

ABSTRACT

Title of Research Paper : The Behavior of Using Mobile Phone of the Adolescence
in Bangkok : A Case Study of Rajabhat Institute Phara
Nakorn

Author : Mrs. Jintana Luklertkul

Degree : Master of Arts (Social Development)

Year : 2001

This research paper on behavior of using mobile phone of adolescent in Bangkok: a case study of Rajabhat Institute Phara Nakorn has three following objective:-

1. To study the level of behavior of using mobile phone of adolescent in Bangkok: a case study of Rajabhat Institute Phara Nakorn.
2. To study the factors affecting the behavior of using mobile phone of adolescent in Bangkok: a case study of Rajabhat Institute Phara Nakorn.
3. To study the problems and obstacles toward behavior of using mobile phone of adolescent in Bangkok

The sample group were 200 full time Rajabhat Institute Phara Nakorn students.

The data was collected by using questionnaires with the returning of 200 questionnaires (100%). The data was analyzed by using statistics including percentage, mean, standard deviation, t - test and F - test.

Results

1. The majority of sample of this study was female 20 years of ages and being a sophomore of a faculty of Business Administration. G.P.A. was between 2.51 - 3.00. Personal income per month was 2,000 - 3,000 bath and family income was 20,000 - 30,000 bath per month.

2. In overall, the behavior of using mobile phone was medium. The behaviors of using mobile phone in each aspect were found that:- an essential of using mobile phone was medium, frequency of using was medium, and ease and quick of using was high and a value of society was medium.

3. Factors affected to the behavior of using mobile phone were personal income per month and a relationship with friends. Factor did not affect to the behavior of using mobile phone were age, sex, a faculty of studying, a level of class, a G.P.A., a family economy status, a relationship between family's member, a knowledge and understanding in using mobile phone and an acceptance of media.

4. Problems and obstacles toward the behavior of using mobile phone were a mobile phone system and a lack of personal income for calling payment.