THE BEHAVIORAL USE AND IMPACTS OF USING FACEBOOK OF STUDENT TEACHERS IN MATHEMATICS PROGRAM, FACULTY OF EDUCATION, LOEI RAJABHAT UNIVERSITY

SIRIPORN SRICHANTHA

Lecturer of Loei Rajabhat University, Loei, Thailand
E-mail: sutteeruk_999@hotmail.com

Abstract- This research aims to study about usage behavior of Facebook users, their expectations, uses and gratifications as well as the relation between expectations, uses and gratifications of Facebook users and communication behavior found among student teachers at in Mathematics Program, Faculty of Education, Loei Rajabhat University who are Facebook users. The research is conducted using survey as a research method and the data used in this research is taken from a sampling group of 200 students. The results of the study were as followed : 1) The student teachers at student teachers at in Mathematics Program, Faculty of Education, Loei Rajabhat University although are different by gender, age, year of studies, faculty,share the same kind of behavior when using Facebook. 2) The student teachers at student teachers at in Mathematics Program, Faculty of Education, Loei Rajabhat University who are different in gender, age, year of studies, faculty,share the same kind of expectation when using Facebook. 3) The student teachers at student teachers at in Mathematics Program, Faculty of Education, Loei Rajabhat University who are different in gender, age, year of studies, faculty, do not have any different in their gratifications while using Facebook. 4) The expectation, uses gratifications of Facebook users have positive relation at high level with communication on Facebook.

Keywords- The behavioral use and impacts, using Facebook, student teachers in Mathematics Program.

I. INTRODUCTION

Human Nature Always enjoyed being together for various activities. Cause to create a method of communication between the diverse and complex to meet the needs of the more active as letter Phone and Internet In a number of Internet users increased steadily. The integration of those who are interested in the same subject on the Internet. To exchange information The phenomenon is called. "Social Network" Based on the network to access the internet.In the current Internet (Internet). It's a role and importance to the daily lives of people.Into a modern communications that are part of everyday life. It has helped in terms of education operation Communications Entertainment And recreation Make the Internet grows And service users is increasing everyday. And the development of communication technology is fast.In the era of Internet growth And service users increases every day that make the development of new channels. On the Internet, numerous birth The most notable feature of the Internet. Is the interaction between the website and the user. Between the user and the user manual. There are some sites became the site of the user. Partly by the user-generated content. In their own web pages or blogs. And most users are created content. And the web-based social networks. As Hi-Five Facebook Myspace And social networking sites provide more widely. As can be seen from the number of people who signed up to social networking online. Rapidly increasing As Site in the social network (Online Social Networking) Currently, there are users worldwide. Especially Facebook (Facebook) is an online media. On the strength of the current And is becoming very popular in social media anywhere in the cyber world. With technologies like social networking, Facebook (Facebook) it. There are advantages to building relationships, making communication easy. And more rapid It's not just about in small groups only. And also a communication coverage throughout the world. If you look at the terms of the new media. Facebook (Facebook) as the world 'deep. Modern communication is fast And advanced technology.And Facebook (Facebook) is one of the various social networks.

With the rapidly increasing. A user with no less than 400 million visitors per month. Social Networking and became the site of the largest in the world (Punsapon, 2553).In Thailand A survey found that in the year 2551. There are a number of Internet users reached 16.1 million people. And the popularity of social networking sites with different types. Because social networking is not just a communication tool created just to entertain guests. But it is a marketing tool that is gaining popularity now. Average number of users is growing rapidly. According to the Facebook (Facebook) found that users (Active Users) with the highest number.The age group 18-25 years, both male and female. While the active group was ranked second. 26-34 year age group Both male and female (www.allfacebook.com cited in Patra, 2553). For the students, the teens are always open to new technologies. The communication through social networks, which is very popular among teenagers. Communication technologies and social networks like Facebook (Facebook). There are advantages The relationship of communication in the new model is

not limited to only talk to each other. But also to establish a relationship between friends. Gap distance and time. It allows us to meet new friends and find so old. That are not consecutive time. Make communication easier and faster. It's not just known in small groups only. It also makes intercommunication coverage throughout the world. If you look in terms of the modern media. Facebook (Facebook) as the world 'smaller. Modern communication is Fast and advanced technology. And a social debate about the impact of various issues.as Privacy issues infringement Controversy The words And the image does not fit into the site. The information in the non-creative. Religious issues sexuality or Even the various scams etc.

