

# Communication Behaviors on the Social Media Site, Facebook, and Their Media Literacy of the Youth in Nakhon Pathom, Thailand

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## ABSTRACT

This research was intended to study communication behavior on the age social network of youth in Nakhon Pathom province, to explore awareness on Facebook to compare communication behavior on Facebook. Classify the demographic characteristics of people to compare their knowledge on social networks and Facebook classifies the demographic characteristics, and to study the relationship between behavior, communication on Facebook, and connectivity.

This research is a study of older people who use social networking, Facebook between the ages of 15 - 25 years old. This research was a survey study with 400 Facebook user. Those are selected by means of random sampling. Processed using statistics frequency distribution, percentage, T-Test, One Way ANOVA, and Pearson Product Moment Correlation Coefficient in the statistical packages.

The results showed that most samples use daily Facebook were females aged 15 - 25 years old with non-degree. In terms of their communication behaviors, overall, they used Facebook to post pictures, and comment on posts the most often followed by to send someone's friend request, messenger, and do some activities of their interest such as read news and send it to someone. Regarding, the participants' media literacy, overall, it was rated as high in terms of media accessibility, news analysis, and the interpretation of the symbols and content. The hypothesis testing results are as follow, 1) youth with different characteristics of population did not exhibit different communication behaviors on Facebook. 2) Nakhon Pathom's youth with different characteristics of population had different levels of media literacy and 3) there was a positive correlation between the youth's media literacy and their communication behaviors. The correlation was statistically significant at 0.05.

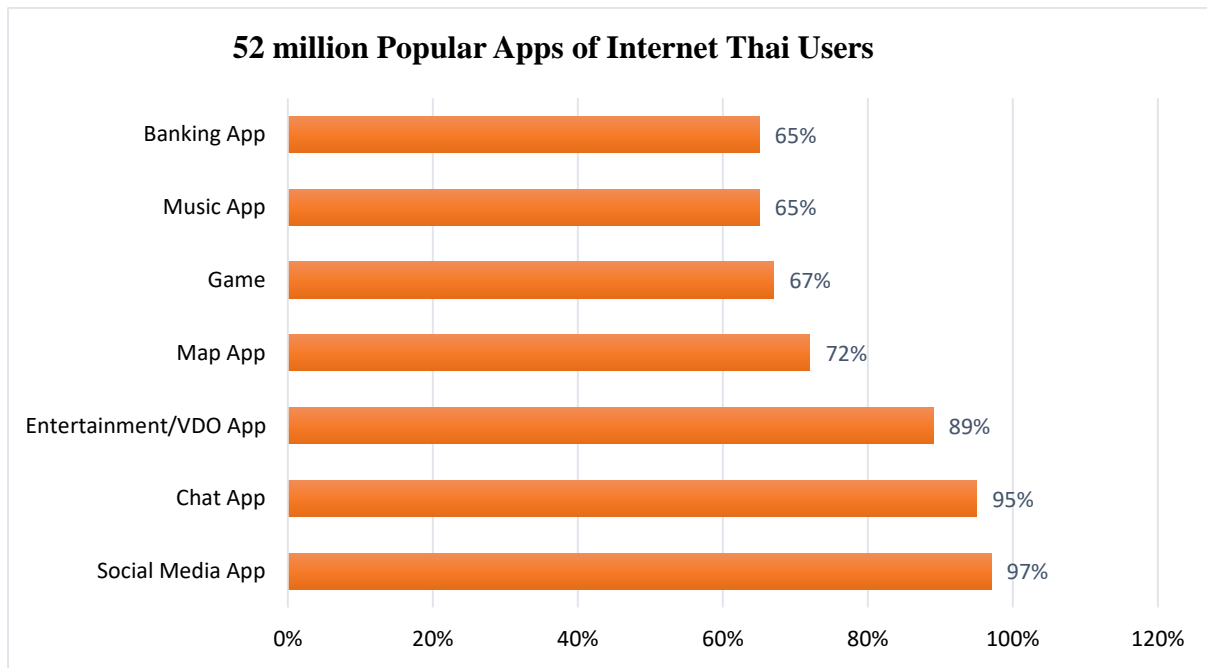
**KEYWORDS:** Communication Behavior, Facebook, Youth People, Media Literacy

