORK

The conceptual framework of design for Developing of Creative Economy Thinking with Idea Marathon System via Cloud Computing Technology, was shown in Fig. 1.

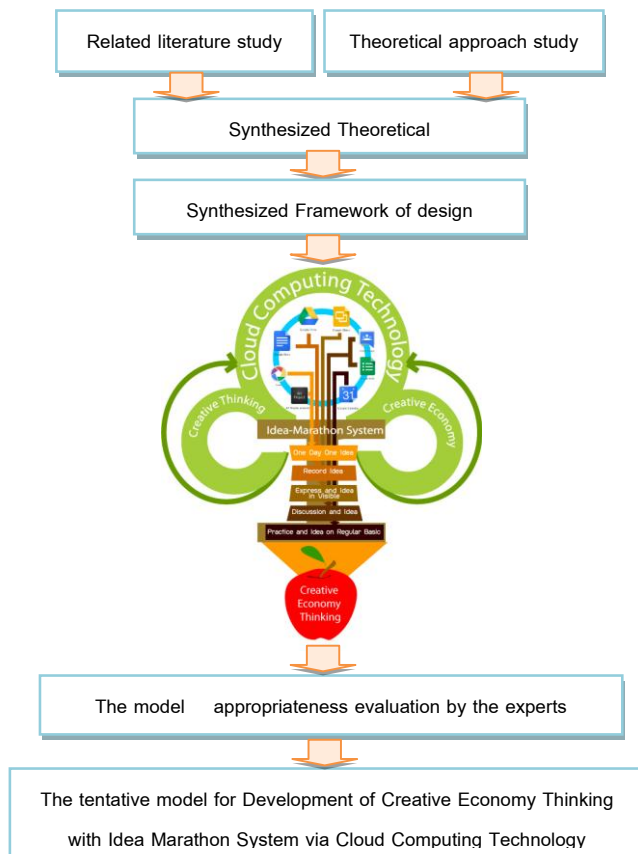


Fig. 1. Conceptual framework of development of creative economy thinking with idea marathon system via cloud computing technology.

From the Fig. 1, a conceptual framework is set up to show how influential the development of ICT is to the working process of digital Journalists. The study focuses on the working process of digital Journalists in the present time, analysis of impact on adjusting the duty framework and working criteria, working procedures, methods and overall image of media production, using of ICT devices and communication in the working process of digital Journalists. Research result will be used as data in supporting the teaching of Communication Arts in Thai universities, to accord with the actual working process in the mass media organizations, in terms of accessing information resources, as well as more channels for expanding the information. This will enable the media to create new ways to present the news, which will meet the lifestyle of news consumers who are exclusively familiar with digital media, and also raise the bar in presenting the online news.

### IV. RESEARCH METHODS

- 1) The target group was seven experts in the Idea-Marathon System, the Creative Thinking, the Cloud Computing Technology, and Creative Economic. They were selected by Purposive Sampling selected from those with experience as well as research findings in those topics not less than 5 years.
- 2) The research design was Survey Research by collecting both of Quantitative data, and Qualitative data.
- 3) The research instruments were the Evaluation Form of Tentative Model for Development of Creative Economy Thinking with Idea Marathon System via Cloud Computing Technology.
- 4) Data collection technique, the researcher proposed synthesized tentative model for development of creative economy Thinking with Idea Marathon System via Cloud Computing Technology, for 7 experts, Development of Creative Economy Thinking with Idea Marathon System via Cloud Computing Technology by asking opinion, interviewing, and small group conference.
- 5) Data analysis, the obtained findings from model evaluation were analyzed both of quantitative, and qualitative data by using statistic of Percentage, Mean, and Standard Deviation. Then, the obtained data were explained, interpreted, and transcribed the evaluation findings in 5 levels as: the Lowest level 1.00-1.50, Low level 1.51-2.50, Moderate level 2.51-3.50, High level 3.51-4.50, and the Highest level 4.51-5.00.

