

THE SOCIAL MEDIA USE BEHAVIOR OF SUAN SUNANDHA RAJABHAT UNIVERSITY STUDENTS: A CASE STUDY OF FACEBOOK.

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ABSTRACT

The aims of this study about the data of the undergraduate student: 1) Demographic characteristics about gender, age, education level 2) Behavior about frequency and experience the use of online social networks 3) Influence the occurrence of danger behaviors in using social network. The 400 questionnaires as a tool data were collected on the student in the age between 18-24 years old. The data were analyzed and evaluated in the quantitative research study which the survey is a 5-level evaluation scale (Rating Scale according to Likert Scale).

The results showed demographic gender of female and male were 226 and 174. The students were in the 6 faculties for Management science, Science and technology, Humanities and Social Sciences, Education were 22.5, 18.75, 17.5, 15.0, 13.75 and 12.50%, respectively.

The questionnaires how about to using Facebook were the News of Entertainment News, Social news, Political news, Online Shopping, Economic news and Criminal News. Entertainment News is showed enjoyed of behavior in the results of satisfy on the mean were 4.19 %. was the most perception. By the Facebook in the News of Educations in SSRU which showed the percentage 44.5% is the best channel for sending the message that compared with the sending message by Lines or webpage.

Keywords: Behavior, Facebook, Networks, Social Media, Student,

INTRODUCTION

Communication is one of the most important things in life and has become a process of awareness Convey feelings Different opinions and attitudes [1]. In order to informing the message is makes the society progress and unceasingly which were considered the technology is an important role for communication development. The advancement of new technologies, bringing people to connect around the world [2]. Communication technology is an important starting point from the development of an international system which provides communication between individuals, agencies and organizations. In the world connected via the internet, it can be said that the internet is a fast growing and popular communication innovation today. Thai society have a big change, and is a widely anticipated prophecy from academic circles and mass media and is not a strange thing. Social media is easier and more convenient with wireless communication technology. World Wide Web is social world

connection were applied the internet network with various forms such as electronic mail (e-mail), Chat, Facebook , Lines and Instagram for reading or commenting on the forums[3]. Education system are developing by online learning (e-Learning).The ability of dissemination information in a multimedia manner, it can communicate in the form of text, images, animation and sound at the same time. Users were enable to receive information easily and quickly through various internet services. Internet and online social sites were interested and benefits for making our reports and meeting[4]. Joining of students together for learning were created a society through a variety of free online social sites available on the internet such as is Facebook (www.facebook.com)[5].Social Network is a basic website for services and linked together as a spider web network that can be that are allow individuals to create a systematic network, either small or large in society for [6]. Facebook is an online social network that was born on February 4, 2005. Initially it was only available to Harvard University students. Expanding and across to the United States is the name "Face Book" that is usually distributed for university students during the first year for study which has pictures and names of friends studying together for memorizing names. Facebook continues to grow Until September 2006, was opened in high school schools to join and later Facebook added new functions By allowing members to share pictures This function has been over whelming popular. In 2007, Facebook was open to everyone with an email to access which is an era for people and is able to access Facebook[7] Facebook accepted to the general public, including users of Thailand with the number of Facebook members of Thailand on June 7, 2010 amounted to 4,216,680 people, which is 12.17 percent from the number of internet users in Thailand and 0.52 percent compared to All Facebook members worldwide As for the growth rate of Facebook users in Thailand, the growth rate is ranked second in the world as high as 10.96 percent or the number of new members is 161,300, increasing in the average is 23,000 new members in every day[8].The study aims to observe about the perception and satisfy of students at Suan Sunandha Rajabhat University used Facebook social networks in the kinds of message as Entertainment News, Social news, Political news, Online Shopping, Economic new and Criminal News. The education News of SSRU is very importance which the channel for sending message were Facebook Lines and Webpage that were survey in the frequency of the channel to using. Questionnaires showed the results Facebook is the most for sending message for the educations News.

Figure 1.

Vroom's Expectancy Theory affected to the receiver.

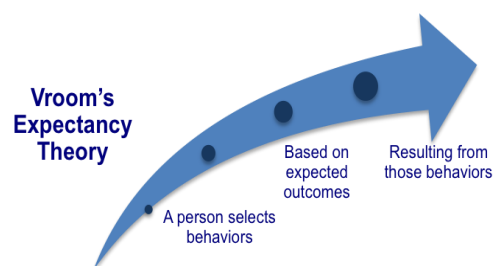
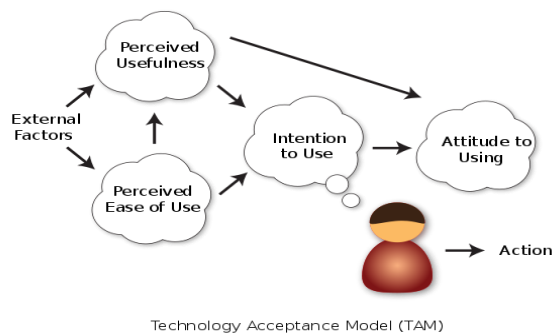


Figure 2.

Technology Acceptance Model (TAM) theory affected to the receiver.



CONFLICTS OF INTEREST

The authors declare that they do not have conflict of interest.

METHODOLOGY

The study on the behavior to using the Facebook of social media of the undergraduate students in SSRU was examined in the organization as follows.

