

Behaviors in Using Social Media of Undergraduates in Surin Rajabhat University: A Case Study of Public Administration Undergraduates in the Faculty of Humanities and Social Sciences, Surin Rajabhat University

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Abstract

The purposes of this research were, to study Public Administration Undergraduates' behaviors in using social media, to study the level of social media using of Public Administration Undergraduates, and to present the guidelines suitable for social media using of Public Administration Undergraduates. The samples were 240 Public Administration Undergraduates in the Faculty of Humanities and Social Sciences, Surin Rajabhat University, calculated the sample size using the Yamane formula at a confidence level of 95%. The research instrument was a questionnaire. Statistic used for data analysis was frequency, percentage, mean and standard deviation. For qualitative data, analyze by using a content analysis. The results of this research were found that: 1) Public Administration Undergraduates' behaviors in using social media are mostly 235 (97.90%) face book members. Overall, 134 (55.80%) undergraduates had used social media during 18.01 - 21.00 hours. a day, 209 (87.10%) use it every day, 87 (36.30%) had used it for more than 3 hours, 226 (94.20%) had used it at home/dormitory, 168 (70.00%) had used it on mobile phones, and 223 (92.90%) use it regularly by talking with friends, 2) social media using of Public Administration Undergraduates in general was at a high level, and 3) guidelines suitable for social media using of Public Administration Undergraduates were as follows; there should be more speeding up Wi-Fi internet coverage at Surin Rajabhat University and spend time to use appropriate social media as well as be used correctly.

Keywords : Behaviors in Using Social Media, Social Media,

Introduction

Due to the advancement and rapid growth in computer technology, Internet and communication technologies have made social networks more influential in human communication, such as Face book, Twitter, Line, Instagram, etc. It has come to help strengthen the communication of the people more easily both in interpersonal communication and interpersonal communication. Currently, there are a growing number of social network users around the world. According to Thailand Internet User Profile 2014 by

Electronic Transactions Development Agency (Public Organization, 2014: 21-22) found that the internet has played an increasing role in the daily lives of today's people. By the average of internet usage per week has increased by an average of 32.3 hours per week or take about 4.6 hours per day in 2013, up to 50.4 hours per week or take about 7.2 hours a day. Or it can be said that nowadays people spend almost one third of the day to surf the Internet. Internet users through mobile devices use the Internet for entertainment and communication

However, using social media had both benefits and threat in the same time, that is, online social networking will make people communicate more easily, faster and quickly through social media. In addition to sending messages and information exchanged, they may also be engaged in activities of mutual interest. But if the users lack of the right knowledge and understanding, It may cause damage to the users, especially with juvenile children who are unaware of the use of the internet, whether it is impacting on education or on society and family (Pattariga Wonganantnont, 2014 : 174) such as problems of teenagers addicted to online games and crime, etc.

Therefore, the researchers are interested in studying behaviors in using social media of undergraduates in Surin Rajabhat University from various communication tools. In addition to the understanding behaviors in using social media of undergraduates on what the characteristics and trends are, it also helps to adjust undergraduate behavior more suitable as a means of communication and information to students as well.

Objectives of the Study

1. To study Public Administration Undergraduates' behaviors in using social media
2. To study the level of social media using of Public Administration Undergraduates
3. To present the guidelines suitable for social media using of Public Administration Undergraduates.

Methodology

1. Population and sample; the Population and sample used in this research are Public Administration Undergraduates of every class year (year 1-4) in Faculty of Humanities and Social Sciences, Surin Rajabhat University. There are totally 599 Public Administration Undergraduates (Information derived from Academic and Registration Office, Surin Rajabhat University, 6 December 2016). In all these numbers, 240 samples were obtained from Multi-Stage Sampling using the Yamane formula (Yamane, Taro, 1973 : 581) with a significant confidence at 95% (0.05)

2. Research Tool; the questionnaire as a research tool which is divided into 4 parts as follows:

Part 1 Questionnaire about general information of correspondents consisting of sex, age, occupation, family and educational level with using a checklist,

Part 2 Questionnaire concerning Public Administration Undergraduates' behaviors in using social media with using a checklist,

Part 3 Questionnaire concerning social media using of Public Administration Undergraduates with using 5 Rating Scales consisting of 1) Not at all satisfied, 2)slightly satisfied, 3) moderately satisfied, 4) Very satisfied and 5) Extremely satisfied,

Part 4 Questionnaire concerning about guidelines suitable for social media using of Public Administration Undergraduates with was an open-ended question.

