

THE INFLUENCE OF SOCIAL MEDIA ON THE DECISION TO PURSUE GRADUATE STUDIES IN EDUCATIONAL ADMINISTRATION, GRADUATE SCHOOL, SUAN SUNANDHA RAJABHAT UNIVERSITY

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ABSTRACT

The purpose of this research is to study social media and how it influences the decision to pursue graduate studies. Field of Study: Educational Administration, Graduate School, Suan Sunandha Rajabhat University and to study ways in which social media influences the decision to pursue graduate studies. Field of Study: Educational Administration, Graduate School, Suan Sunandha Rajabhat University this research is quantitative. Data was collected using questionnaires. The sample group is a total of 50 students in the field of educational administration received 100% questionnaires. The results of the research found that the majority of the sample were female, 32 people, accounting for 64.00 percent, followed by males, 18 people, accounting for 36.00 percent, with the majority aged 20–30 years, 18 people, accounting for 36.003 percent. Influence of media use. Online society: Facebook is the side that is used the most (average 2.61).

Keywords: Social Media, Education Administration.

INTRODUCTION

Media that can be disseminated quickly today can make many people around the world aware of many things. There is also a type of media that occurs through websites and various programs that have an internet connection. And it is a trend that is rapidly gaining popularity around the world, namely "social media." Social media. Or social media (Social media) is the communication society in today's era. It is a medium that is fast for communicating through the internet network that is connected all over the world. You can contact and exchange information and stories. Thailand is one of the countries where people use social media widely. Whether male or female, children and adults alike use social media to receive news and information that interests them. Especially among teenagers and students who use social media to communicate or use it in various ways [1].

The application of social networks and social media for studying the progress of the internet, computers, and communication technology creates new social innovations, namely social networks that are widely known as social networks. "Online Society" (Social Network): This online social network is

a public space where members are people of all genders, all ages, all races and religions, and all levels of education and occupations. And every social subgroup from around the world is a communicator. Or write about the content of stories, experiences, articles, photos, and videos written by members. And you made it yourself or found it in other media, then shared it with others in their network via the internet. and social media (social media) Online social networks are growing rapidly and continuously. It has caused the technological evolution of various types of social media [2].

Data from a research study on how teenagers use online media to find partners [3]. The results of the research found that what is worrisome is that teenagers use social media, including Facebook and Line, to find sexual partners. Using online media to communicate with each other to lead to sexual intercourse, male teenagers clearly use online media to find partners more than female teenagers. It also takes time. Talk and get to know each other shortly before having sex. In addition, report information and the current situation of risky behavior among Thai children and youth [4] also found that the use of social media is one of six problems. Risky behavior of teenagers is 1) behavior risking accidents and safety 2) behavior that affects physical health. Mental 3) Sexual behavior 4) Addictive behaviors such as gaming addiction and social media addiction. and behavior regarding internet use, 5) study behavior problems; and 6) aggressive, unruly behavior and violation of others. and a violation of the law

For the above reasons, the researcher sees the influence and importance of social media that may influence the decision to study in the field of educational administration.

RESEARCH OBJECTIVE

To study social media, that influences the decision to pursue graduate studies. Field of Study: Educational Administration Graduate School, Suan Sunandha Rajabhat University

LITERATURE REVIEW

This research on the use of social media influences the decision to pursue graduate studies. Field of Study: Educational Administration Graduate School at Suan Sunandha Rajabhat University, the researcher has reviewed relevant documents and research and presented the following topics:

Social media ideas

Today, social media is widely known and popular in many countries. Because it is a tool to reach a large number of consumers using online social networks as a medium. The researchers have defined the meaning of online social networks as follows:

Itthiphon Pridiprasong [5] stated that online social networks are a phenomenon of connection between individuals in the world of the Internet. including online social networks.

Kotika Saisene [6] stated that online social networks are a tool for connecting people to each other through websites called social networking. Examples of social networks that are popular among Thai people today include Facebook, etc.

Pichit Vijitbunarak [7] mentioned in an academic article that humans are a society that must communicate information to each other. In ancient times, humans communicated information by unlimited and complicated methods, such as orally, fast horses, and pigeon communication. Later, there were changes to the communication structure, data, letters, telegrams, telephones, and radio. Then, when entering the era where computer networks and the Internet were involved, human communication has changed to more electronic media such as IRC (Internet Relay Chat), chat programs, electronic mail

(Electronic Mail or E-mail), and web boards (Web Board). Nowadays, humans have begun to communicate information in their daily lives to each other by using social media. This is consistent with Suteephonphong [8], who said that technology has now developed to make the present world an era of innovation. Every day there is a constant movement of technology, and technology has played an important role in changing the way of life of humans and controlling the way of life of humans more. Whether it is changes in the economic, political, social, or business environment at the international, regional, and domestic levels.