### V. RESEARCH CONCLUSION

A. *The Findings from Study of Model for Development of Creative Economy Thinking with Idea Marathon System via Cloud Computing Technology, Consisted of Important Foundation of Design as Fig. 2.*

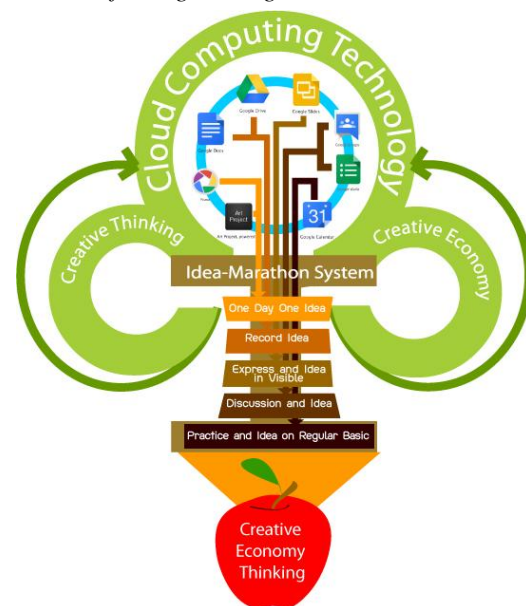


Fig. 2. The idea marathon system via cloud computing technology to develop creative economy thinking.

- 1) Idea Marathon System, learning through process using imagination which one didn't have before, to be

guidelines for working, implementing, or new way of life to be useful for people in society they participated in as the above. The present world society was the society where the knowledge would be out of date as well as learned (imitated) quickly. Consequently, there was competition in constructing new innovation until it became to be society for Service. The society required those who played their role as “Creative Thinking,” “Searching” (discovering) and “Inventing” in order to support the construction of economic from innovation, and/or supplementary value from the new approach or Design for former product in different fields of Science or Knowledge in order to develop the initiation as well as creation of various things by associating with the approach in practicing the creative thinking as Idea-Marathon System [2].

- 2) The Creative Thinking was a process the persons were sensitive to the problems, disadvantage, gap of knowledge, the missing one, the unassociated one. It was sensitive to search for how to solve problem, guess or set hypothesis regarding to the disadvantage. It tested the hypothesis again and again until it could show or indicate the outcome to the others by promoting the persons’ competency in creating the new products or things. These things were obtained by collecting different kinds of knowledge from prior experience, and associated into new kinds of knowledge. The occurred ones needed not to be truly complete. They might be the products of Art, Literature, Science, or Process only [3].
- 3) The Creative Economy referred to the approach for moving economic by providing the Knowledge, Education, Creative work, and the usage of Intellectual property relating to the Culture, collection of Social wisdom, and modern Technology and Innovation [4].
- 4) The Cloud Computing Technology, in this study, the researcher used the instrument called Google Apps for Education for connecting both of students, and instructors to be able to use the information as well as approaches more conveniently. Using the instruments for communication, collaboration, and dissemination by Google Apps for Education, the instructors could select to combine the application of instruments as well as services, and modify to serve the needs according to context and content of each course in order to integrate Google Apps into teaching which the researcher emphasized on enhancing the creativity through combined processes.

It was shown by the Creative Tree Model. The inculcation of basic approach as well as Art Process which could be grown to be body of knowledge development creatively, in order to develop the body of knowledge as the process which could provide human development into creative economic, the items from capital of thought and culture as the national identity by initiated performance to lead to national development as well as Thai Nationality on the area of creation further.

