The Study of Behaviors, Attitudes and Satisfaction of High School Students in M. 6th Grade in the Bangkok Region in Accessing News and Information About Mahidol University International College Through Online Social Media

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Abstract
This research has the objective of studying the behaviors, attitudes and satisfaction of high school students in M. 6th Grade in the Bangkok region in accessing news and information about Mahidol University International College through online social media.

The results of the research will be used in the development of specific guidelines and policy framework for public communication of MUIC concerning online social media including improvement of media to be better adapted to the changes in the 21st century.

Research results indicate that a sample group uses mobile phone with an Internet network at home. Students spend an average time of 3 to 4 hours per day searching for information, on Facebook and Line, looking for messages with attached charts, news stories, images and video clips. Their attitude in receiving information on online media shows that they prefer timely, fast, and convenient and delivery of news, any place and time. For satisfaction, they want to know about details of application/examination, course per subject that are offered, student activities with photographs and videos, stories about the educational institution and a study prefers data concerning knowledge, such as English and Mathematic subjects as well as youth camp etc. From testing results of hypothesis, it is also found that the attitude has relation with requirement for opening to get information of MUIC through social media which is a positive relationship. Therefore, a student has good attitude to MUIC that affects satisfaction with respect to getting news and information.

Keywords: social media, news, and information, high school student

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Introduction

Currently, the online social media is counted as a communication device that becomes a source of knowledge, information and opinion exchange and sharing. A person can access it directly and use it to expand social group networks. Also, it also provides changes in communications modes, from traditional to one that uses communication technology in the digital era. Under this era, a large number of people around the world can join groups in online social networks through communication programs (or applications), such as Facebook, Twitter, Youtube, and Line. It becomes a phenomenon of communication connectivity among persons in the Internet world which covers every groups and ages.

Online social media is a much favored channel that has become a cultural part of online social media users. Social media is influential in accessing news as well as information. It makes accessing of news or information easy and fast and also provides options for the consumer on what form the information comes in which is quite different from more traditional media like print, radio or television. It is able to represent data in multiple formats of mixed media with messages, images, graphics, animation and movies. Social media has also an important role in changing the communication behavior of both sender and receiver of messages. Representation of various news and information through online social media, thus, should be considered carefully for impacts both positive and negative. Pushing the "Like" button as a sign of agreeing with a social media message may establish mutual feelings and create popular current to be brought away, criticizing or creating a virtual society of an online social network. It stimulates the communication behaviors of a message receiver and sender, affecting their living among such media, a message, a receiver and a sender who plays a role as well as an action through social media which may have impacts both directly and indirectly by being compared to a sword with two sharp edges that has either advantage or disadvantage. In order to know and understand in a social media very well, firstly, we should truly learn and understand its background, meaning, territory, characteristics and role.

Therefore, studying the behaviors, attitudes and satisfaction of high school students in M. 6th Grade in the Bangkok region in accessing news and information about Mahidol University International College through online social media necessary for learning, studying and understanding to be accepted in behavior, attitude of a target group, specially a student in current era that popularly uses and growing in environmental situation with communicational technology. Thus, knowledge of opening to get news and information, building up motivation that will affect and establishing to create image of MUIC to be accepted, trusted, interested, helped for public relationships or further telling through online social media or being a data base of a decision for selection of continuing education in MUIC onwards.

Objectives

1. To study demographic types of a student in high school M.6th grade level in Bangkok region with sex, age, family income and an educational region which affects the interaction with online social media with respect to accessing news and information.
2. To study behaviors with respect to accessing news and information through online social media which are communication devices, places, period of time, kinds or types of online social media including experiences of a sample group in opening to get news and information of an educational institute.
3. To study attitude with respect to get news and information through online media that affects with respect to accessing news and information against satisfaction for opening to accessing news and information.
4. To study presentation of news and information contents through online social media which affects against opening to accessing news and information with satisfaction in opening to accessing news and information.

Research Scope

This research surveyed selected high school students in the M.6th grade level of selected schools in the Bangkok region. The scopes of the study and research are:
1. The population comprises elected high school students M.6th grade level of selected schools in the Bangkok region.
2. A sample group high school students in theM.6th grade level of selected schools in the Bangkok region were selected from each school by choosing among the numerous applicants for college education at MUIC in each year according to the Taro Yamane Method at confident level of 95% (Yamane, 1973 referenced in Samranjai, Jakkrit. (2001).
3. Study parameters
3.1 Independent parameters include the respondents' sex, age, the class level,, average income per month of the respondent's family, and the school of each respondent.
3.2 Dependent parameters include attitude and satisfaction with respect to accessing news and information about a university through online social media. By using survey questionnaires as a tool for data collecting by the used format of a questionnaire will be the "closed-ended question" type with a question structure using "Rating Scale" and "Check List" question formats which consist of the four parts as follows:
Part 1. General data of the respondent including sex and age, class level where the respondent is studying at, average income per month of each respondent's family, and the respondent's school.
Part 2. Survey data concerning with behaviors with respect to get online news and information, such as:
- Communication devices that you use often with respect to accessing online social media.
- The place where you always stay while accessing news and information through online social media.
- Period of time by average per day that you access news and information through online social media.
- Which interval of time that you use with respect to accessing news and information through online social media.