## INTRODUCTION

Currently, communication technology has evolved a lot. Cause social change, both domestic and international society of communication technology, allowing people in society to communicate and exchange information. together easily and quickly without limitation of time and place. As a result, the world society has stepped into a globalization era that connects the world without borders. The Internet has played an increasingly important role in people's daily lives. It has become a modern communication that was part of daily life by helping in

education, work, communication. entertainment and recreation This makes the internet grow and have more users every day. Many new channels have been developed on the Internet. As a website in the form of online social networks today has users all over the world, especially Facebook was one of the social networks that had a growing number of users. There were at least 400 million monthly active users and became the world's largest Social Networking website in Thailand in 2018,

**Figure 1: 52 million Popular Apps of Internet Thai Users**



Source: We Are Social/Hootsuite. (2019)

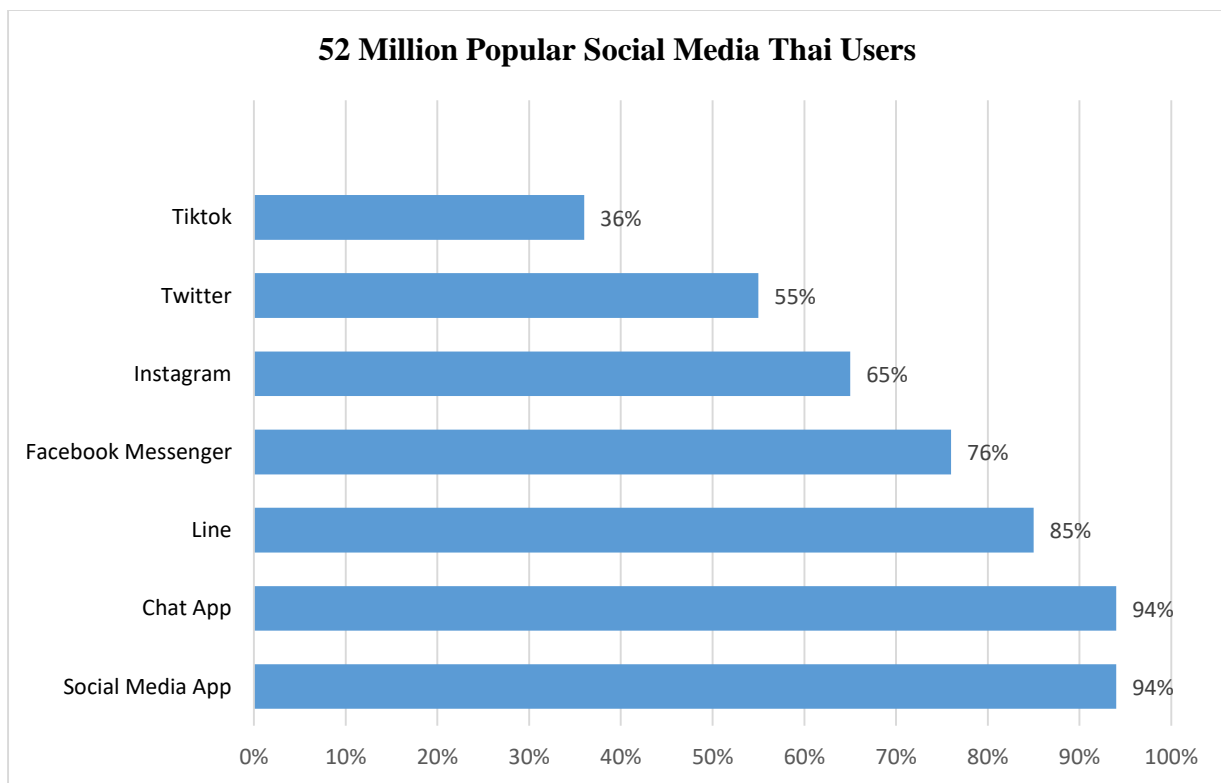
The survey found that the use of online media among youth consumers by (Brandinside, 2016) found that youth consumers who were born in a period of lack of technology need advice to learn and adapt internet using by approximately 31.8 hours per week, or 4.5 hours per day. The most used time was 8.01-12.00, most used for social media. Internet usage behavior of Thais continued to increase. Most Thais used the Internet for an average of 10 hours and 5 minutes per day, an increase of 3 hours 41 minutes per day from the previous year and were also popular to use various social networking sites. However, social networks were not just a communication tool that only entertains the public, but it has become a popular marketing tool right now. The number of users was growing rapidly. According to a survey by Facebook, it was found that the highest number of active users was in the age group of 15 - 25 years old, both male and female. while the second most active group was the age group 15 - 25 years old, both male and female. Current lifestyle of the youth the interest in online media exposure is increasing every year. It was undeniable that online media plays an important role in life.

