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NEWS PERCEPTION BEHAVIOR VIA E-OFFICE OF PERSONNEL OF THE FACULTY OF FINE AND APPLIED ARTS, SUANSUNANDHA RAJABHAT UNIVERSITY

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ABSTRACT

This research is intended to (1) study news perception behavior via E-office of personnel of the Faculty of Fine and Applied Arts, Suansunandha Rajabhat University, (2) study factors influencing news perception via E-office of personnel of the Faculty of Fine and Applied Arts, Suansunandha Rajabhat University, (3) study news perception via E-office of personnel of the Faculty of Fine and Applied Arts, Suansunandha Rajabhat University

The population used in this research were 50 personnel from both academic and academic support units of the Faculty of Fine and Applied Arts who use E-office. Data were collected using questionnaires and statistics used for data analysis included percentages, means and standard deviations.

According to the study :

1. Sample groups with different statuses and different job descriptions, such as academic and academic support, resulted in different behavior on news perception via E-office.
2. Factors in the attractiveness of public relations media affected different news perception behavior via E-office.
3. Factors in time affected different E-office usage behaviors.
4. News contents affected perception behavior via E-office. The population chooses to receive or not receive the news based on its content or title.

Keywords: Behavior, Perception, News, Electronic Filing System, Personnel, Communication, Public relations

INTRODUCTION

Today, communication is considered a key factor in human life and an important factor that helps the country's development move forward quickly. Humans need to exchange information, knowledge and experiences in order to gain more knowledge and create a greater understanding of each other (Khemika Klinkasorn, 2010: 1). Therefore, the world has entered the age of information, where information technology drives the world forward, making movement and transfer of information easy and fast Chatchawan Santhidet, 2003: 1).

Communication within an organization is important to organizational management because an organization is made up of many different departments and individuals who must work together. It requires a communication system that helps convey needs, thoughts, and feelings from person to person. or group to group within the organization towards an understanding of common goals. In order to create mutual understanding in the same direction, it is necessary to adopt technology and online communication. And by using effective and appropriate technological media, educational agencies at all levels will be able to operate efficiently (Sumalee Thianthongdee, 2023). Public relations within the organization is another method of organizational communication that uses many types of media to create understanding and good relationships between executives and all workers in the organization, as well as to strengthen

morale at work and to promote and support the management of the organization to achieve its goals and objectives (Rungnapa Pitpreecha, 1987, page 480). Organizational communication is the process of exchanging information that is constantly changing according to the situation between departments and personnel at all levels within the organization and society. Communication is therefore essential for every organization because it brings needs, thoughts, feelings to an understanding of goals between person to person, group to group, person to group. or among organizations so that their operations are consistent or meet the organization's objectives (Arun Raktham, 1996, page 4).

The purpose of internal public relations is to publicize relations between people in the organization, promote knowledge and understanding of the objectives, policies, goals and ideology of the organization, strengthen morale and confidence in work, and reduce the gap between management and personnel (Duang Phon Khamnoonwat et al., 1998, page 53). Organizational communication has thus become an important factor that will facilitate the organization's success. Because it is communication that leads to an understanding of common goals so that operations are consistent or meet the objectives of the organization (Methawee Kalavathanon, 2009, page 1-2).

From the past to the present, communication and public relations have always been with humans. Humans must communicate with each other in order to tell, inform, and create understanding among each other at the individual, organizational, and national levels. Humans have invented ways to communicate and publicize information in many forms, whether spoken language, sign language, or written language. As human society has developed and become more advanced nowadays, it cannot be denied that the Internet is a communication tool that has played a greater role in people's daily lives. The internet is a source of connectivity and a platform for exchanging information. The form of communication thus becomes borderless. Later, online social networks were developed to connect communication between individuals via the Internet (Nantitch Chalongsinchai & Hathaichanok Sukcharoen, 2012). It has high working potential and can gather information from various sources, including educational information, business information, etc., which is beneficial to research and development, creating an information society. In addition, the Internet makes the presentation of current news fast and timely to events and needs (Sirichai Wongsatisart, 2006: 43). Technology has made communication, information, and public relations more convenient. The organization therefore brings in modern electronic media to help with communication within the organization. Personnel within the organization therefore receive timely communication.

Due to the importance and reasons mentioned above, the researcher is interested in studying news perception behavior via E-office. In addition, the information obtained from the research will be useful to related organizations and agencies in planning effective information provision. the Faculty of Fine and Applied Arts, Suansunandha Rajabhat University uses an electronic document system called E-office to send documents, notify news, and public relations among personnel within the organization, with emphasis on public relations through E-office. Only publicists or approved persons can carry out this task.

RESEARCH OBJECTIVES

1. To study news perception behavior via E-office of personnel of the Faculty of Fine and Applied Arts, Suansunandha Rajabhat University
2. To study factors influencing news perception via E-office of personnel of the Faculty of Fine and Applied Arts, Suansunandha Rajabhat University
3. To study news perception via E-office of personnel of the Faculty of Fine and Applied Arts, Suansunandha Rajabhat University.