*B. The Findings of Accreditation for Development of the Tentative Model in Development of Creative Economy Thinking with Idea Marathon System via Cloud Computing Technology Evaluated by Seven Experts Are Show below in Table I- Table II*

TABLE I: THE MODEL COMPONENTS

| Model Components        | $\bar{x}$ | SD   | Appropriateness |
|-------------------------|-----------|------|-----------------|
| Principles and concepts | 4.71      | 0.48 | Highest         |
| Objectives              | 4.57      | 4.57 | Highest         |
| Instructional Process   | 4.42      | 0.53 | High            |
| Evaluation              | 4.71      | 4.71 | Highest         |
| Total                   | 4.60      | 0.51 | Highest         |

- 1) From Table I the appropriateness of details in tentative model for tentative model development for creative thinking based on creative economy, found that the appropriateness was in “the Highest” level ( $\bar{x} = 4.60$ ) measurement and evaluation of principle tentative model ( $\bar{x} = 4.71$ ) the used factors, objectives of tentative model ( $\bar{x} = 4.57$ ) including the instructional process ( $\bar{x} = 4.42$ ), respectively.

TABLE II: DETAILS OF TENTATIVE MODEL

| Tentative Model           | $\bar{x}$ | SD   | Appropriateness |
|---------------------------|-----------|------|-----------------|
| Developed tentative model | 4.57      | 0.53 | Highest         |
| Appropriate model         | 4.28      | 0.48 | High            |
| Practical use of model    | 4.00      | 0.57 | High            |
| Total                     | 4.28      | 0.53 | High            |

- 2) From Table II the appropriateness of model in the steps and instructional activities for developing creative thinking based on creative economy, found that the appropriateness was in “High” level ( $\bar{x} = 4.28$ ). Specifically, the developed tentative model ( $\bar{x} = 4.57$ ). and activities of tentative model, were appropriate with students on creative economy thinking in “High” level ( $\bar{x} = 4.28$ ). In addition, the developed tentative model as well as steps and activities of tentative model, were practical for real practice, found that the possibility was in “High” level ( $\bar{x} = 4.00$ ) respectively.

VI. RESULTS AND DISCUSSION

According to research findings, the findings could be discussed as follows:

The appropriateness of details in tentative model developing creative thinking model based on creative economy by Idea-Marathon System through Cloud Computing Technology, could be able to develop the students’ thought based on creative economy in “the Highest” level. It was supported by Bently’ s study in “Relationship between Creative Thinking, and Cognition, Memory, Divergent Thinking, and Evaluation,” the samples were 75 Students of Minnesota University. The research findings found that there was no relationship between Cognition and Memory, and Creative Thinking. In addition, there was relationship between Divergent Thinking, and Creative Thinking [5].

For appropriateness of details of tentative model in the part of steps and instructional activity for developing the creative thinking based on Idea-Marathon System through Cloud Computing technology, found that it was appropriate in “the Highest” level. It was supported by Beghetto’s study in “Creative Thinking Ability by Oneself: Relationship in Secondary School Students. The objective was to study

relationship of Creative Thinking Ability by Oneself: Relationship in 1,322 Secondary School Students.” The research findings found that the students’ mastery, belief of practice method, and teachers’ role, could significantly affect creative thinking by oneself. The students with higher creative thinking by oneself, would have confidence in academic competency in every subject. Moreover, most of them would have persistence in planning for further studying in Higher Education in higher level than those who had low level of creative thinking ability by oneself [6].

## VII. FURTHER SUGGESTIONS

### A. Recommendations for Applying the Research Findings

According to the Development of Creative Economy Thinking with Idea Marathon System via Cloud Computing Technology for Enhancing the Creative Thinking, could be able to use the research findings for developing the creative economy thinking in order to promote the graduates’ desirable characteristic further.

The recommendations for using the research findings from the outcome of designing the design evaluation in Creative Economy Thinking with Idea Marathon System via Cloud Computing Technology for Bachelor’s of Fine Art further.

### B. Recommendations for Future Research

- 1) The guidelines should be studied. In addition, the learning model through Cloud Computing Technology for enhancing the creative thinking, should be developed.
- 2) The Development of Creative Economy Thinking with Idea Marathon System via Cloud Computing Technology, should be tried out in real situation.

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