II. PURPOSE OF THE STUDY

2.1 To study the use of Facebook Student teachers of Mathematics, Faculty of Education, University yet.

2.2 To use benefit From using Facebook Student teachers of Mathematics, Faculty of Education, University yet.

2.3 To study the effect of the use of Facebook by student teachers in Mathematics, Faculty of Education, University yet.

III. THE SCOPES OF THE RESEARCH

Sample group of the research
The Sample consisted of 200 student teachers of Mathematics, Faculty of Education, Loei Rajabhat University.

IV. DEFINITIONS

The following terms have been used throughout the present study, and defined below for clarity in their application to this study

The behavioral use and impacts of using Facebook means student teachers at in Mathematics Program, Faculty of Education, Loei Rajabhat University have Intention or interest to communicate via Facebook by considering the frequency. Terms of use various types lighthearted with expectations. Utilization Satisfaction about using Facebook. Including various forms of communication, such as communication with the lighthearted people. Finding Information exchange news information Games Comments And more

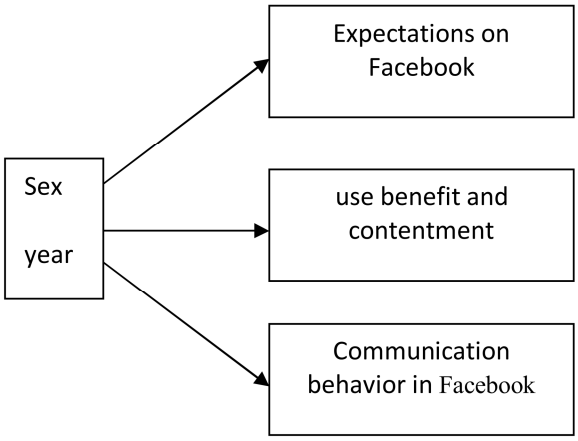
V. EXPECTED APPLICATION

5.1 How to make use behavior Benefits And the impact of the use of Facebook by students in Mathematics, Faculty of Education, University yet. The social networks are gaining popularity.

5.2 The findings can lead to development planning. And encourage the youth of the nation to use technology to communicate creatively.

5.3 Research can be put to good use. In regard to Teaching, marketing, advertising or related to guide the development of communication strategies in Facebook are even more effective.

VI. RESEARCH FRAMEWORK



VII. RESEARCH METHODOLOGY

The research tool was rating-scale questionnaire The statistics used to analyze the data included percentages, Frequency, mean and standard deviation. The analysis was presented in table followed by description. Tools used in the research- This research used questionnaires as the research tool to collect data.

VIII. THE STATISTICS USED FOR RESEARCH

The statistics used to analyze the data included mean and standard deviation.

IX. RESULTS OF DATA ANALYSIS

Number and percentage of use function of Facebook.

Function of Facebook.	Level
1. Find friends and acquaintances	High
2. Contect with Friends	Higher
3. Written comments on the message board	High
4. Adding your details and data.	middle
5. See photos of friends, acquaintances	High
6. Adding photos and feed themselves.	middle
7. Send Photo to a friend	middle
8. Playing Games	middle
9. Tell location. The self is to update (Check in)	middle

10. Chat	Higher
11. Information exchange	middle

Number and percentage of Expectations from Facebook.

Function of Facebook.	Level
1. Want to know the information And the possibility	High
2. To find suggestions and comments to help make the decision	middle
3. To establish the identity of their own	middle
4. to convey story and comment on their own	High
5. To chat with friends and others.	High
6. Build a good rapport with friends and others	High
7. looking activity for free time	High
8. want enjoyment	High

REFERENCES

[1]. Boyd, danah and Jeffrey Heer. "Profiles as Conversation: Networked Identity Performance on Friendster." In Proceedings of the Hawai'i International Conference on System Sciences (HICSS-39), Persistent Conversation Track. Kauai, HI: IEEE Computer Society. January 4 - 7, 2006.

[2]. Boyd, D. M., & Ellison, N. B. (2007). "Social Network Sites: Definition, History, and Scholarship" Journal of Computer-Mediated Communication, 13(1), 210-230.

[3]. National Council of Teachers of Mathematics. NCTM]. (2000). Principles and Standards for School Mathematics. File //:E:\ Standards \document\chapter5\prob.htm. Naree Khumphen (1973). A Study about the Boyd, D.

[4]. M., & Ellison, N. B. (2007). "Social Network Sites: Definition, History, and Scholarship" Journal of Computer-Mediated Communication, 13(1), 210-230.

[5]. Rosengren, Karl Erik. "International News: Methods, Data and Theory." Journal of Peace Research.11, 1974, pp. 145-156.

★★★