The researchers, then, applied the questionnaire to the non-sample group and then calculated the reliability by the Coefficient Coefficient method using the Cronbach's formula The confidence interval was at 0.916.

3. Data collection; in this research, the data was collected from the questionnaire as follows:

3.1 Prepared a letter of request for permission to collect information from the advisor to apply for permission to relevant agencies.

3.2 Prepared a sufficient number of questionnaires for the number of samples to collect and then a questionnaire with a letter of permission was collected.

3.3 Took the questionnaire to collect data from the sample and the researcher went down to collect the questionnaire by themselves.

3.4. Data collection was conducted by the researchers. The respondents returned all of them and checked for accuracy, completeness, and incompleteness.

4. Data Analysis and Statistics used in Data Analysis; Data analysis, in this research, by using statistical packages. The data and statistics used in data analysis were as follows: Percentage, Mean and Standard Deviation: S.D. But for the qualitative data, it analyzed by content analysis.

Results and Discussion

1. Public Administration Undergraduates' behaviors in using social media are mostly 235 (97.90%) face book members. Overall, 134 (55.80%) undergraduates had used social media during 18.01 - 21.00 hours. a day, 209 (87.10%) use it every day, 87 (36.30%) had used it for more than 3 hours, 226 (94.20%) had used it at home/dormitory, 168 (70.00%) had used it on mobile phones, and 223 (92.90%) use it regularly by talking with friends. This study results is consistent with the effect of using facebook towards behavior at

Sakon NakhonRajabhat University by (Chonthicha Juinam, 2014 : 84-95). was found that most subjects were female students studying in first year and used Face book at work they spent 4 hours for playing, at 4 – 10 P.M., and most activities were text and conversation.

2. Social media using of Public Administration Undergraduates was, in overall, at a high level ($\bar{X} = 4.11$, S.D. = 0.530). When considering levels of the social media using of Public Administration Undergraduates in each of the aspects, it was found at a high level. The highest level was education ($\bar{X} = 4.29$, S.D. = 0.582), followed by society ($\bar{X} = 4.21$, S.D. = 0.585), attitude ($\bar{X} = 4.13$, S.D. = 0.610), family ($\bar{X} = 4.08$, S.D. = 0.735) and economic was at the lowest level ($\bar{X} = 3.86$, S.D. = 0.939). There are details that can be discussed by each of the following:

2.1 Behaviors in using social media of undergraduates in Surin Rajabhat University in terms of education overall was at a high level ($\bar{X} = 4.29$, S.D. = 0.582). When considering levels of the social media using in terms of education in each of the aspects, it was found at a high level. The highest level was undergraduates use social media to search for educational information ($\bar{X} = 4.43$, S.D. = 0.636), followed by social media can share information, knowledge and interests together ($\bar{X} = 4.29$, S.D. = 0.582) and the lowest level was social media is a tool to promote intellectual ability to undergraduates ($\bar{X} = 4.15$, S.D. = 0.682). This study results is not consistent with the effect of using face book towards behavior at Sakon NakhonRajabhat University by (Chirapat Roemsri, 2014 : 58-65). was found that the behavior of using face book on their lifestyle in terms of education overall was low.