When technology becomes a part of everyday life. Connecting one group of people to another is a simple matter. Reduce the gap of distance and time, as well as reduce the problem of the age gap. This makes the youth need to learn and adapt to be able to use online media.

Consistent with research by Betsy Baugess, (2015), we examined Examining Social Network Site Usage by Older Adults: Phenomenological. Approach found that Seniors who use social networks as part of their lives Have a positive attitude because today's technology was simple and easy to use. It is convenient and can build a good relationship with family.

Later, Wisapat Chaichuay (2017) studied the use of Line among the youth: The study found that the youth learned to use LINE by their family and through the recommendation of friends or grandchildren by using social media. online Facebook. This creates a virtual space that allows the youth to interact with their friends or relatives. There are no restrictions on time and place. It has also become part of the daily life of the youth.

**Figure 2: 52 million Popular Social Media Thai Users**



Source: We Are Social/Hootsuite. (2019)

Both studies show that older consumers are increasingly using technology and being more open to online media. Use it as part of building relationships or the presence in society, which has the process of communication through mediums such as new media technology that makes it feel like being together even though the real person is far from each other. Chananya Phekanun (2013) studied lifestyle media exposure and innovation acceptance among older consumers. It was found that there were two lifestyle groups that had a positive relationship with innovation acceptance. lively lifestyle and a serious lifestyle with life which can be used as a guideline for studying media exposure behavior social presence and online lifestyle of the youth It is also consistent with the research by Bunga Chaisuwan (2018) that studied the grouping and characterization of digital immigrant groups according to their communication behaviors in the online context. And problems in relation to society found that digital

immigrants aged 30 years and over, or immigrants to digital, such as fathers and mothers, who learned to surf the Internet when they were old. (Khom Luek, 2015) The most used media of this group were Facebook, Line and YouTube. Searching for information of interest chatting with friends and use various media for entertainment.

For the reasons mentioned above, the researcher was interested in studying social media plays a huge role in the people's lives in society. Especially the youth group, which has a need to learn and understand these technologies. To be able to live in society without feeling alienated Therefore, the study of factors affecting the online lifestyle was very necessary to understand the lifestyles of the youth online and to be able to use this information to apply to activities or businesses through online channels with the youth as the target audience. Moreover, from the literature review, there was no data to seriously study the online lifestyles of youth consumers. Most of them are surveys between older adults who agree to use online media and who do not use online media. This research aims to study only the youth who accept the use of online media that has media exposure behavior. How do they present in society, their lives, and their interests? The objective was 1) to study the behavior of online media exposure identity and online lifestyle of the youth 2) To study the relationship between online media exposure behavior and social presence among the youth. 3) to study the relationship between social presence and online lifestyle of the youth. Research methodology. This is a mixed method research. The population used in this study were youth people aged 15 - 25 years old who used online media.

### **RESEARCH OBJECTIVE**

- 1) to study communication behavior on social network Facebook of the youth in Nakhon Pathom
- 2) to study communication behavior on social network and media literacy on social network Facebook of people youth in Nakhon Pathom
- 3) to compare the communication behavior on social network Facebook of the youth in Nakhon Pathom. Classified by population characteristics.
- 4) to compare media literacy on social network Facebook of the youth in Nakhon Pathom. Classified by population characteristics.

