

**SOCIAL MEDIA ADMINISTRATION BEHAVIOR OF THE FACULTY OF
EDUCATION INFLUENCING THE DECISION TO PARTICIPATE IN ACTIVITIES OF
THE FACULTY OF EDUCATION BANGKOK THONBURI UNIVERSITY***

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ABSTRACT

The objective of this research is to study the behavior and satisfactory level of Line users in participating in activities run by BTU Faculty of Education Administration. These users in the study are in the age range between 18 to 21-year-old. This research uses a mixed demographic method research in studying 400 students using Yamane Table and multi-stage Sampling, and 14 students using purposive sampling. The tools used in this research are questionnaires and unstructured interview.

The findings of this research show that the students use Line most in communicating about their participating in activities during the activity hours. These student users of Line use Line most to post the information and record activity hours. In terms of the Behavior of those using Line, the findings are: 51-100 users are average number of Line members that each user has; most users make appointment online with each other 1-2 times; most users use Line for their academic and occupational activities as well as sports and recreational activities as well as multi-school activities; after-class these users use Line to record their memorable moments. These users are only medium-leveled in their appreciation of how they use Line to contribute to ecological conservation activities. Looking at each of the items individually, there is a high-level

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appreciation in all of them. The high-level appreciation is in searching for networks, then membership and usage.

Keywords : Social Media Behavior; Decision; Participate

1. Background and Problem Statement

New Media are media related to numerical system, computer technology and Interactive system which could respond to the increasing demand of information seeker by providing a richer content and higher efficiency comparing to old media. This is due to the limitless of time and space (Surasit Wittayarat, 2020) of New Media. The new form of digital media commonly found at present is expected to take a larger role in the coming future, each with their own prominence and purpose some of which include Web site, Internet, E-mail, Mobile Platform, Video Games and Virtual Reality, CD-Rom Multimedia, Software, Blog and Wiki, E-book, Kiosk, Smart TV, Handheld and Mobile equipment e.g. Mobile Phone, PDA, Hypertext fiction. The creation and development of New Media has, in turn aided the continuous advancement of computerized system which has affected life of individual and organization and their online activities, benefit and efficiency, privacy, moral and environment. The evolution of Information Technology and digital media has lead to the creation of a virtual society of the name Social Network where user would be able to share content and communicate via network. Originally, the network was used with for personal usage and such as chatting, gaming, sharing opinions and comment among other activities.

However, with the increasing number of users due to its popularity, it has become a mean to connect with the mass, with the purpose of connecting people and organization together with the ability to sharing activities and common interest. Such websites have become tools of convenience in communication and meetings, and data sharing. Some of the well-known online community includes Facebook, Google+ and Kinkedln. The online community that is gaining the most attention and popularity with over a billion users across the world is Facebook. it was founded by Mark Zuckerberg, an undergraduate from Harvard on February 4, 2004 with the purpose to be an online

resource sharing center for fellow Harvard College students. However, within 2 weeks, it gained overwhelming attention and started expanding to other universities causing the founders to make adjustment to cater the growth of membership. (Kitti Phuvanithana, 2011) . Facebook expanded exponentially in 2008 and became a large online community with over one hundred million user accounts and has grown to a billion user at present. As of July 26, 2011, the number of Thai users on Facebook was at 11 million while the total number of users were at 700 million and has increased several fold at the time of this writing (Kitti Phuvanithana, 2011). According to Social bakers “The recipe for social marketing success” Online article in September 2012, Thailand ranked 16th in Facebook users worldwide with total of 16,662,060 account while another research on online behavior conducted in 2013 found that the Facebook, Line and Google were the top3 social media and application accessed via a mobile device (with percentage of 93.7, 86.8 and 34.6 respectively). Zocial, Inc. has also conducted and compared the increase in Facebook users where data on April 17, 2015 found that the Facebook users in Thailand on 2012 was at 14.5 million accounts which reached 18 million account in 2013 (increase of 24%) and 26 million in 2014 (increase of 44.5%) and up to 35 million in 2015 (increase of 34.6%) where 5 province with the highest users are Bangkok, Chiangmai, Nakhon Ratchasima, Nonthaburi and Chonburi at 20 million accounts, 960,000 accounts, 780,000 accounts, 600,000 accounts and 540,000 accounts respectively. (Zocial Rank, 2011)

While the increase in popularity of social network is taking place, Thailand is also shifting toward an aging society due to a major change in the population structure and aging. Mahidol University Population Projection for Thailand (2006) indicated the changes would bring about great impact to Thai society with the rising life expectancy of population and lowering birth rate which coincide with Pramote Prasartkul and Pattama Wapattanawong (2005) argument stating the Thailand is aging rapidly. Hence the population which were born between 1946 and 1964, after World War II which are labeled as “Baby boomers” due to the significant increase number of births during the time which account as the majority of the population must adapt to the changes to the technological advancement and globalization. With such changes, the Boomers had gained great influence to all aspect of the society from culture, politics, economics and

education due to their characteristic of being work-centric, independent, goal-oriented, competitive and self-actualization. From this, with the introduction of new media becoming a key factor to the change, the boomers which have the highest purchasing power and availability compare to other generations are seeking new relationship, self-enhancement and exploration though travelling. Thus, the researcher/investigator believes that this pose a great opportunity to conduct a research with focus on the behavior and satisfactory level in the use of Line application of Boomers between 52 – 65 years of age residing in the Bangkok Metropolitan Administration.