2.2 Behaviors in using social media of undergraduates in Surin Rajabhat University in terms of society overall was at a high level ($\bar{X} = 4.21$, S.D. = 0.585). When considering levels of the social media using in terms of society in each of the aspects, it was found at a high level. The highest level was social media is a broad online society that can provide information and track the movement in society ($\bar{X} = 4.26$, S.D. = 0.661), followed by social media creates a good relationship from friends to friends ($\bar{X} = 4.20$, S.D. = 0.704) and the lowest level was social Media makes undergraduates aware of other people ($\bar{X} = 4.18$, S.D. = 0.712). This study results is not consistent with the behaviors and effects of using social networks of the junior secondary school students in Sukhothai province by (Chonthicha Juinam, 2014 : 84-95) was found that the effects in terms of society was at a low level.

2.3 Behaviors in using social media of undergraduates in Surin Rajabhat University in terms of economic overall was at a high level ($\bar{X} = 3.86$, S.D. = 0.939). When considering levels of the social media using in

terms of economic in each of the aspects, it was found at a high level. The highest level was undergraduates earn through social media channels ($\bar{X}=3.87$, S.D. = 1.034), followed by undergraduates exchange or buy through social media ($\bar{X}=3.87$, S.D. = 1.012) and the lowest level was social media creates results and revenue for undergraduates ($\bar{X}=3.85$, S.D. = 0.992). This study results is consistent with the effect of social media on working citizens in Bangkok and the surrounding areas by (Adisorn Ansongkhram, 2014 : Abstract). was found that the effect of social media in term of savings and financial positioning was at a high level.

2.4 Behaviors in using social media of undergraduates in Surin Rajabhat University in terms of attitude overall was at a high level ($\bar{X}=4.13$, S.D. = 0.610). When considering levels of the social media using in terms of attitude in each of the aspects, it was found at a high level. The highest level was social media can be stressful for undergraduates looking for friends to be have fun ($\bar{X}=4.17$, S.D. = 0.769), followed by social media is a necessity for undergraduate life ($\bar{X}=4.15$, S.D. = 0.763) and the lowest level was undergraduates are conscious of being enthusiastic at all times ($\bar{X}=4.05$, S.D. = 0.769). This study results is consistent with behavior and impact of using social network of secondary school students in Nonthaburi Province by (Saowaphark Lampetch, 2016 : 116 - 130) was found that the objectives in using social network at the most is talking with friends in general, the others are talking with friends in learning and homework.

2.5 Behaviors in using social media of undergraduates in Surin Rajabhat University in terms of family overall was at a high level ($\bar{X}=4.08$, S.D. = 0.735). When considering levels of the social media using in terms of family in each of the aspects, it was found at a high level. The highest level was social media makes undergraduates brave and talk to family ($\bar{X}=4.12$, S.D. = 0.812), followed by social media keeps undergraduates connected with their families in the distance ($\bar{X}=4.09$, S.D. = 0.828) and the lowest level was undergraduates use social media to communicate with their families ($\bar{X}=4.03$, S.D. = 0.828). his study results is consistent with the effect of social media on working citizens in Bangkok and the surrounding areas by (Adisorn Ansongkhram, 2014 : Abstract). was found that the samples provides a high level of interest in the family include information about family members, focus attention on the problems of members of the family, the image of the self in all aspects such as clothing, etc.

3 Guidelines suitable for social media using of Public Administration Undergraduates were as follows; there should be more speeding up Wi-Fi internet coverage at Surin Rajabhat University and spend time to use appropriate social media as well as be used correctly.

Suggestions

1. Suggestions for practice

There should be more speeding up Wi-Fi internet coverage at Surin Rajabhat University, an appropriate training program for communication and using of social media for students should be organized. Include, manage participate in marketing decision-making through social media, because it is a channel to promote products that reach people in a broad.

2. Suggestions for conducting the future research

2.1 This study focused on only the target undergraduates: Public Administration Undergraduates. In the next study, other majors or faculties in Surin Rajabhat University may be studied.

2.2 Researchers should be knowledgeable about the use of social media. Because it educates undergraduates who want to know about using social media.

2.3 Research should be conducted on students' expectations for the use of social media in terms of benefits and penalties.

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