Population sample

The undergraduate students were 400 in 6 Faculties were Management Science, Industrial Technology, Science and Technology, Fine and Applied Arts, Humanities and Social Sciences and Education science.

Research tools

The questionnaires 400 were sent to the undergraduate students of Suan Sunandha Rajabhat University. All questions were closed-ended questionnaires and used by the checklist and three parts were:

Part I The general of demographic characteristics as sex, age, graduate students in 6 Faculties

Part II The perception of the information about: 1) The Semester-Vacation in University 2) The Grid Courses in University 3) The Student Activities in University 4) The Tuition Fee in University 5) The Holiday in University 6) The Midterm and Final Examination 7) The Education Registration 8) The Health Checkup Service 9) The Transfer of Academic Examined the data of exposure by calculated of percentage.

Part III The perception of the channel in the social medias: 1) Facebook 2) Line 3) Webpage. By studying the content of the channel media in 5 satisfactions in the rating scale of 1-5 score:

- 1 =the least satisfy,
- 2 = low satisfy,
- 3=middle satisfy,
- 4=satisfy,
- 5=very satisfy.

The score is based on Likert scale and calculated in formula:

$$\frac{\text{highest score} - \text{lest score}}{\text{number level of score}}$$

Evaluation of criteria showed the satisfaction in the range of 4.21– 5.00 = very satisfy, 3.41– 4.20 = satisfy, 2.61 – 3.40 = middle satisfy, 1.81 – 2.60 = low satisfy and 1.00 – 1.80 = the least satisfy [9].

RESULTS

The study collected data which were quantitative research. By using questionnaires as a tool were collected data surveying with sample groups. The researcher conducted a study of online social network behavior of the under graduate students of SSRU were 400 students and showed demographic characteristics in the age of students were 18-24 years old. The population showed 174 male and 226 female in Table 1.

Table 1
The questionnaires showed demographic characteristics of undergraduate students in 6 Faculties.

Undergraduated students in Bachelor degree	Faculties	questionnaires	Sex		Percentage of the questionnaires of the students of 6 faculties
			Male	Female	
No.					
1	Education	60	15	45	15.00
2	Science and Technology	75	25	50	18.75
3	Humanities and Social Sciences	70	35	35	17.50
4	Management science	90	30	60	22.50
5	Industrial Technology	55	45	10	13.75
6	Science of Arts	50	24	26	12.50
Total		400	174	226	100

Management of science has the most students in the six faculties. Therefore the questionnaires were collected 90 students. Percentage of the questionnaires of the students of 6 faculties for Management science, Science and Technology, Humanities and Social Sciences, Education, Industrial Technology and Science of Arts were calculated data in percentage were 22.5, 18.75, 17.5, 15.0, 13.75 and 12.5, respectively (Table 1).

Table 2
Mean data showed perception and satisfaction in the News from Facebook social media of students.

No.	Perception and satisfaction in the tropic of news	Data analysis		
		Mean	SD	Interpretation
1	Political news	3.94	0.957	satisfy
2	Social news	4.08	0.911	satisfy
3	Entertainment News	4.19	0.891	satisfy
4	Economic news	3.28	1.125	middle satisfy
5	Criminal News	2.89	1.268	middle satisfy
6	Online Shopping	3.38	1.104	middle satisfy
	Total	3.63	0.837	middle satisfy

Evaluation of criteria showed the perception and satisfaction of the news of Entertainment News, Social news, Political news, Online Shopping, Economic news and Criminal News were 4.19,4.08, 3.94, 3.38, 3.28 and 2.89, respectively. The data analysis of perception and satisfaction which calculated in mean methods were range of 3.94-4.19 were satisfy and 2.89-3.38 were middle satisfy. The Entertainment were movie which have effect in the mood, on line shopping were effected to embezzling and Criminal News were effected to be frightened.

Table 3
The perception of undergraduate students for the education News from social media of SSRU.

No.	Necessary Massage	Social Medias		
		Facebook (%)	Line (%)	Webpage (%)
1	The Semester-Vacation in University	40	30	30
2	The Grid Courses in University	40	30	30
3	The Student Activities in University	55	15	30
4	The Tuition Fee in University	45	20	35
5	The Holiday in University	50	20	30
6	The Midterm and Final Examination	50	20	30
7	The Education Registration	35	35	30
8	The Health Checkup Service	45	25	30
9	The Transfer of Academic	40	30	30
	Total	44.5	25	30.5

The online social media sent necessary massage of educations which were Facebook, Line and Webpage showed percentage of Facebook, Webpage and Line were 44.5, 25 and 30.5, respectively Table 3. The data showed sent education News from Facebook is the best. However the channel of Line and Webpage showed 55.5% which the massage sent to the students of SSRU.

DISCUSSION

The results of public relations this research on the social media are beneficial as follows: For the model Information that is diverse and interesting sent massage. Students, lecturer and staff received the information from the university that were accurate, fast, and up to date. Staffs of Public relation were development, continuous, more efficient and to provide a variety of interests and increase the effectiveness of public relations.

CONCLOUSION

Every students were much use in the social media of Facebook and Line. Sometimes students were lack of awareness in the education News, therefor the public relations were added the channels for sent massage. The study showed the massage sent to students were 44 and 25 % from the social media from Facebook and Line which have response to the staffs. Results that showed the students have a growing awareness in the education News.

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