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The Study of Perception Behavior towards Online PR

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Abstract

This research aimed to examine perception behaviors regarding online public relations (PR) within the Faculty of Humanities and Social Sciences. The sample consisted of 30 non-academic staff and 47 academic staff members from the faculty. Data were collected using a questionnaire, and the statistical analysis employed percentage (%), mean (\bar{x}), and standard deviation (S.D.). The findings revealed that the majority engaged with the faculty's online PR primarily through Facebook, which ranked as the most used platform. Most respondents accessed Facebook 1–2 days per week, with a frequency of 2–5 times per day, predominantly during the hours of 18:01–21:00. Their overall daily use of Facebook was less than one hour, typically accessed via mobile phones from their residence or dormitory. In terms of their interaction and interest, respondents focused on keeping updated with news and announcements from both the Faculty of Humanities and Social Sciences and Suan Sunandha Rajabhat University that were personally relevant. They preferred accessing information through Facebook and the official website. Engagement with platforms like Twitter and YouTube was minimal.

Keywords: Perception, Behavior, Online, PR, Faculty

1. Introduction

In today's digital age, where data and information are readily accessible, lifestyles and consumer behaviors are continuously evolving in response to technological advancements. Understanding these shifts, along with consumer needs and communication dynamics, is essential for effectively addressing future changes. Public relations (PR), as a vital communication tool, plays a critical role in fostering mutual understanding between internal staff and the broader public, aligning with organizational goals and the expectations of target audiences.

To remain relevant, PR strategies must adapt to changes in consumer behavior, including shifts in attitudes, interests, passions, and objectives.

Therefore, this study aims to analyze perception behavior towards online PR within the Faculty of Humanities and Social Sciences. The findings will inform the development of strategic guidelines to enhance the efficiency and effectiveness of online PR efforts. This research seeks to ensure that online PR initiatives are both precise and well-suited to the Faculty's needs, ultimately benefiting the Faculty and Suan Sunandha Rajabhat University as a whole.

1.1 Research Objective

To examine the behavioral patterns of perception towards online public relations of the Faculty of Humanities and Social Sciences.

2. Methodology

Population and Sample Group

The population for the study on perception behavior toward online public relations of the Faculty of Humanities and Social Sciences comprised academic and non-academic staff at Suan Sunandha Rajabhat University.

The sample group consisted of 30 non-academic staff and 47 academic staff from the Faculty of Humanities and Social Sciences.

Research Method

The study on perception behavior toward online public relations of the Faculty of Humanities and Social Sciences employed quantitative research methods. Data were collected through a questionnaire comprising three sections:

Part 1: General Information – Including gender, age, field of work, educational background, years of work experience, and monthly income.

Part 2: Perception Behavior – Assessing behavior toward online public relations of the Faculty of Humanities and Social Sciences.

Part 3: Suggestions – Gathering recommendations for improvement.

Location

The data for the study were collected at the Faculty of Humanities and Social Sciences.

Duration

The data collection period was from October 2023 to August 2024.

Data Analysis

The data analysis was conducted using percentage (%), mean (\bar{x}), and standard deviation (S.D.).

3. Results

The results of the study on perception behavior towards online PR of the Faculty of Humanities and Social Sciences were as follows:

Table 1: Number and percentage of the perception behavior towards online PR of the Faculty of Humanities and Social Sciences

Perception behavior towards online PR of the Faculty of Humanities and Social Sciences	N (person)	Percentage
Channels of Online PR:		
• Facebook (https://www.facebook.com/FHS.SSRU)	25	38.46
• Website (https://hs.ssrु.ac.th/en/home)	15	23.08
• Twitter (https://twitter.com/SsrุFhs)	14	21.54
Hours spent accessing online PR:		
• Less than 1 hour	28	43.08
• 1 - 3 hours per day	22	33.85
• 4 - 6 hours per day	7	10.77
Tools used for accessing online PR:		
• Mobile phone	21	32.31
• Personal computer	18	27.69
• Tablet or iPad	15	23.08
Locations for accessing online PR:		
• Office	24	36.92
• Residence or dormitory	21	32.31
• Anywhere and anytime they need to know	16	24.62
Reasons for following online PR:		
• To stay updated on relevant news	33	50.77
• To ask questions	18	27.69
• To apply information for work or study	8	12.31
Interaction with online PR:		
• Like or follow online PR on each channel	24	36.92
• Comment on content	13	20.00
• Share content or share links with others	12	18.46
Utilization of the website:		
• To access announcements from the Faculty	31	47.69
• To learn about Faculty activities	21	32.31
• To access the student system	8	12.31
Utilization of Facebook:		
• To access announcements from the Faculty	31	47.69
• To learn about Faculty activities	21	32.31
• Other uses	8	12.31
Utilization of Twitter:		
• To access announcements from the Faculty	29	44.62
• To learn about Faculty activities	24	36.92
• Did not follow or did not have an account	9	13.85
Utilization of Instagram:		
• Did not have an account or never accessed Instagram	20	30.77
• To access announcements from the Faculty	19	29.23
• Did not follow or did not have an account	16	24.62

4. Discussion

Most of the respondents in the study of perception behavior towards online PR of the Faculty of Humanities and Social Sciences were 39 females (60.00%) and 26 males (40.00%). The majority were in the age group of 36-40 years (18, 27.69%), followed by 31-35 years (14, 21.54%), and 26-30 years (13, 20.00%). Among the respondents, 37 were non-academic staff (56.92%) and 28 were academic staff (43.08%). Regarding work experience, most had 3-6 years of experience (28, 43.08%), followed by 7-9 years (16, 24.62%), and more than 9 years of experience (13, 20.00%).

Regarding online PR usage, most respondents accessed Facebook the most, using it 1-2 days per week, 2-5 times per day, between 18:01 – 21:00 hrs. The overall duration spent on Facebook was less than 1 hour per day, primarily using a mobile phone at their residence or dormitory.

These findings align with the research by Kwanwit Tanoy (2010), which examined social media user behavior among undergraduate students at Rajamangala University of Technology Thanyaburi. It revealed that most students used their personal computers and mobile phones to surf social media and access online PR between 16:00-22:00 hrs, after studying or working. Based on this, it is recommended that news and announcements be posted during this timeframe to reach students effectively and promptly.

Additionally, these findings are consistent with the study by Phunaploy & Sudsin (2020), which focused on the satisfaction and factors promoting media public relations at the Office of General Education, Suan Sunandha Rajabhat University. Their research found that using social media platforms, such as Facebook or websites, improved the perception of information by delivering it efficiently and in a timely manner while also reducing costs and time, ultimately increasing satisfaction.

5. Conclusion

The findings revealed that the majority of respondents engaged with the Faculty of Humanities and Social Sciences' online PR primarily through Facebook. They accessed Facebook 1-2 days per week, 2-5 times per day, typically between 18:01 and 21:00 hrs. On average, they spent less than 1 hour per day on Facebook, primarily using their mobile phones while at their residence or dormitory. Their main interest and interaction with the online PR content focused on staying updated with news and announcements related to both the Faculty of Humanities and Social Sciences and Suan Sunandha Rajabhat University. Additionally, they rarely used Twitter or YouTube for such purposes.

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