Decision-making concept

Decision refers to the process of choosing one alternative. There are many options that have been carefully considered or evaluated as ways to achieve objectives and goals. Scholars have given different meanings, as follows:

Busakorn Khamkhong [9] stated that decision-making means using basic information about the matter under consideration. By using basic knowledge and accepted conclusions, combined with a summary of references to lead to the goal Show direction leading to decision-making.

Adul Chaturongkul [10] discussed the concept of the decision-making process. Purchasing products It consists of several steps. The buyer must go through this process. To lead to purchasing decisions, consistent with

Motivational concepts and theories

The Royal Institute Dictionary gives the meaning of motivation as: The act of persuading or persuading people to conform and act accordingly. The word motivation has different meanings, as follows:

Korkiat Viriyakitpattana [11] stated that motivation refers to the driving force behind various actions in order to reach the goals that have been set. Individuals are affected by more than one type of motivation. It is more than just any one motivator that will create demand. or meet their own needs. The motivation will be to use marketing activities that will create a market force to stimulate and motivate the individual.

Chalongsri Pimonsompong [12] stated that motivation refers to the combination of driving forces arising from physical, mental, and cultural needs and the well-being of a person continuously until it can stimulate consumption behavior with purpose and if it is a tourism motivation. It shows values. Behavioral consumption of products and services tourism consumption Seeking an experienced destination that is expected to be able to respond to demand and create satisfaction for that tourist. These motivations cause different travel behavior patterns.

Ubonrat Pengsathit [13] defines motivation as a condition in which an imbalance occurs in the body. This condition may be a motivator for individuals to behave toward their destination. Motivation is something that cannot be directly seen. But it can be inferred from the behavior of the person who shows it. This characteristic has been defined by psychologists as including the individual's desire or need to reach the goals he or she has set.

RESEARCH METHODOLOGY

This study employs a quantitative research methodology utilizing a questionnaire as the primary data collection method.

1. Population and Sample

The sample group used in the research were students in the field of educational administration. Graduate School Suan Sunandha Rajabhat University students who have decided to continue their studies in the field of educational administration, totaling 50 people

2. Tools

In this study, the researcher utilized statistical data analysis methods to examine the data collected. An open-ended questionnaire was employed as the primary data collection tool. The questionnaire's quality was tested for both content validity and reliability to ensure that it meets the study's objectives.

3. Data Collection

To collect data, the researcher prepared an adequate number of questionnaires, which were then distributed to the sample group. The quality of the questionnaire was confirmed by the researcher to ensure that the respondents understood the objectives and knew how to answer the questionnaire before proceeding. The data collection process took approximately one month to complete.

4. Data Analysis

The data collected from the questionnaire was analyzed using computer software. The statistics employed included percentages, means, and standard deviations to summarize and examine the collected data.

RESEARCH FINDINGS

From this research, it was found that the personal factors of the respondents revealed that the majority of respondents were female. Accounting for 64.00 percent, male accounting for 36.00 percent, being between 20 and 30 years old, accounting for 36.00 percent, having single status, accounting for the most accounting for 66.00 percent, having an average monthly income. 15,001– 25,000 baht, the highest, accounting for 74.00 percent, respectively.

The influence of social media found that the use of social media can be classified as follows: 1) The use of Facebook. It's on social media. at a moderate level (means 2.61, S.D. value of 0.64), followed by YouTube at a low level (means 2.00, S.D. value 0.94) and Google Plus at a low level (means 1.85, S.D. value of 0.96), respectively, as shown in Table 1.

Table 1: Mean and standard deviations about the use of social media

Media usage	$\bar{x}$	S.D.	Interpretation of results
facebook	2.61	0.64	Moderate
Yuotube	2.00	0.94	little
Google+	1.85	0.96	little

DISCUSSION

A study of the influence of social media on the decision to pursue graduate studies. Field of Study: Educational Administration Graduate School Suan Sunandha Rajabhat University It was found that factors contributing to the use of social media influence their use in educational decision-making. In accordance with the research of Phiphat Atthaput, Tipparat Sitthiwong, and Direk Teeraphuthon [14] on the results of using social media together with active learning subjects: Computer graphic media design

and production for undergraduate students, it was found that students use social media on average 5–6 days a week and use it 3–4 hours per day. From the results of the study, it can be seen that students place great importance on using social media, including academic administration programs. Tools and equipment include photocopiers. These findings are consistent with the results of Sawitree Suwanno and Nantida Otakam's [15] research on news exposure among individuals residing in communities proximate to Suan Sunandha Rajabhat University. Specifically, the results indicated that most of the samples had frequent exposure to news about the university, predominantly through personal media. The hypothesis test demonstrated that respondents with diverse demographic characteristics, such as gender, age, and community, exhibited significantly varied levels of exposure to news about Suan Sunandha Rajabhat University at the 0.05 level of significance. In contrast, no significant difference was observed between samples with different incomes. Moreover, news exposure was significantly correlated with the perception of Suan Sunandha Rajabhat University at the 0.01 level of significance.

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