

# Satisfaction in the Development of Digital Media for Academic Promotion Applications of Suan Sunandha Rajabhat University

Apinya Thuunyarak<sup>1</sup> and Pasawut Cheerapakorn<sup>2</sup>

<sup>1,2</sup>Suan Sunandha Rajabhat University, Thailand

Email: <sup>1</sup>apinya.th@ssru.ac.th, <sup>2</sup>pasawut.ch@ssru.ac

## Abstract

This research aims to examine the satisfaction of academic personnel regarding the development of digital media used to disseminate the criteria and procedures for applying for academic promotion, as well as to analyze the factors influencing such satisfaction. The study employed a quantitative research method, collecting data through questionnaires from a sample of 30 academic staff who applied for academic promotion at the levels of Assistant Professor, Associate Professor, and Professor. The questionnaire was designed to measure satisfaction in three aspects: media components, media application, and media design. The results indicate that overall satisfaction across the three aspects among the 30 respondents was rated as very high. Satisfaction with media components had a mean score of 4.50 with a standard deviation of 0.73, indicating very high satisfaction. Satisfaction with media application had a mean score of 4.53 with a standard deviation of 0.73, also reflecting very high satisfaction. Satisfaction with media design had a mean score of 4.47 with a standard deviation of 0.78, indicating high satisfaction. Based on these findings, recommendations are provided for improving and developing systems used in academic promotion processes to better serve faculty and staff. Future studies on digital media development should explore alternative methods beyond traditional approaches to identify advantages, disadvantages, and differences. This will particularly benefit faculty and staff by providing greater convenience, efficiency, and effectiveness in accessing and utilizing these resources.

**Keywords:** Digital Media Development, Digital Media, Academic Positions

## 1. Introduction

Digital media has become a powerful force transforming communication, culture, education, and professional practices. As an interdisciplinary field, its development draws on technology, design, communication, psychology, and education, with systematic models such as ADDIE, Rapid Prototyping, and SCRUM ensuring that media products align with learner needs and contextual demands. Research in education demonstrates the effectiveness of digital media, including game-based tools that significantly improve early literacy (N-Gain 77%) (Rahman, 2024).

Beyond learning, digital media shapes cultural practices and developmental outcomes, particularly among adolescents across diverse cultural contexts ("Culture and Digital Media in Adolescent...", 2022). It also influences organizational communication by acting as an agent that structures institutional interactions, underscoring the non-neutrality of technology (Saludadez, 2022).

At the same time, academia is experiencing structural shifts, with growing entry-level opportunities but fewer tenured roles, increasing competition within global higher education. Evaluation mechanisms such as university rankings and the academic interview process further shape academic career trajectories.

Digital media had most components, it had meaning complexity to propose the creative idea, able to apply the content and method to propose to target group particularly. Digital media was more efficiency in term of marketing communication included to create value added for products to be reliable and tangible by creating inspiration and facility to customer and create for the opportunities for business (Sirikamonsin et al., 2020)

Despite its benefits, digital media presents challenges—including rapid technological change, difficulties in digital preservation, and societal concerns related to privacy, misinformation, and inequity ("The Development Status and Countermeasur...", 2023). These issues highlight the need for a human-centered, responsible, and reflective approach to digital media innovation.

## 2. Research Objectives

This research study was aimed:

1. To examine the guidelines for applying for academic positions for lecturers at Suan Sunandha Rajabhat University.
2. To develop the guidelines for applying for academic positions for lecturers at Suan Sunandha Rajabhat University.
3. To evaluate the satisfaction with the guidelines for applying for academic positions for lecturers at Suan Sunandha Rajabhat University.

