MOTIVATION FOR LEARNING AMONG THAI STUDENTS STUDYING KOREAN AS A FOREIGN LANGUAGE IN THAILAND

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Abstract: This study was conducted to examine the degree of motivation among Thai students learning Korean as a foreign language. The Attitude/Motivation Test Battery (AMTB), developed by Gardner (1985b), was used for measuring the degree of motivation. Two parts of the AMTB, integrative and instrumental goal orientation, were administered to 120 students at the King Sejong Institute Foundation’s Bangkok training institute during the 2014 academic year. The data collected were analyzed using a statistical software program. To analyze the data in accordance with the research objectives and hypothesis, different statistical methods such as mean and standard deviations, frequency were used. The study found a high degree of both integrative and instrumental motivation among the students.

Keywords: Korean language, Achievement, Motivation, Thailand, King Sejong Institute Foundation.

Introduction
Motivation has been a leading concern of scholars in psychology since the 1920s. With mainstream education making a transition from teacher-centered to learner-centered approaches, an individual learner’s motivational difference is the most concerning factor in teaching and learning. Dornyei (2001) stated that the learner’s enthusiasm, commitment, and persistence are the key determinants of success or failure. In the context of language learning, Gardner (1985a) defined motivation as the extent to which a person strives to acquire a language because of the desire to do so and the satisfaction derived from it. In recent years, globalization has fostered a greater spreading of cultures across national borders and a greater interest in learning foreign languages. For instance, since the 1990s, South Korean culture has become popular in many Southeast Asian countries, including Thailand. The Chinese media coined the term Korean Wave for this phenomenon; it describes how countries like China, Taiwan, and Vietnam followed South Korean culture. Today, media in English-speaking countries, including the New York Times, use the term “Korean Fever” (Oh, 2013). As an example of this trend, from January 1 to December 5, 2011, K-pop (a South Korean musical genre) was viewed more than 2.3 billion times on

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