

THE STUDENTS' INFORMATION EXPOSURE BEHAVIOR TOWARD INFORMATION DISSEMINATION OF EDUCATIONAL SERVICES (ACADEMIC DEPARTMENT) SUAN SUNANDHA RAJABHAT UNIVERSITY CASE STUDIES UDONTHANI EDUCATION CAMPUS

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ABSTRACT

From the research, the data analysis results can be summarized as follows Students' From the research, the results of the data analysis can be summarized as follows. Personal data of respondents found that undergraduate students Most of them are female (65.56%). Most of the students who answered the questionnaire were between 18-20 years old (75.86%). Most of the students followed the public relations information of the educational service department. (Academic Department) from online media, i.e. following Facebook the most (56.69%), followed by Line (32.49%). Students' exposure to news and information publicity of educational services (Academic Department). It was found that students were open to public relations news and information about educational services (Academic Department) as a whole at a moderate level. By receiving the most information on the Internet Students perceive public relations for educational services. (Academic) as a whole and at a moderate level. A comparison of exposure to public relations media for educational services (Academic Affairs) of students classified by gender and field of the study found that overall, there was no difference. A comparison of perceptions of public relations for educational services (Academic Affairs) of students classified by gender and year level found that overall, there was no significant difference at the .05 level, but when classified by field of the study found that there were differences.

Keywords: Moderate, Comparison, Perceptions

INTRODUCTION

1. Introduction

Continuous development of the quality of educational services is an important contribution to the quality of education management. To be more efficient and effective continuously Suan Sunandha Rajabhat University Aims to be a leading quality university for the people, producing graduates with leading quality meets the needs of communities and society in the knowledge-based economy era and be a happy global citizen. Aiming for excellence in research innovation and knowledge to local development As well as the development of Thai wisdom to the ASEAN community and the international community. Aiming to build a reputation and pride that the community is proud of and aiming to become a world-class university.

public relations in the current organization Focus on building a good image for the organization. Build credibility for the organization and satisfy the target group. Public relations is providing information in different ways depending on each organization that has created a good

image for the organization to much Trust and meet the needs of the target group. To have a good attitude towards many organizations, whether public, private, state enterprises, or non-profit organizations, all use public relations communication to create awareness and understanding among the target groups in order to make the target groups satisfied (Sasiprapha Chaiprasit .2548:52)

Behaviors for choosing to receive news and media differ from person to person. As a result of different accessibility opportunities, channels, knowledge, needs, goals, environments, values, and attitudes, these factors all have an influence on communication behavior (Hunt & Ruben, 1993). the reaction or activity of a person expressed both internally and outside of the person According to social, and cultural conditions, situations, and experiences, there are both discernible and cannot be observed (Wanwimol Mekwimol, 2010) The social and environmental components of the learners such as family, culture, traditions, demographic characteristics such as age, sex, education, family condition were factors influencing the process of selecting a person's exposure to information. Each individual learner will have an element. these are different Consequently, the learners' behavior in receiving information from higher education institutions was influenced by the individual fundamental factors of the learners. It is in the same direction as the study results of Sudchinda Dangkong (2007). It was found that exposure to news about the university through various media correlated with the attitude and image of the university by being a positive relationship. Provision of public relations services for educational services (Academic Affairs) currently relies on many different channels to publicize information to students, including the Educational Services Division website, Facebook, e-Mail, and Line, service at the Educational Services counter. (Academic Affairs) Telephone services and educational service boards (Academic Department), which provide educational services. (Academic Department) has publicized information in many channels. But there are still students who do not follow the specified academic calendar. Which will find excuses on a regular basis that "I don't know anything about it" therefore affects in many ways, namely

1. Students must submit a request with a penalty fee for late processing.
2. Parents had a negative attitude toward the school.
3. Students terminate their student status. must be recorded for approval to restore student status
4. Teachers cannot follow the academic calendar for such students.
5. Students are unable to graduate on the date and time specified by the university. Which publicizes information News to students is important. Educational services (Academic Department) therefore wishes to conduct a study on the Behavior of students' news exposure towards public relations Information of educational services (Academic Affairs) Suan Sunandha Rajabhat University Case Study of Udon Thani Education Center to bring the results from the study as a guideline in Improving news and information publicity channels as well as for the benefit of those who are interested will be applied to departments It is also a guideline for further research studies.

1.1 Objective

- 1) To study the news exposure behavior of students. to publicize the information of educational services (Academic Affairs) Suan Sunandha Rajabhat University.
- 2) To bring results from the study as a guideline for improving public relations channels for educational service news (Academic Affairs) Suan Sunandha Rajabhat University.

1.2 Definition of term

1) Behavior

Thanawat Imsomboon (2003) defined behavior as the expression of Organisms in various ways according to situations, environments, and stimuli or stimuli for behavior. of people can be classified into 2 types: covert behavior, which is not visible But ready to show such as intuition, feelings, thoughts, knowledge, and understanding and external behavior (Overt Behavior) is the

behavior that people show or notice, such as <http://www.ssru.ac.th> 9 Actions not practice Including speaking and writing that shows knowledge, understanding, beliefs, attitudes and attitudes in any matter.

Royal Institute (2003) defined behavior means actions or symptoms that are Expressed through muscles, thoughts, and feelings in response to stimuli Wanwimol Makwimol (2010) Behavior means the reaction or activity of a person expressed both internally and externally. outside of person According to social, and cultural conditions, situations, and experiences, there are both discernible and did not notice

In summary, Behavior refers to actions or physical actions, thoughts, or feelings in response to stimuli.

