

ABSTRACT

Abstract of special problem submitted to the Graduate School Project of Maejo University in partial fulfillment of the requirements for the degree of Master of Arts in Communications

SATISFACTION OF INTERNET USING FOR COMMUNICATION AMONG UNIVERSITY
STUDENTS IN CHIANG MAI

By

BENYA LERTSUWAN

SEPTEMBER 2002

Chairman: Associate Professor Dr. Wittaya Damrongkiattisak

Department/ Faculty: Department of Agricultural Extension, Faculty of Agricultural
Business

This research was conducted in order to study (1) the use of internet for communication (2) satisfaction of university students using the internet for communication and (3) problems as well as suggestions in regard to using the internet. The data was gathered through the use of questionnaire forms. A sample of 250 undergraduate students (years 1-4) from Payap University, Maejo University, Chiang Mai University, and Chiang Mai's Rajabhat Institute were interviewed. The data was analysed through the SPSS/ PC⁺. The results were as follows:

1. The percentages of females and males were 62.40 and 37.60 respectively. The average age was 20.60 years with an average monthly income of 4,735 bath.

2. The sample used their university internet account mainly for sending and receiving messages for communication. Most of them used the World Wide Web (WWW) 2-3 times per week and once per day. They spend 41-70 minutes per session.

However, they as recipients used university internet for entertainment. They spend 10-40 minutes per sessions and 2-3 times per weeks.

3. Satisfaction of using internet, the results include the followings;

3.1 Meeting their objectives. University students recorded a high satisfaction level in that the internet provides them with entertainment and it helps them to relax.

3.2 Convenience. University students recorded a high satisfaction level about the way in which internet helps them to save travelling time.

3.3 Internet speed. University students recorded a high satisfaction level with the highly speed of two-way communications, and immediate response.

3.4 Accuracy of information. University students recorded a high satisfaction level because the internet provides and displays the accurate information.

3.5 Interaction. University students recorded a high satisfaction level with using data for discussion and argument.

4. The sample identified problems beginning with the internet system, The university students suggested that the system should be improved, for instance, the speed for downloading information could be increased. The administrator should upgrade the computer system, using the latest Information Technology materials and the greater memory capacity. Besides, the shortage of computers for students' use needs to be solved so that supply would satisfy demand. There was also a problem concerning students using abusive language on the internet. This needs to be monitored and controlled. Moreover, there should be a computer programme with the ability of translating other languages into Thai or English.