THESIS TITLE | READER'S FOLLOWING AND UTILIZATION OF FACEBOOK FANPAGE "THE MATTER"

KEYWORD | FACEBOOK FANPAGE, "THE MATTER", NEWS EXPOSURE, UTILIZATION, FOLLOWING

STUDENT | THANYAWADEE LIMPRAYUN

THESIS ADVISOR | DR. SIRAYA KONGSOMPONG

LEVEL OF STUDY | MASTER OF COMMUNICATION ARTS

FACULTY | COMMUNICATION ARTS SRIPATUM UNIVERSITY

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ABSTRACT

Research into 'Reader's Following and Utilization of Facebook Fan page: "The Matter". Purpose of this study is to understand the characteristics of the cohort that use the Facebook fan page "The Matter". The cohort is made up of 400 individuals which routinely use The Facebook fan page. The data was collected using a validated online data collection tools, using randomly selected data. Data was analyzed using the frequency, percentage, median, Standard Deviation, F-test, T-test and Pearson's Correlation Coefficient.

The study determined that the cohort used the Facebook page "The Matter" everyday however, the time the is read varied depending the time of the day and the availability of the user based on work or other commitments. The user's spending times on the Facebook page is also inconsistent, most of the user from the study group have used the page for less than a year. There was preference for a compact, easily understood and digested information, this was evident in the column called 'Pulse' (article relating to the current trends and interest), this column is ranked number 1.

The majority of the cohort found that "The Matter" Facebook page is rich in content and the variety of the content useful, secondly the format of the article and the dissemination of information was high.

The use of Facebook Fanpage "The Matter" by most users was seen as a data storage facility which utilized the link between social information and the user which maintains the identity of the individuals and reduces their tension when using the page. The overall synopsis of the fan page was of high respect.

The research hypothesis of the "The Matter" users behavior found that the use of "The Matter" useful and informative, the data analyses shows the statistical significant of .01