

THESIS TITLE	INFOGRAPHIC BASED COMMUNICATION MODEL AFFECTING TRAVELLING PAGE FOLLOWERS OF Y GENERATION
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ABSTRACT

The purposes of the research, “Infographic Based Communication Model Affecting Travelling Page Followers of Y-Generation” are 1) to study demographic characteristics towards infographic on travelling pages of Y-generation, 2) to study infographic usage behaviors on travelling pages of Y-generation, 3) to study infographic based communication model on travelling pages of Y-generation, and 4) to study infographic usage of Y-generation followers towards model on travelling pages.

This research was conducted in a quantitative research. The data were collected from eight top-hit travelling pages and gathered from a sample group of 400. A questionnaire was used as the tool of this research. The data were then analyzed in terms of frequency distribution, percentage, mean, standard deviation, t-test, F-test, One-Way Analysis of Variance, and Multiple Linear Regression.

The findings revealed that different demographic characteristics in relation to age and occupation affected travelling page followers of Y-generation. Also, infographic usage behaviors on aspects of main devices for accessing travelling pages, frequency of visiting travelling pages within a week, the number of days a week for visiting travelling pages, spending time for travelling pages, reading the posts of travelling pages, perception of

travelling pages, and reasons for following travelling pages, had an effect on travelling page followers of Y-generation. In addition, different infographic based communication models affected different travelling page followers of Y-generation.