2. Research Objectives

2.1 To study behavior and satisfaction levels of undergraduate and graduate students in the age group 18-41 years old, Faculty of Education, Bangkok Thonburi University. (hereinafter referred to as BTU) to use the Line application to participate in the activities of the Faculty

3. Research Benefits

3.1 Know the guidelines for the management of social media of the Faculty of Education. Bangkok Thonburi University

3.2 Know the guidelines for public relations activities of the Faculty of Education through social media.

4. Research Methodology

Mix methods research was selected for conducting the research with the following framework

4.1 The participants are undergraduates of BTU Faculty of Education with age between 18-41. The sample size will apply Yamane formular with Margin of error (MoE), $e = 0.05$ from the population sample of 400.

Data collection was done through Multi Stages Sampling, including Simple Random Sampling by 9 Departments of Education and Purposive Sampling for geographical locations. Including early childhood communication and information technology in education

educational administration Educational Administration Leadership Sample sizes were selected using Quota and Convenience Sampling, with 40 undergraduate and graduate students from those disciplines willing to participate in the research within a 4-month period.

Participants were selected with purposive sampling where 3 users of each Line webpage group of “Academic and Professional Activity”, “Sports and Entertainment Activity” and “Community and Environment Activity” totaling 9 participants and 5 additional purposive sampling participants selected users of Line website.

4.2 Selected research tools are Questionnaire and Non-Structured Interview with the following details

Questionnaire : comprise of demographic questions e.g. gender, age, education level, income along with 13 check list questions related to the participants’ application usage behavior. 10 of 5 point scale questions on satisfactory level of using the application with design to have 3 expert to evaluate for IOC (index of Item Objective Congruence)

Non-Structured Interview : to reevaluate the data collected with 6 questions on the Line application usage behavior covering the channel/mean, location, frequency of usage, posting of information and pictures, messaging and the participants satisfactory level of using the application. Additionally, 3 questions on the usage, network search functionality and membership.

4.3 Data Analysis will be divided according to the data collection tool including Descriptive Statistics for questionnaire with by presenting the value through Percentage (%), Mean and Standard Deviation (S.D.)

5. Research Results

The first day collected from 400 questionnaires showed that 253 respondents were female (63.25%), while 147 respondents were male (36.75%), with the highest age group being provided information was between 18-41. Year with 249 (62.25%) respondents, 22 followed by 148 (37.00%) and 23 plus 3 (0.75%) respondents. Professional 157 (39.25%) Bachelor's degree 112 (28.00%) High school senior or lower 94 (23.50%) Master's

degree 36 (9.00%) and Doctoral degree 1 (0.25%) and finally the monthly income of respondents ranging from The highest to lowest response rates were as follows: 6,001 – 24,000 baht at 117 (29.25%), 42,001 – 60,000 baht at 62 (15.50%), below 6,000 baht at 43 (10.70%) and above 60,000 baht at 32 (8.00). %)

Line application acceptance statistics show that 76.75% of users use the app via mobile phone, while 71.75% use it at home. and the highest usage rate during the day (10:00-19:00) at 56.00%

An analysis of respondents/users' behavior found that 41.25% of users would accumulate 51-100 accounts on their friends list, while 53.50% would use the app to schedule meetings to attend events 2- 3 times a month The highest amount of predictive activity was academic and professional activity at 39.25%. The data also shows that 55.25% of respondents will meet at the Education Building and 67.50% will upload photos and meeting experiences through the app. Line application

The level of satisfaction in using the Line application to participate in the activities of the faculty was found to be at an acceptable level for academic and professional activities. Looking at each item, it was found that the overall satisfaction rate was high, especially in network search, followed by membership and application usage.

Member/Account Function: The results show a high overall satisfaction rate with the greatest convenience of membership/account creation. Privacy and data security and terms and conditions that are easier to become a member

Application use: Results show a high overall satisfaction rate. Emphasis is placed on the benefit of calculating the time spent participating in the activities of the faculty. A variety of programs including sports and entertainment and the simplicity of the application while the factor with the least moderate satisfaction rating was performance in audio and video uploading and downloading. and optimize user traffic

Accessibility: Results show a high overall satisfaction rate. Very satisfied with the speed and security of data access. as well as the function of selecting and creating a network and group type (on/off) and recording the total attendance time of the existing activities.