RESEARCH METHODOLOGY

2. Research methodology

2.1 Scope of content

This research study is a survey study. To survey the behavior of exposure to news and satisfaction of students. To publicize news information of educational services (Academic Affairs) Suan Sunandha Rajabhat University The said survey is a study of the opinions of the sample group, namely students of the Udon Thani Education Center, Suan Sunandha Rajabhat University where the researcher uses a purposive random sampling method.

2.2 Population and samples

Udon Thani Education Center Student Suan Sunandha Rajabhat University.

2.3 Instrumentation

2.3.1 Tools used in this research It is a questionnaire to explore the behavior of exposure to news and satisfaction of students. To publicize news information of educational services (Academic Affairs) Suan Sunandha Rajabhat University

2.3.2 In constructing the questionnaire for this research Follow the steps below.

1. Study guidelines and methods for asking questions from documents, textbooks, and related research.
2. The data and knowledge acquired were compiled into a questionnaire according to the research conceptual framework.
3. Create a questionnaire to explore the behavior of exposure to news and satisfaction of students. To publicize news information of educational services (Academic Affairs) Suan Sunandha Rajabhat University to find information to create a real questionnaire
4. Take the draft questionnaire. Offer an expert to consider checking and revising the content and expressions of language used as well as the correctness of the questionnaire, and will be used to improve as recommended by experts.
5. The created questionnaire was used to collect data with a group that looked like a sample of 30 people and used to find the reliability value. (Reliability)
6. The questionnaire was published as a complete questionnaire and then used for data collection with the sample.

2.4 Data analysis

1. To study the behavior of students' exposure to information on information publicity. of educational services (Academic Affairs) Suan Sunandha Rajabhat University case study Udon Thani Education Center

2. Analyze the study data to improve new processes.
3. Put the process in which the new improvements are implemented to be tested and evaluated.
4. Analyze test results and evaluate the efficiency of the inspection process.

RESULTS AND FINDINGS

3. Results and Findings

3.1 Results

From studying and collecting data on the behavior of students' exposure to news and information publicity. of educational services (Academic Affairs) Suan Sunandha Rajabhat University case study Udon Thani Education Center and perform analysis synthesize information from various documents Related A survey of students' exposure to news and satisfaction behavior To publicize news information of educational services (Academic Affairs) Suan Sunandha Rajabhat University The said survey is a study of the opinions of the sample group, namely students of the Udon Thani Education Center. The researcher uses a specific random sampling method. By collecting data from all students, 60 people. The general characteristics of the sample, are 30 logistics management students and 30 tourism and service management students.

From the research, the results of the data analysis can be summarized as follows.

1. Personal data of respondents found that undergraduate students Most of them are female (65.56%).
2. Most of the students who answered the questionnaire were between 18-20 years old (75.86%).
3. Most of the students followed the public relations information of the educational service department. (Academic Department) from online media, i.e. following Facebook the most (56.69%), followed by Line (32.49%).
4. Students' exposure to news and information publicity of educational services (Academic Department) It was found that students were open to public relations news and information. of educational services (Academic Department) as a whole is at a moderate level. by receiving the most information on the Internet.
5. Students perceive public relations as educational services. (Academic) as a whole and at a moderate level.
6. Comparison of exposure to public relations media for educational services (Academic Affairs) of students classified by gender and field of the study found that overall there was no difference.
7. Comparison of perceptions of public relations for educational services (Academic Affairs) of students classified by gender and year level found that overall there was no significant difference at the .05 level, but when classified by field of the study found that there were differences.

CONCLUSION

4. Conclusion

4.1 General information

Welcome to the Grammarly Editor, the best place to write what's important. From the research, the results of the data analysis can be summarized as follows. Personal data of respondents found that undergraduate students Most of them are female (65.56%). Most of the students who answered the questionnaire were between 18-20 years old (75.86%). Most of the

students followed the public relations information of the educational service department. (Academic Department) from online media, i.e. following facebook the most (56.69%), followed by Line (32.49%). Students' exposure to news and information publicity of educational services (Academic Department). It was found that students were open to public relations news and information about educational services (Academic Department) as a whole at a moderate level. By receiving the most information on the Internet Students perceive public relations for educational services. (Academic) as a whole and at a moderate level. A comparison of exposure to public relations media for educational services (Academic Affairs) of students classified by gender and field of the study found that overall there was no difference. A comparison of perceptions of public relations for educational services (Academic Affairs) of students classified by gender and year level found that overall there was no significant difference at the .05 level, but when classified by field of the study found that there were differences.

DISCUSSION

5. Discussion

From the study of the behavior of students' exposure to news and information publicity of educational services (Academic Affairs) Suan Sunandha Rajabhat University case study Udon Thani Provincial Education Center, this time can use the research results to improve the publicity of information to students which is beneficial to educational services (Academic Department) and students will receive information in a timely manner.

5.1. To reduce the process, reduce the time, including having clear, convenient, and verifiable guidelines.

5.2. To be a guideline for the development and improvement of information services related to educational services. (Academic Department) Suan Sunandha Rajabhat University.

SUGGESTIONS

6. Suggestions

1. Should study the behavior of public relations media in general of students. Including the analysis of individual variables, especially the personality and learning ability of the students. To use in planning the use of public relations media of educational services. (academic department) in accordance with user behavior

2. Exposure and perception should be studied. Public relations for educational services (Academic Department) by using qualitative research methods to make educational services (Academic) Get more in-depth information from the user's point of view. Or study using both qualitative and quantitative research methods combined to obtain more complete research results.

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