## 3. Conceptual Framework

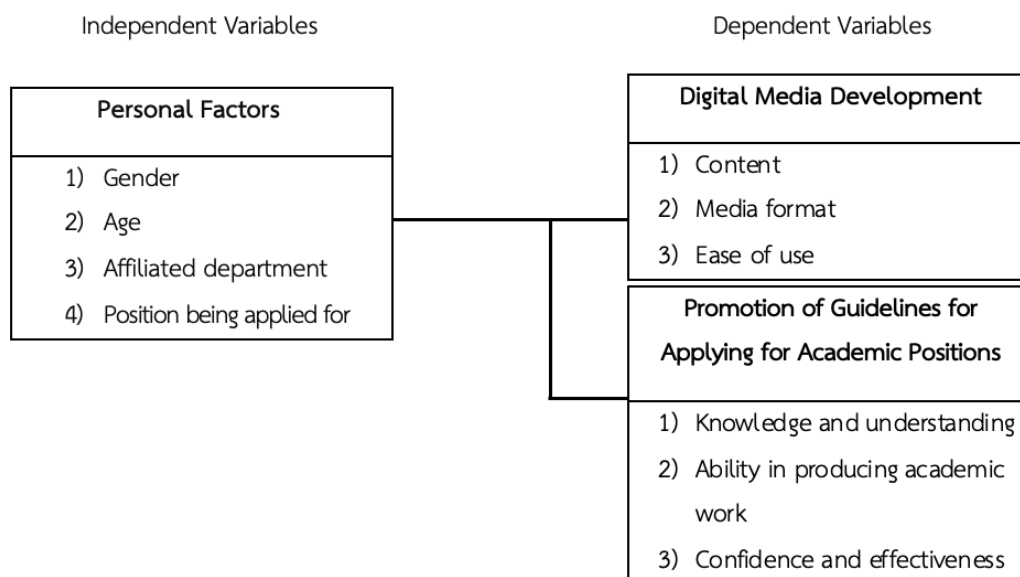


Figure 1. Conceptual Framework of the Study

The conceptual framework illustrates the relationships between the independent variables and the dependent variables in the study. The independent variables consist of personal factors, including gender, age, affiliated department, and the academic position being applied for. These personal characteristics are expected to influence two key areas of interest within the research.

The first dependent variable is Digital Media Development, which is evaluated through three components: the quality and relevance of the content, the appropriateness of the media format, and the ease of use of the developed media. These dimensions reflect how effectively the digital media supports users in accessing and understanding the information provided.

The second dependent variable is the Promotion of Guidelines for Applying for Academic Positions, which encompasses three aspects: knowledge and understanding of the application process, the ability to produce academic work, and the confidence and effectiveness of applicants. These elements indicate the extent to which the developed guidelines enhance lecturers' readiness and capability in navigating the academic promotion system.

Overall, the framework demonstrates how individual characteristics may influence both the development of digital media and the effectiveness of guidelines designed to support academic position applications. It provides a structured overview of how personal factors interact with the core outcomes of the study, thereby guiding the research design and analysis.

## **4. Methodology**

This study aimed to develop digital media to enhance the guidelines for applying for academic positions, using Suan Sunandha Rajabhat University as a case study. The research also sought to improve the application process for academic positions and enhance the quality of support services provided to faculty members. The methodology consisted of the following steps:

### **Population and Sample**

The sample group consisted of 30 faculty members who sought consultation regarding the process of applying for academic positions.

### **Scope of Content and Research Period**

The study was conducted from February 1 to August 31, 2025.

### **Research Instruments**

The researcher created a satisfaction evaluation questionnaire to assess the effectiveness of the digital media developed to support academic position applications.

### **Construction of Research Instruments and Data Analysis**

Data were analyzed using both qualitative and quantitative methods.

#### **Qualitative Data Analysis**

Qualitative data from the questionnaire were analyzed using content analysis, followed by calculation of percentages and mean scores.

#### **Quantitative Data Analysis**

Quantitative data, especially participation and satisfaction ratings, were analyzed using mean scores, interpreted as follows:

- 1.00 – 1.49 = Very low
- 1.50 – 2.49 = Low
- 2.50 – 3.49 = Moderate
- 3.50 – 4.49 = High
- 4.50 – 5.00 = Very high

### Research Site

The study was conducted at the Personnel Administration Division, 4th Floor, Office of the President, Suan Sunandha Rajabhat University.

### Research Duration

The research was carried out from February 2025 to August 2025.

### Data Collection and Statistical Methods

Data were analyzed using the following statistical approaches:

1. Personal Profile Analysis  
Percentage values were used to describe demographic characteristics of respondents.
2. Opinion Survey Analysis  
Responses from questionnaires regarding activities were analyzed using mean scores.
3. Satisfaction Analysis  
Satisfaction with the digital guidelines was evaluated using Arithmetic Mean ( $\bar{X}$ ) and Standard Deviation (S.D.).
  - Arithmetic Mean formula:
$$\bar{X} = \frac{\sum X}{N}$$
  - Percentage calculation:
$$\text{Percentage} = \frac{\text{Value of interest} \times 100}{\text{Total value}}$$
  - Standard Deviation was calculated using the standard statistical formula.

## 5. Result

The research titled “Developing Digital Media to Enhance Guidelines for Applying for Academic Positions” collected data using questionnaires administered to the sample group, consisting of faculty members who sought consultation regarding the process of applying for academic positions at the Personnel Administration Division, Suan Sunandha Rajabhat University. Data collection took place from 1 February to 31 August 2025, with a total of 30 respondents, representing 100 percent of the sample. All collected data were compiled and analyzed using statistical methods, and the results were organized and presented according to the following categories.

