

Dawnapa Naowarangsee 2012: Factors Affecting the Undergraduate Students' Behavior in using www.facebook.com. Master of Arts (Social Development), Major Field: Social Development, Faculty of Social Sciences. Thesis Advisor: Major Panomporn Phoomchan, Ph.D. 138 pages.

The objectives of qualitative research aimed to factors affecting to behavior of using Facebook website, attitude toward Facebook website, friend groups' influence, and effect arising out of behavior of using Facebook website, which data collected from behavior observance, and in-depth interview. Sample group, selected by snowball sampling, comprises of eight undergraduate students age between 18-21 living in Bangkok, who regularly used Facebook website.

The study founded that the sample group often uses Facebook website because need to relax from loneliness, belonging to friend group, playing game, exposing oneself, curiosity about others' life, and being in trend. The result could divide these actions into positive attitude and negative attitude. The positive attitude included being same as real world, releasing stress and relax, friends collecting site, news and entertainment collecting site, replacing other communication channels, game fun, being closer with celebrity, goods collecting site, exposing oneself and could set for privacy setting. The negative attitude included some of users' behavior was not appropriate, and computer virus for friends influence, there founded that the group had a high effect to Facebook website using. Whereas the effect to service using, there were both positive and negative effects. The positive effect included faster and more convenience for communication with friends, and relax from stress. The negative effect included less care people and society, less privacy, changing of language used and less rest causes health problem, for example, eyes health. Students therefore should learn to properly organize time for using Facebook website.

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Student's signature

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Thesis Advisor's signature