

THESIS TITLE	BEHAVIOR AND USING THAT AFFECT RESPONDING FOR SOCIAL NETWORKS FACEBOOK FANPAGE CASE STUDY IN RAJAMANGALA UNIVERSITY OF TECHNOLOGY TAWAN-OK : CHAKRABONGSE BHUVANARTH CAMPUS
KEYWORD	USING SOCIAL NETWORKS FACEBOOK FANPAGE OF STUDENTS IN TECHNOLOGY TAWAN-OK : CHAKRABONGSE BHUVANARTH CAMPUS
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ABSTRACT

The research of behavior and using that affect responding for social networks facebook fanpage case study in Rajamangala University of Technology Tawan-Ok : Chakrabongse Bhuvanarth Campus, object of study demographic characteristics, behavior and benefit that affect esponding for social networks facebook fanpage, and for study relationship between demographic characteristics, behavior and benefit that affect responding for social networks facebook fanpage case study in Rajamangala University of Technology Tawan-Ok : Chakrabongse Bhuvanarth Campus.

The Sample of research study in Rajamangala University of Technology Tawan-Ok : Chakrabongse Bhuvanarth Campus class 1-4 of 368 from

proportional stratified random sampling. The tools used questionnaires. The statistical used to data analysis with computer programming frequency, percentage, mean, standard deviation, t-test , F-test to One-way ANOVA by description from table.

The results of these analysis showed that sample from demographic characteristics about age and major have affect responding for social networks facebook fanpage in different. Behavior about object, equipment, frequency, time and the reason to interact with fan page have affect responding for social networks facebook fanpage in different. Benefit about education, communication, technology and entertainment have affect responding for social networks facebook fanpage in different significance at the 0.05 level.