

Research Title: Behavior in Using Electronic Media by the Students of Mahachulalongkornrajavidyalaya University Phrae Campus

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ABSTRACT

This is a survey research with the following objectives 1)To study Behavior in Using Electronic Media by the Students of Mahachulalongkornrajavidyalaya University Phrae Campus in 5 parts cognitive Domain, Affective Domain, Psychomotor Domain, Using reason and Problem obstacle Using. 2) To compare the Behavior in Using Electronic Media by the Students of Mahachulalongkornrajavidyalaya University Phrae Campus to separate the kind of undergraduate, the classes, subjects and ages.

The sample of research were the students of Mahachulalongkornrajavidyalaya University Phrae Campus in 2553 academic year 418 monk/persons amounts. A tool to use in the research is 3 questionnaires while 3 sections, sections 1 the status of person answer the questionnaire, sections 2 Behavior in Using Electronic Media by the Students of Mahachulalongkornrajavidyalaya University Phrae Campus. Sections 3 suggestion. The statistics to use the data analysis is the Percentage (%), Mean ($\bar{x}$), Standard deviation (S.D.) and Hypothesis test by t- test and F – test.

The Result of Research:

1. The status of person answer the questionnaire found that most of undergraduate is the layman more than the monks , the third class undergraduates mostly, the first to fourth class is less than that, field of political science undergraduate , mostly , next be , Buddhism field , social studies field , and instruction English field ,

20-30 years old, most of age 31-40 years, age 41 years go up, and lower 20 years, while, use mass electronics media most 11.01-13.00 times o'clock, the frequency in using mass media 1 electronics time a week, the period of time in adopting mass media the electronics in each time take time 30 minute, and investigate by the way experiences to use with oneself mostly.

2. The students of Behavior in Using Electronic Media in many levels found that cognitive Domain in many levels, excepted to know the foreign languages, lead the knowledge produces the instructional media and use service the electronic mail in medium levels. Affective Domain in many levels. Psychomotor Domain in many levels excepted using foreign languages skill in medium levels, Using of reason in many levels excepted to read electronics (e-Book), to check passing the test network the university, talk and give one's opinion in Chat room and see the instruction changes the network in medium level and Problem obstacle Using in many levels excepted electronics media is askew with the requirement of the user, the system gets into trouble while, do research work the data, a program is outmoded and strange the place stands the computer or person contact with coordinate activities take care the system in medium level.

3. Undergraduate kind are differently, have Behavior in Using Electronic Media most of Students are not difference excepted, see be found that have satisfaction are different levels .05

4. The years that study are differently have Behavior in Using Electronic Media most of Students are not difference excepted see be found that have satisfaction are different levels .05

5. The field that study are differently have Behavior in Using Electronic Media most of Students are not difference levels .05

6. Age differently have Behavior in Using Electronic Media by the Students are not difference level .05