- Types/ kinds of programs or applications which is mostly used often in each day in accessing news and information through online social media.
- If it is requirement with respect to accessing news and information from an international college that you would like to study in the future, a university should send news and information through programs or applications on online social media.
- Experience with respect to accessing news and information from an educational institution through online social media.
- A format that is suitable in opening for requirement with respect to accessing news and information about an international college that you require.

Part 3. Surveying of attitude with respect to accessing news and information about a university through online social media, Measurement levels are divided into 5 = Agree extremely, 4 = Agree, 3 =Not sure, 2 = Not agree, 1 = Not agree extremely, There are 12 examinational questions.

Part 4. Satisfaction survey of contents against with respect to get news and information of an university through online social media. Score levels of satisfaction are as follows: Most = 5, Much = 4, Medium= 3, Less = 2, least = 1 by dividing into4 subjects with having 32 questions.

Advantages Expected

1. Being able to gather valuable demographic data and also the respondents' online media activities vis-à-vis the university in accessing news and information of MUIC in order to use these for developing specifying guidelines for a College communication policy regarding online social media,

2. This research data will build up understanding of various news and information presentation through online social media in the areas of content, point of view, a suitable format for presenting news and information, acknowledging and learning of attitudes and behaviors regarding opening of acknowledgement, accepting and taking results of this research to be used for improvement of MUIC's presentation of data of online media with a sample group and making it popularity, acceptance, trust and interesting to help public relations or further telling and sending through online social media.

Method Regulations

The main tool used for data collection is a questionnaire. Questionnaires were distributed among the respondents. After the respondents wrote their answers, the questionnaires were collected and their data entered into a computer and were processed using a statistical program in order to analyze the results.

Data Analysis Method

Data analysis method is divided into two types: Descriptive analysis and inferential analysis, by taking the received data to be used in determination of data summary in order to be explain a type or enumerating data as collected in the proportion table format, enumeration of frequency, percentage, mean average determination, measurement of relationship between quantitative variables to be explained demographic data and taking received data to be used in data analysis from a partly sample group (populations in testing of hypothesis by using a test and One-way

ANOVA in different test as a popular type with tendency that will be presented out of student behaviors in high school M.6th. grade level)

Research Results
The study of the behaviors, attitudes and satisfaction of high school students in M. 6th Grade in the Bangkok region in accessing news and information about Mahidol University International College through online social media was based on a total of 429 questionnaires collected from six schools in the Bangkok region which includes the following: Teaw Pai Ngam School, Bangplud District; Phothisan School, Taling Chan District; Assumption School, Bangrak District; Bangkok Christian School, Sathorn District; Wat Nai Roong School, Bangkok Noi District; and Satriwitaya School, Pranakorn District. According to research results:

Part 1. It was found that a sample group of students in high school M.6thgrade level from six schools in the Bangkok region consists of more males (247 or 57.6%) than female (182 or 42.4 %); regarding their, a clear majority comprise 17 years (68.8%) while those who are over 17, comprise 31.2%. Almost half of the students (42.7 %) in the sample group has average family income of 3,001-5,000 Baht per month. On the other hand, 25.6 %of the students have a family income of less than 3,000 Baht per month while 12.6% have a family income of 5,001-7,000 Baht per month, respectively.

Part 2. In the survey of behavior for accessing news and information through online social media, it has been found that the communication device that is widely used by the is a mobile phone with 323 respondents or 75.3%. The next most widely used device is a desktop computer with 54 respondents of 12.6%, followed by a notebook computer with 26 respondents or 6.1%, and finally a mobile computer with touch screen with 26 respondents or 6.1% ,respectively. For the places that a sample group popularly uses most often in accessing news and information through online social media is house (329 respondents or 76.7%), school (52 respondents or 12.1%) and while riding a bus (23 respondents or 5.4%), respectively.
The average period of time per day that respondents accesses news and information through online social media is by 3-4 Hours (18.2%), 11-2 Hours (16.3%), 1 Hour (15.4%) and 2-3 Hours(13.1%) with the specific time identified as follows: 20:00-23:00 Hours(45%), 17:00-20:00 Hours (37.5%) and 11:00-14:00 Hours (5.4%), respectively.

The types/kinds of programs or applications that the respondents uses often in accessing news and information through online social media are Facebook (47.1%), Line (26.1%), Twitter (9.1%) and Instagram (7.5%). The universities from which news and information through online social media have been accessed are Chulalongkorn University (17.7%), Thamasart Univerity (12.6%), Mahidol University (6.5%), Srinakarintharaviroj University (3.5%), Kasetsart University (3.3%) and Silapakorn University (3.0%), respectively. The most requested news and information through online social media of MUIC include a short message format (45.5 %), attached image (24%) and video clip (13.1 %), respectively.