RESEARCH METHODOLOGY

The researcher conducted quantitative research using related concepts, theories, and research as the framework for the study. The researcher conducted the study in the following steps:

Research Methodology (Sample group, study method, location, time period, data analysis)

1. Population and sample refer to the target group of E-office system users of the Faculty of Fine and Applied Arts, Suansunandha Rajabhat University, which consists of a group of 25 academic personnel and a group of 25 academic support personnel.

2. Methods: The researcher conducted a quantitative study. In this study, the researcher collected survey data using a closed-ended questionnaire with the sample group of E-office system users of the Faculty of Fine and Applied Arts, Suansunandha Rajabhat University. The questionnaire was divided into 3 parts:

Part 1 consisted of demographic information about the respondents, including gender, age, and education.

Part 2 consisted of 2 questions about E-office usage behavior, and

Part 3 consisted of 4 questions regarding attitudes towards public relations media published on E-office.

3. Location: Faculty of Fine and Applied Arts, Suansunandha Rajabhat University

4. Study period: 1 November 2022 - 31 July 2023

5. In analyzing the research data, the researcher checked the accuracy of the questionnaire after collecting all 50 complete sets of data. The researcher proceeded with the data as follows.

- The researcher coded the questionnaire (Coding), converting the data into digit form. After that, such data was processed with the SPSS computer program.

- The results were analyzed using descriptive statistics, including frequency, percentage, means, standard deviation, and inferential statistics.

- Score criteria for the questionnaire with answers regarding attitudes towards public relations media published on E-office were divided into 5 levels:

“very much”	=	5 points
“much”	=	4 points
“moderately”	=	3 points
“a little”	=	2 points
“not at all”	=	1 points

Then the ranking of the mean scores was divided into 5 ranges, converting the results into 5 levels as follows:

the mean level 4.21-5.00	means	“most agree”
the mean level 3.41-4.20	means	“very much agree”
the mean level of 2.61-3.40	means	"moderately agree"
the mean level of 1.81-2.60	means	"agree a little"
the mean level 1.00-1.80	means	"disagree"

RESEARCH RESULTS

Results of the study on news perception behavior via E-office of personnel of the Faculty of Fine and Applied Arts, Suansunandha Rajabhat University, from data analysis basing on 50 personnel from both academic and academic support units of the Faculty of Fine and Applied Arts, were as follows.

Part 1 Demographic information

Personnel of the Faculty of Fine and Applied Arts, Suansunandha Rajabhat University are more female than male, i.e. males account for 46 percent and females account for 54 percent. Ages between 31-40 years accounted for 42 percent, followed by ages between 41-50 years accounted for 38 percent, 3rd place was ages between 20-30 years accounted for 12 percent, 4th place was ages between 51-60 years accounted for 6 percent, and the last was ages 60 years and over accounted for 2 percent. Master's degrees accounted for 52 percent, bachelor's degrees accounted for 34 percent, and doctoral degrees accounted for 14 percent, respectively.

Part 2 E-office usage behavior

Personnel of the Faculty of Fine and Applied Arts, Suansunandha Rajabhat University uses the E-office system as follows: mostly 5 days a week accounted for 42 percent, followed by 3-4 days a week, accounted for 28 percent, next 1-2 days a week accounted for 16 percent, and lastly every day accounted for 14 percent. The most common use time is daytime accounted for 38 percent, followed by morning time accounted for 30 percent, third place is evening time accounted for 20 percent, and night time accounted for 12 percent, respectively.

Part 3 Attitudes towards public relations media published on E-office

Attitudes of personnel of the Faculty of Fine and Applied Arts, Suansunandha Rajabhat University towards public relations media published on E-office, overall score was 4.32 which was at the range of most agree. 1st place was 'focus on the clarity of activity images', an average score of 4.98, which was at the range of most agree. 2nd place was 'attention on the colors of promotional materials and design', an average score of 4.90, which was at the range of most agree. 3rd place was 'attention on news on the bulletin board', an average score of 4.06, which was at the range of very agree. And 4th place was 'attention on and attitude about news stories that the sample groups were involved', an average score of 3.32, which was at the range of very agree. And it was considered to be the last rank with the least attitude and attention.

According to the study on news perception behavior via E-office of personnel of the Faculty of Fine and Applied Arts, Suansunandha Rajabhat University, the results of the study can be discussed under the framework of concepts, theories, and related research as follows:

1. From the results of the study, sample groups with different statuses and different job descriptions, such as academic and academic support, resulted in different behavior on news perception via E-office.
 2. From the results of the study, factors in the attractiveness of public relations media affected different news perception behavior via E-office.
 3. From the results of the study, factors in time affected different E-office usage behaviors.
 4. From the results of the study, news contents affected perception behavior via E-office.
- The population chooses to receive or not receive the news based on its content or title.

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