

TITLE	FACTOR EXPOSURE APPLY AVAIL OF FOLLOWERS IN FACEBOOK FANPAGE "WRITE FEELINGS"
KEYWORD	COMMUNICATION, FACEBOOK MEDIA, FACEBOOK FANPAGE, FANPAGE WRITE FEELINGS
STUDENT	YANNAWAT SUERPLE
ADVISOR	ASSOCIATE PROFESSOR DR. VIRUNRAT PHONTAVEECHOT
LEVEL OF STUDY	MASTER OF COMMUNICATION ARTS
FACULTY	COMMUNICATION ARTS SRIPATUM UNIVERSITY
ACDEMIC YEAR	2018

### Abtract

A Study of factor and satisfaction exposure apply a avail of followers in Facebook Fanpage "Write Feelings" is intended to study Factors and Satisfaction that apply avail of followers in the Facebook fan page. "Writing feelings" is intended to study demographic characteristics. Behavior of using Facebook and communication factor.

Participation Factors and the satisfaction of the followers of the Facebook "Write Feelings" page is a quantitative research having 400 sets. It is tool to collect data from the sample group of people who like Facebook "Write Feelings" pages. The hypothesis is a t-test type one-way ANOVA. If there is a difference, it will be compared by using the LSD method, the Multiple Regression Analysis (MRA), f-test and t-test.

From a study result of the demographic characteristics of Facebook's followers of "Write Feelings" page found that most of them are female, age between 36-40 years old, single, bachelor degree, Government officers and state employees and monthly income between 15,001-25,00 baht.

A study result of Factors and Satisfaction exposure apply avail of followers in Facebook Fanpage "Write Feelings" should have both English and Thai language because users are worldwide. The page should have the website to publish pictures or articles for people who don't use Facebook.