### **RESEARCH METHODOLOGY**

This research study was a quantitative research using questionnaires to data collection and survey research method. The population in this research was youth people who use social network Facebook, aged between 15 - 25 years old and live in Nakhon Pathom. The researcher used a questionnaire to find information in defining a conceptual framework and test the hypothesis that has been defined. The questionnaire is closed-ended. Which is divided into 4 parts as follows: part 1 was questionnaire on general information of respondents, part 2 was questionnaire on communication behavior on social network Facebook, part 3 questionnaire on media literacy on the network Social Network Facebook, and part 4 other Suggestions.

The tools of this study were created by studying concepts, theories, articles, and related research, and online media as a guideline for creating a questionnaire. The research tool had passed the Reliability check by collecting data from populations with similar properties to the sample of 30 sets to check the quality of the tool's reliability with Cronbach's Alpha Coefficient formula. It was found that the overall alpha of the tool had a confidence value of 0.78, indicating that the questionnaire had quite high reliability. therefore, it could use to data collection of sample group.

The statistic to analyze the results, was Descriptive Statistics, is used to describe the data in each part of the frequency and percentage with Inductive statistics to test at the 95% of confidence level. Statistics used in the test. was a T-Test, One-Way ANOVA, to find differences using F-Test differential statistic. The Pearson's Product Moment Correlation Coefficient was calculated between the parent variable and the dependent variable.

## RESEARCH CONCLUSION

The results of the research were divided into 5 parts: Part 1, the general information of the sample group, i.e., gender, age, education, income, and family status; Part 2, behavior on social networking; part 3, communication behavior on the network. Social network (Facebook) including adding friends, posting pictures. comment Conversations through Chat and activities of interest such as playing games, sending songs, etc. Part 4 Media literacy includes media access. news analysis data validation and the interpretation of symbols and news content Part 5 hypothesis testing results 5.1 youth of different demographics had different communication behaviors on social network Facebook. 5.2 youth with different demographics had different media literacy on the social network Facebook 5.3 Communication behavior on social network Facebook was correlated with social media awareness of the youth on Facebook.

**Chapter 1 General information of the sample group of respondents found** that most of the respondents were female. 58.50%, most were aged 19-22 years, representing 62.30%, having a bachelor's degree/master's degree the most. accounted for 83.00 percent. Most of them had the highest monthly income, which was in the range of less than 5,000 baht or 37.80 percent. Most of them had parents living together. accounted for 64.80%

**Chapter 2 Behavior on social networks.** The sample used the service Facebook on a weekly basis, mostly every day. accounted for 89.00 percent, most used the service www.Facebook.Com On average, each day is 3 hours or more. accounted for 41.30 percent.

**Chapter 3 Communication behavior on social networks (Facebook).** The results of the analysis of communication behavior on social networks (Facebook) were at a high level. When considering each aspect, it was found that 1) adding friends The communication on Facebook by adding friends (Add Friend) was at a moderate level, an average of 3.29. 2) The overall picture posting was at a high level, with an average of 3.80. All items were found to be at a high level, as follows: Communicating by "Like" with friends to reinforce each other's relationship, average 4.01 Communicate by posting pictures, messages, or places to do activities for friends. The mean is 3.77 and your friends and you understand. feeling well for each other For example, knowing that you are angry, upset, or dissatisfied, average 3.61 3) express your opinion. The overall picture was at a high level, an average of 3.67 when

considering each item at a high level for all items as follows: You communicate with your friends by pressing the sharing button that you think is of interest immediately. When found interesting content, average 3.79, and you spend time communicating with friends. until impressed by posting or commenting on Timeline average 3.55 4) Conversation through the overall picture was at a moderate level, with an average of 3.40. You communicate with friends to meet up and do your favorite activities, such as watching movies, shopping, dining, high level, average 3.70 You start communicating with friends by chatting, sending pictures of yourself, high level, average 3.43 As for you, you communicate by giving your personal phone number to support each other properly (Average 3.075) Activities of interest such as playing games, sending songs, etc., where you and your friends communicate to create similarity with each other, such as sending friends songs, movies and games of similar interest. In high level, average 3.71.