Qualitative Analysis of Interview Data

With data collected from the 9 participants and their behavior is using Line application to participate and record user activity from Line user website to participant in 3 activities, it was found that the preferred channel to access the application is mobile phone at their own residence. Line application would update the feed with information and photos of the activities with description, setting up of new activities e.g. details on sports and entertainment activities, social and environmental activities, arranging trips, The frequency that users would arrange meeting and record the time in joining activity per month ranged from 2-3 time, 1-2 time and 4-5 times respectively, while they would actually meet among themselves at 1-3 times per month. Each user would have a friend list of 50 – 800 in their account.

Additionally, with data from 5 participants between the age 52 – 65, it was found that they share similar preferences with the first group of participants while the differences would include the lack of arranging trips together, the frequency to arrange meetings varied to 2 – 6 times per month and having a friend list of 20 – 500 and high user activeness from expressing their opinions and feelings (likes) to the post/feed which could be up to 10 – 50 per post.

Findings on the satisfaction level of participants of age 52 – 65 years old in using Line application for participating in activities with friends and associates within the same age group from 3 Line Travelling websites found that satisfactory on being a member has gained the highest level. This is due to the simplicity of the website which require small amount of time to familiarize with, convenience as applicant could follow the instruction presented on the website. Additionally, the popularity of the system would, in turn attracts friends of the current member to join/create their own account. The application usage and network-search functionality also gained the highest satisfaction rate from its user-friendly interface, benefits in communication and situational awareness, and the easy search function to find friends or wanted data.

6. Conclusion and Discussion

The research found that the channel with the highest usage for Line application was made via mobile devices (Smart Phone). It is highly possible a result of the information age where technological advancement had reduced the size and pricing, enhanced functionality, offered new application of such devices which, in turn lead to the increase in accessibility of information. This would coincide with Kitti Phuwanithithana (2011) whom stated that Mobiles Phone is a factor which increase the people access to the internet and social network and also Pravet Pravetphrai (2013) whom studied the social networking and its relation to achievement motive and behavior of working population in Bangkok Metropolitan Administration and found that the purposes of usage was mainly for gaining new and maintaining current relationship with people in their circle via mobile phones, PDAs and Smartphone respectively. The location of use was mostly at their residence with highest usage time ranged from 3-4 hours and 5-6 hours respectively largely during afternoon (from 10:00am to 4pm) as the participants are in the retirement age of 18-21 years old hence the result. This also relates to the findings of Pattra Ruangsawas (2010) on the lifestyle and social network behavior of working population in Bangkok Metropolitan Administration which the 3 most popular activities on social network are chatting/messaging, updating personal statue/personal details/uploading photos and research/data sharing. The result also shows that the purpose for using Line prior, during and after academic activities of participants are arranging for meetings and joining activities together (within their age group) with highest number of friends at 51 – 100 account, researching on sport and entertainment venues 2-3 time per month, updating activities details mostly with Sport Day activity, and uploading photos and sharing their experience for their Sport day. It is believed that due to the participants age group, the application serve as a tool to satisfy their need in meeting one another for sports and entertainment activities as studies of Sasithorn Yuwakosol (2013) on behaviors and benefit from using social network found that participant felt more connected, entertained which would reduce the feeling of loneliness especially with close friends and associates. Additionally, the participants were also greatly satisfied with the use of application for traveling and socializing.

Upon close analysis of each study, overall, the satisfaction rates are all high especially on searching for network, being a member and application usage this could possibly be a result of Facebook continuous and storage of people and location data combine with simplicity of the search functionality which coincide with Rajchaya Chantharung (2011) whose research discuss on the “group” function which attracts people whom share the same interest to connect and has been a major factor for the increase of Thai user account on Facebook.

7. ข้อเสนอแนะ

7.1 Policy Recommendations

7.1.1 Should study behavior and satisfaction in using Facebook for public relations students from other 12 faculties of Bangkok Thonburi University that is open for teaching to know more information

7.1.2 Should study behavior and satisfaction and compare the use of Line social media that are currently being used widely to gain further insights.

7.2 Implementation Suggestion

7.2.1 To study the development in the field of use They have the highest level of satisfaction and access to information on activities. It is also useful for communication. Keep up to date with various academic news and professional activities. and the network search side is available for continuous access To make it convenient, easy to use, want to find friends or anything easily found.

7.3 The suggestion for the further research

7.3.1 To study more about the behavior and satisfaction of using Facebook as a medium of publication for students of the Faculty of Education who made mistakes in all faculties.

7.3.2 To gain an in-depth understanding and further study behavior and satisfaction Compared to other social media applications Line

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