

### **Abstract**

Due to the amount of elderly in Thailand have been increasing also found that the content for the elderly that mostly interested in were about health care and recreation activities. Fish releasing was one of the popular recreational activities in the elderly, making merit by releasing the fish from the confines, or giving them freedom is typically done. If released properly will help keep the fish alive therefore must consider the nature of the fish and the environment. So giving the knowledge of fish releasing to elderly was important. Digital media is an important way for communication due to advances in digital technology especially in motion infographics media also the increasing of the usage of social media of elderly nowadays. As mentioned, the aim of this research were: 1) to design and development of motion infographics in knowledge of fish releasing for elderly 2) to evaluation the quality of motion infographics and 3) to study the satisfaction of the motion infographics. The motion infographics quality evaluation were from 3 digital media experts and 3 content experts. The satisfaction evaluation were from elderly selected by purposive sampling method. The research tools consists of motion infographics in knowledge of fish releasing for elderly, motion infographics quality evaluation form and satisfaction evaluation form. Using average and standard deviation statistic to analyse the collocated data. The result showed that the motion infographics can be usable in elderly, the quality evaluation of content was at highest level, the quality evaluation of the design and development of motion infographics was the high level and the satisfaction evaluation was at high level. In conclusion, the motion infographics can be able to provide knowledge about the nature of fish and the appropriate environment for fish.

**Keywords:** motion infographics, fish releasing, media, media for elderly

## **1. INTRODUCTION**

In 2019, the amount of elderly in Thailand have been increasing meanwhile the population structure of Thailand enters into an aging society [1]. It was found that the popular content for the elderly that mostly interested in were about health care and recreation activities [2]. One of the popular recreational activities in the elderly was fish releasing in addition to food costs and medical fee [3], making merit by releasing the fish from the confines, or giving them freedom is typically done. If released properly will help keep the fish alive therefore must consider the nature of the fish and the environment. Additionally, the releases can grow problems for example the fish may die after release because of unsuitable habitats or the harm of the aquatic ecosystem. It is important to release only animals that are native to the local environment, which mean giving life may cut life and destroy the aquatic ecosystem [4]. As explained above, giving the knowledge of fish releasing to elderly was important and nowadays digital media was an important way for communication due to advances in digital technology especially in motion infographics media which can representing the information or knowledge with images that can be explained quickly, clearly and also helps the audience to be