

Abstract

Information, which is emphatically important, is a basic's right for the people can access. These is originally useful from communication process such as information distribution, and knowledge sources by appropriate media which carry a knowledge content that respond with community requiring in each contexts for a sustainable country development. It becomes to a research question in research topic "Learning process and Lanna local knowledge management with electronics media" which included four mains objective; (1) to find the learning process of Lanna local community with electronics media (e-media), (2) to study the local knowledge management in individual and community with e-media in case of knowledge acceptance, knowledge creation, usage, communication and knowledge transferring (3) finding media pattern and media content which fit to community learning each levels, and (4) media influenced and knowledge faced between traditional knowledges and new knowledges which transfer to community. The research is study two communities in Chiang Rai province, Thailand; Roong Kor Muang Kham village, Mae Chan district, and Hin Lard Nai village in Viang Pa Pao district.

The research found that the structure of information receiving in two communities is similarly characteristics: most people get the information from the centralization as follow television, radio, internet, video compact disc and digital versatile disc (vcd/dvd) and other media. The village public address and community radio are e-media which is belonging to villager and they can access. The information requirement is variously different depend on receiver which relate to a way of each community life. Consequently the proper time for receiving information is also involving with media characteristics and a way of community practices. Morning and evening time, and after quit the work, television and voice line is appropriate for people and day time is proper with community radio. A pattern of information exchange among two communities member is similarity. They are always discussing and sharing information when they have chance both in family and community. Furthermore they often analyses and inspect the correcting of information by comparing with different media channels. Knowledge transferring through content displays by applying the demonstration technique with giving some best sample with the good real results is attracted and trustworthy to two communities' member. Moreover any technique which is simple and fit for community environment and can be adapted in way of life is fast acceptance.

Key Words: Learning process, knowledge management, and electronic media.