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ONGARJ RITTHONGPITAK : THE USE OF WORLD WIDE WEB ON INTERNET AMONG THE
UNIVERSITY STUDENTS. THESIS ADVISOR : PARICHART STHAPITANONDA, Ph.D. 79 pp.
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The purpose of this research was to study (1) the using of world wide web on Internet among university students, (2) the level of students' satisfaction with world wide web (3) the correlation between the characteristics of world wide web and the using style, (4) the correlation between the students' demographics profile and the using of world wide web, (5) the relationship between the using of world wide web and the students' satisfaction.

The survey was conducted with 393 students in 5 universities located in Bangkok. The data was analyzed by using SPSS for Windows, Pearson's Product Moment Correlation Coefficient and One Way Analysis of Variance were used to investigate the correlations among variables.

The results of this research are as follows:

- 1) Most of the students used world wide web at the university . Entertainment was the main topic of their interest. The main purpose of using world wide web was to develop their knowledge and skill of using world wide web. They used world wide web in seeking of informations and relaxation.
- 2) The students were satisfied with the format and contents of world wide web.
- 3) The advantage, complexity and compatibility of world wide web were positively correlated with the students' use of world wide web.
- 4) The amount of using world wide web were varied according to sex, age, and computer ownership.
- 5) Satisfaction cannot explain the amount of using world wide web.

ภาควิชา การประชาสัมพันธ์

สาขาวิชา นิเทศศาสตร์พัฒนาการ

ปีการศึกษา 2539

ลายมือชื่อผู้ผลิต ๔๔๑.๑ ฤทธิรงค์ ฤทธิรงค์

ลายมือชื่ออาจารย์ที่ปรึกษา ปรินดา สหะพานนท์

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