**Chapter 4 Media Literacy.** The results of media literacy analysis revealed that the overall level was at a high level. When considering each aspect, it was found that 1) media access It was found that the overall level was at a high level, an average of 3.78. When considering each item, it was found that all items were at a high level as follows: You read the information received from Facebook thoroughly, the average 3.87 and you read the information received. From Facebook more than once, average 3.69 2) News analysis the overall picture was at a high level with an average of 3.69. When considering each item, it was found that you were able to distinguish the information received from Facebook correctly. What is true and what is false, average 3.90, and he is always good at analyzing the information he receives from Facebook. At a high level, an average of 3.75, respectively. If you know that the information that others have shared is not correct. You will edit information for the group. Conversation or instant interlocutor was at a moderate level 3.43 data validation The overall picture is in a high level, an average of 3.75 when considering each item at a high level in all items as follows: You will not share or post pictures, information, news received. If you are still unsure of its accuracy, average 3.99, when you receive information from Facebook, you will not immediately believe it, average 3.75, you check information received from other news sources, 3.73 average, and you often admonishing friends or close people on sharing images/data, average value 3.51 4) Interpretation of symbols and content The overall picture was at a high level with an average of 3.77. When considering each item, it was found that all items were at a high level. He explained that the news content produced by the media had hidden commercial implications, an average of 3.86, and he interpreted it. Symbols that can be used to create meaning through news content on Facebook, average 3.68.

#### **Chapter 5: The results of the hypothesis test,**

Hypothesis 1, youth with different demographic characteristics had communication behaviors on social networks. Facebook was different. The results of the hypothesis testing are as follows:

- 1) Comparing the differences in communication behaviors on social networks Facebook of the youth in Nakhon Pathom classified by gender, found that overall, there was no difference. In each aspect, it was found that there was a difference in the increase of friends, with males adding more friends than females, and in other aspects, there were no differences.

- 2) Comparing the differences in communication behaviors on social network Facebook of the youth in Nakhon Pathom classified by age, it was found that youth of different ages had different communication behaviors via Facebook overall. Conversation through Chat and activities of interest.
- 3) Comparison of differences in communication behavior on social network Facebook of the youth in Nakhon Pathom. Classified by education There were no differences in both overall and individual aspects.
- 4) Comparison of differences in communication behaviors on social networks Facebook of the youth in Nakhon Pathom classified by income We found differences in overall and individual aspects in terms of adding friends. Conversations through chat and activities of interest such as playing games, sending songs, etc., while other aspects were not different.
- 5) Compare the differences in communication behaviors on social networks Facebook of the youth in Nakhon Pathom. Classified by family status No differences were found in both overall and individual aspects.

Hypothesis 2, the youth in Nakhon Pathom. Different demographics have different media literacy on the social network Facebook. The results of the hypothesis testing are as follows:

- 1) Comparison of differences in media literacy on social networks Facebook of the youth in Nakhon Pathom classified by gender, found that there was a difference in the overall picture. In terms of media access and interpretation of symbols and news content
- 2) Comparison of differences in social media literacy on Facebook of the youth in Nakhon Pathom classified by age, found the difference in the overall picture. and the interpretation of symbols and news content. In other aspects, no differences were found.
- 3) Comparison of differences in social media literacy on Facebook of the youth in Nakhon Pathom. Classified by education There were no differences in both overall and individual aspects.
- 4) Comparison of differences in social media literacy on Facebook of the youth in Nakhon Pathom. classified by income Differences in data verification were found. other aspects no difference found when comparing the pairs in different aspects It was found that the youth with incomes below 5,000 were different from the youth with incomes of 5,001 –10,000 and more than 10,001 baht. In addition, the youth with incomes below 5,000 baht were different from the youth who earned more than 5,000 baht. 10,001 with statistical significance at 0.05 level.
- 5) Comparison of differences in social media literacy on Facebook of the youth in Nakhon Pathom. Classified by family status No differences were found in both overall and individual aspects. Hypothesis 3: Communication behavior on social network Facebook was related to social media literacy of the youth on Facebook. It was found that there was a positive correlation. statistically significant at the 0.05 level.