Regarding the sample group's attitude (Part 3), it has been found that the most important criteria on using online media to access news and information about an international college, the most important points are

1. Getting up-to-date news and information, instant and in real-time;
2. Convenience in accessing news and information in all places and time;
3. Helping save expenses and time in travelling;
4. News and information has advantage with guidelines to further education; and
5. Presenting news and information in mixed media, can present either through messages, photo, moving images, graphics, games as well as being able to reply to the respondent.

Survey shows that regarding satisfaction (Part 4) with respect to accessing news and information of MUIC through online social media by the respondents, details and procedures for application/examination which are so important in getting news and information following with interval of time for opening of new student application, opening of a house, careers in future and being communication / contacting channels to advise further education of the International College respectively.

The results of the survey include respondents' satisfaction with respect to accessing news and information of MUIC through online social media. Research found that the details and procedures for application/examination are so important news and information. This is followed by the interval of time for opening of new student application, schedule of an open house, future career and contact channels through which the respondents can receive advice on applying for admission at an international college. The general data offered by a university, which includes course data and available subjects, certification of educational assurance and travelling. Moreover, photo and video should have stories about the university such as history of courses opening for teaching, facilities in studying/teaching, school buildings, a library, computer rooms, laboratory rooms, teaching technologies and livelihood of a student in a university, pictures of students and club activities and interview of students and teachers in each subject.

Explanation of Research Results

After receiving research results and performing descriptive analysis, it is found that in respect to accessing news and information of MUIC through online social media with a student in high school M.6 grade level who is studying in schools in the Bangkok region as the results, it is still used family basic, income, a level of education, educational region or district by tendency of devices will be using mostly a mobile phone more and using it at home with respect to accessing news and information, interval of time for playing online media is longer including interval of time for receiving of online media during early in an evening and the most popular program is still Facebook, by having Line becomes more popular, this is matched with a research work of the tendency for using online social media report from the National Statistic Office which has performed to survey for having IT and communicational technology using in a household more (The National office of Statistics, 2013).

Reungsawat, Pattra. (2010) and Charles (K. Atkin, 1973:208) as mentioned that "a person who opens to get news and information a lot, shall have widely sights and senses, having knowledge/understanding in environmental conditions and being a modern person with in time for an event more than a person who opens to get less news and information. A person shall not get every news and information which is passed through a person at all, but shall select and get to know only some parts that

are thought it is advantage to such a person. News and information is always selected every time, interesting advantage news and information which is suitable as receiver's opinions will be news and information that creates success in communication and matching an article from a website "Mylife.com" saying Facebook is a top level program for searching various news and information including educational points of view." It is also found that quantity of students in USA who use online social media for talking and exchanging comments in the matters of education.

Hemminth, Amika. (2013) studied behaviors of using and commented concerning with results getting from using, From social online networks of people in the Bangkok region, it is found that most respondents use "Facebook" most often, matching with the research results that the interval of time that people use online network the most is during 18:00-06:00. Most respondents usese online social network for 1-3 hours per day. The service which most people like is getting more news and information faster. All features are matched with this research including a research work taking to be concerned with other researchers such as, Nitipornmongkol, Panicha. (2010), Reungsawat, Pattra. (2010), and Phongsupab, Reudeeporn. (2008). who mentioned communication through online social networks at home every day more than 2 hours by using network websites in online social networks in order to have conversation with friends for updating of status/personal data/picture and searching / exchanging news and information.

Summary of Research Results

The research results should be used for developing the integration of strategy and technique in order to create maximum satisfaction for high school students who are interested in studying at MUIC. The contents of essential news and information about MUIC should be matched with a social media theory resulting in changing communication behaviors of both message senders and receivers. Propagation of news and information, images, and video clips through social media should be considered to create positive impact. Target groups should find easy access through these communication channels to be able to build up their motivation in accessing news and information as well as providing them with the services of MUI. The development of a long-term relationship with the target group and the group of persons who are influential to a students' decision making—including parents, siblings, relatives, friends, advisers, alumni and other groups—should also be developed. This research finds that a group of respondents of almost the same age, enrolled in high school, and are comprised of both males and females, who live with their parents, usually use social media at home in accessing news and information about international colleges. Having a good relationship, attitude and satisfaction with accessing news and information through online social media can result in higher satisfaction in their experience of acquiring more information through social media from Mahidol University International College (MUIC).

General Suggestions

1. Studying of behavior, attitude and satisfaction with respect to accessing news and information through online social media must spend a period of time in research for long period of time moderately and an interval for performing that research will be close to educational midterm examination, so it will have an objection in going into an area for surveying and delivering of questionnaires.
2. A target group shall cover over many educational areas or distributing into many regions which are located by schools and by some important provinces.
3. If having further researches, a researcher will perform researching in a matter of contents, news and information which affect with respect to get them for a student in a secondary class level which has influence to selection of further education in an university in a part of any communicational channels that are suitable for transmitting of various news and information of an university which will access a target group mostly and having satisfaction in such news and information.

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