**Table 1: Media Component Evaluation**

Evaluation Item	Mean	S.D.	Interpretation
Completeness and accuracy of content	4.40	0.72	Good
Appropriateness of presentation	4.50	0.78	Very Good
Aesthetics and infographic design	4.50	0.78	Very Good
Diversity and attractiveness of media formats	4.53	0.78	Very Good
<b>Average</b>	<b>4.51</b>	<b>0.69</b>	<b>Very Good</b>

From Table 1, the evaluation results of satisfaction regarding the media components from the sample group of 30 participants show that the overall satisfaction score is 4.51, with a standard deviation of 0.69. This indicates that the participants' level of satisfaction with the media components is at a very good level.

**Table 2: Application of the Media**

Evaluation Item	Mean	S.D.	Interpretation
Convenience of access and use	4.53	0.73	Very high
Appropriateness for supporting practical implementation	4.47	0.73	High
Flexibility and diversity in learning	4.63	0.61	Very high
Effectiveness in enhancing understanding and skills	4.40	0.67	High
<b>Average</b>	<b>4.48</b>	<b>0.76</b>	<b>High</b>

From Table 2, the results show the satisfaction evaluation regarding the application of the digital media among the 30 participants in the study. The overall mean satisfaction score was 4.48, with a standard deviation of 0.76, indicating a good level of satisfaction.

**Table 3: Media Design Evaluation**

Evaluation Items	Mean	S.D.	Interpretation
Clarity of structure and content organization	4.30	0.79	Good
Consistency with learning design principles	4.57	0.63	Very Good
Appropriateness of presentation format	4.70	0.47	Very Good
User-friendliness	4.40	0.77	Good
<b>Average</b>	<b>4.49</b>	<b>0.66</b>	<b>Good</b>

From Table 3, the evaluation of satisfaction regarding media design by the sample group of 30 participants shows that the overall satisfaction score is 4.49 with a standard deviation of 0.66, indicating a good level of satisfaction.

**Table 4: Summary of Overall Evaluation Across 3 Aspects**

Evaluation Item	Mean	S.D.	Interpretation
1. Media Components	4.50	0.73	Very Good
2. Media Application	4.53	0.73	Very Good
3. Media Design	4.47	0.78	Good
<b>Average</b>	<b>4.50</b>	<b>0.75</b>	<b>Very Good</b>

From Table 4, the satisfaction evaluation across all three aspects among the 30 participants in the study shows that the overall satisfaction score is 4.50 with a standard deviation of 0.75, indicating a very high level of satisfaction.

## 6. Conclusion

This study, Developing Digital Media to Enhance Applying for Academic Positions Guideline, was conducted with the aim of examining and improving the existing guidelines for academic promotion applications among lecturers at Suan Sunandha Rajabhat University. The research sought to identify the strengths and weaknesses of current academic promotion support services and to develop more effective digital media tools that enhance the clarity, accessibility, and usability of these guidelines.

Understanding lecturers' levels of satisfaction and their experiences with the existing services provides essential insights for enhancing administrative processes. By assessing user needs and expectations, the findings of this study can inform strategic improvements to both the content and format of digital media used to support academic promotion applications. Clear and data-driven information about satisfaction levels enables the academic promotion office to design more effective service strategies, enhance the quality of support offered, and develop suitable digital media resources that better meet the needs of academic staff.

Overall, the study plays a crucial role in ensuring that academic personnel receive accurate, accessible, and user-friendly guidance—ultimately contributing to improved service quality and a more efficient academic promotion process.

## References

- Manago, A. M., & McKenzie, J. (2022). Culture and digital media in adolescent development. In J. Nesi, E. H. Telzer, & M. J. Prinstein (Eds.), *Handbook of adolescent digital media use and mental health (Part II: Digital media in the adolescent developmental context)*. Cambridge University Press. <https://doi.org/10.1017/9781108950426.010>
- Rahman, T. (2024). Game-based Digital Media Development to Improve Early Children's Literacy. *Indian Journal of Information Sources and Services*, 14(2), 104–108. <https://doi.org/10.51983/ijiss-2024.14.2.15>
- Saludadez, J. A. (2022). *Digital Media* (pp. 409–420). Routledge eBooks. <https://doi.org/10.4324/9781003224914-30>
- Sirikamonsin, P., Tirastittam, P., & Sujarit, R. (2020). The development of digital media for promote community products. In *The 2020 International Academic Multidisciplines Research Conference in Switzerland* (pp. 238–243). ICBTS.
- The Development Status and Countermeasures of Digital Media Art. (2023). <https://doi.org/10.54097/hiaad.v3i3.11226>