## DISCUSSION

In this research, the researcher has selected issues to be discussed in the research findings on issues that are considered important as follows:

1) The behavior of using social network Facebook of the youth in Nakhon Pathom was at a high level. Both in terms of posting pictures comment and doing activities of interest. Adding friends and chatting through Chat were at a moderate level, which was consistent with Facebook usage statistics. Thailand has the 8th most active users in the world at 47 million accounts. (Statistics and behavior of using social media, 2020) was consistent with the research results of Pongthep Kaewsathien (2014) study on Internet media literacy among students. Hat Yai University found that the Internet media exposure of Hat Yai University Students use the internet for Facebook to the greatest extent. It is also consistent with Boonyu Khonprasert (2014), a study on the behavior of using Facebook of students in Nakhon Pathom. It was found that most of them use it for chatting with family and for writing congratulations on various occasions, pressing like to please friends, uploading pictures in daily life. Posting messages that tell stories Daily news tracking Communicating with old friends, commenting on events, and creating photo albums. From the research results, Facebook is a popular new media in Thailand today, especially at the youth level, which plays a role as a space for exploring or exploring, expressing, and testing youth identities. It plays an important role in socialization for the youth. As Buckingham (Buckingham, 2007) said, new media excites and brings fear about its impact on children and young people.

2) The media literacy of the youth in Nakhon Pathom was at a high level. both media access news analysis data validation and interpretation of symbols and content It is a quality of youth in the 21st century who can choose to receive analyze, evaluate, and use the information received in a creative way This shows that the youth in Nakhon Pathom can control the media. because they know how to deal with various substances how come in Which perspective was used in reading and analysis (Potter, 2008) consistent with the research results of Pongthep Kaewsathien (2014) study on Internet literacy among students? Hat Yai University It was found that the Internet literacy of Hat Yai University students was able to be Internet literate at a high level. This may be because there are currently media consumption through various channels. and has an agency Various groups of people such as parents, teachers, and teachers have given importance to the close supervision of the youth. There are both constructive and derogatory case studies that have been published for the public. There is enough judgment to be able to decide whether to view or decline media. Therefore, the youth knowing the media with consciousness Have restraint, able to distinguish what is right and what is not. It should not be imitated or used as a role model considered important greatly to the way of life in today's world.

3) The youth in Nakhon Pathom with different sexes had different media literacy, with male youth media literate mean 3.82 more than female youth average 3.68. Different have different media literacy. in today's world This is an era where media influences thoughts, attitudes and seniors spend a lot of time each day with the media. Thus, there was a high level of media literacy.

4) Communication behavior on social network Facebook was related to social media literacy on Facebook among the youth. have a positive correlation This shows that



communication behavior on social network Facebook affects the media literacy of the youth. This is in line with the research of Sataphol Kerdyu (2015) which examined attitudes, behaviors, and cognitive behaviors of the LINE application among baby boomers. It was found that the usage behavior of the LINE application was significantly correlated with the cognitive use of the LINE application. which is a positive correlation Youth groups and baby boomers are interested in online media. and have similar media usage behaviors and most of them tend to have a positive attitude. This can be seen from the relationship between communication behavior and media literacy. This may be due to advances in technology and changing lifestyles. Therefore, every age needs to communicate. that is fast, quick, able to keep up with various situations, which online media has come to answer because it can receive information without boundaries and limitations of place and time Therefore, it can be seen that if used knowingly in the media would have a positive effect on the daily operations of most people Because it is easy to access, convenient and fast to create awareness, understanding, and the ability to use online media effectively and safely.

## **SUGGESTION**

1. From the research results, it was found that the youth in Nakhon Pathom. had a high level of communication behavior on social networks Facebook. and Facebook social media literacy was at a high level as well. However, when comparing the differences between the age groups of the youth, it was found that the younger group of older adults had more social media literacy than the older adults. youth, the older group, but it is not much different. There should be knowledge and awareness building on the use of Facebook periodically to create awareness or to be more aware of social media.

2. In this research, the researcher chose to study with youth group aged 15 - 25 years old and living in Nakhon Pathom. The researcher is of the opinion that if the sample groups with differences in domicile, age, and occupation were studied for in-depth or comparative studies, will be able to visualize the status of the behavior of using and the level of media literacy in each group more, which will lead to new studies that are different.

3. This research is a quantitative study which is a paradigm with a pre-defined theoretical perspective. or have already studied and may cause some neglect of the Thai context especially in terms of online media usage behavior and media literacy, which is a sensitive issue. If qualitative methods are used in the study, it may be possible to know more clearly the behavior of online media use and media literacy in accordance with the Thai context.

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