Facebook Usage Behavior for Learning Animation of Animation and Digital Media Undergraduate Students, Bansomdejchaopraya Rajabhat University

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Abstract

The research 1) the study Facebook usage behavior of undergraduate students, 2) Facebook usage behavior for learning animation and 3) relationship between undergraduates students' general information and Facebook usage behavior and the usage of Facebook for learning animation. The sample are 118 undergraduate students from Animation and Digital Media Program, Bansomdejchaopraya Rajabhat University selected by random sampling method. The research tool is self-administered online questionnaire divided into 3 parts. The result found that students' behavior of using Facebook can be seen that the most frequent of Facebook 6.00 pm – 12.00 pm, the most time usage per day more than 4 hours, the most access places is at home, the most access device is smartphone, the most people who influence their use is their friends, the main purpose of using Facebook are entertainment and the main activities in Facebook are reading news. The usage of Facebook for learning animation can be seen that for communication most students chatting with friends, searching for an idea/work from famous person and sharing idea/work from famous person.

Keywords: animation, learning, social media, students behavior

Introduction

From the survey of internet user behavior in Thailand 2017 was found that Gen Z's habits spend time in number 1 is social media (Office of Strategy Electronic Transactions Development Agency, 2017). Nowadays, social media have become apparent for

communication between people in the internet world. It focuses on building online communities where people can exchange experiences, share pictures, activities or things that intersest to each other, including for studying as well. For student in the new generation that grows with new innovations according to the IT world uses social media to learning, researching and seeking new knowledge to develop one's potential. Social media is a part of web technology that work on the internet both in personal computer (PC) and smart phone with the purpose of communicate, exchange, share stories, events between peple (Wannaphapha, 2017). It was shown that human communication using social networks has become the center of human communication in the digital age. Resulting in a network of communication links in reality world and the virtual world formed as an exchange activity, share information news based on interests, activities, or mutual interests which making social networks play a role and huge influence in communication.

Since its inception in 2004, Facebook has grown to more than one billion global users and reaches one out of seven people worldwide (Smith, Segall & Cowley, 2011). Facebook provide a one-to-many communication environment for people to communicate with friends as well as with increasingly larger circles of acquaintances and relative strangers. Through wall posts, status updates, pictures, liking others' posts and links, users can reconnect and stay in touch with people they have known for years, project an identity to people they hope to meet, and self-disclose to relative strangers. How individuals use Facebook is highly individual, but also based on larger cultural norms (Elmasry, Auter & Peuchaud, 2014). By November 2013, there were more than 1 billion Facebook users worldwide (Smith, 2013) and by far the most popular social networking sites (SNS) worldwide is Facebook, now having more than 1.7 billion active users (Statistica, 2016). One possible reason for Facebook's success is based on the human drive to form social bonds and to communicate (Wilson et al., 2012).
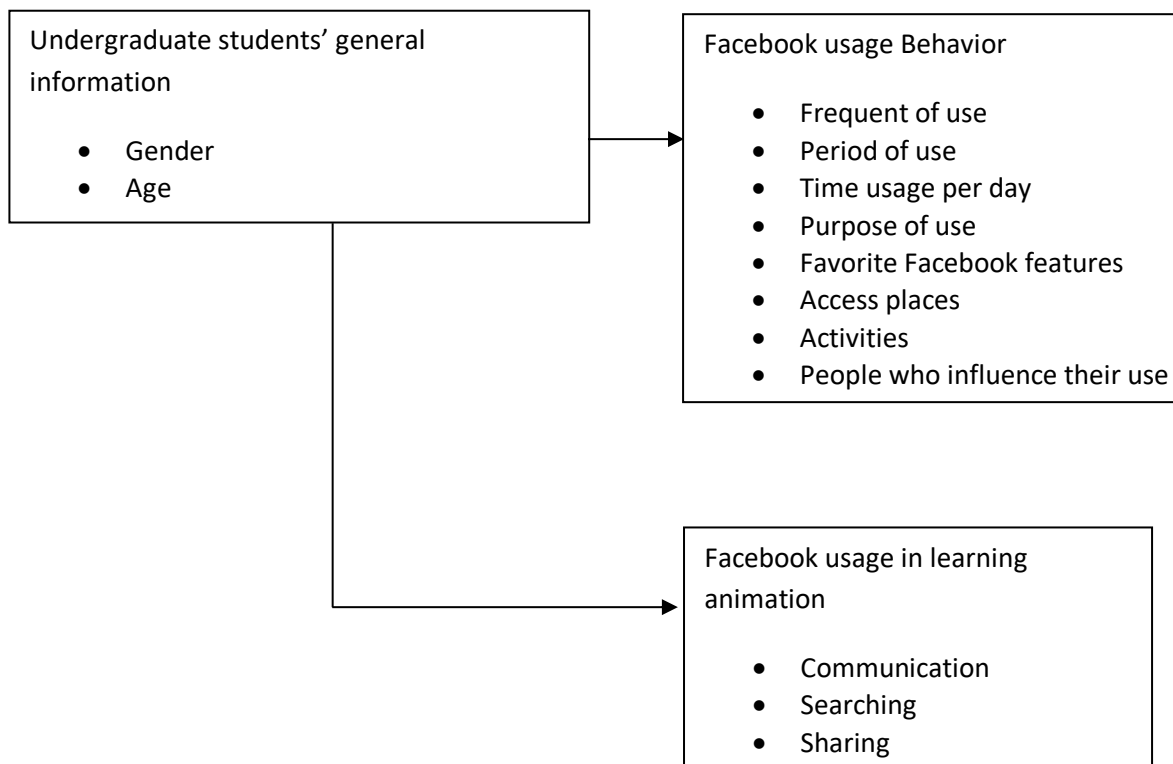
However, leaning in university nowadays use Facebook as a studying tool not only for entertainment in their private life but also keep pace with the change in technology and knowledge in their studying. Moreover, learning in Program of Animation and Digital Media, Bansomdejchaopraya Rajabhat University, uses computers and internet as a primary tool which knowledge that is changing rapidly all the time can be obtained from the internet. So, Facebook is one of the most important channels to study in this field. In order to know the students' behavior of using Facebook and to determine the similarities and differences in how students use Facebook for studying Animation and Digital Media. To address this problem, in this research will survey the students Facebook usage behavior by using questionnaire. This

method should yield reliable data that will be useful for learning and teaching in this program to develop the learning plan, to be appropriate and efficient meet the needs of the target group and continue to be in line with the current learning situation.

Objectives

The objectives of this research are to: 1) study the Facebook usage behavior of undergraduate students, 2) study the Facebook usage behavior for learning animation and 3) study the relationship between undergraduates students' general information, students' Facebook usage behavior and the usage of Facebook for learning animation.

Conceptual framework

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┌─────────────────────────────────┐        ┌──────────────────────────────────────┐
│ Undergraduate students' general │        │ Facebook usage Behavior              │
│ information                     │───────▶│                                      │
│                                 │        │   • Frequent of use                  │
│   • Gender                      │        │   • Period of use                    │
│   • Age                         │        │   • Time usage per day               │
│                                 │        │   • Purpose of use                   │
│                                 │        │   • Favorite Facebook features       │
│                                 │        │   • Access places                    │
│                                 │        │   • Activities                       │
│                                 │        │   • People who influence their use   │
└─────────────────────────────────┘        └──────────────────────────────────────┘

                              ┌──────────────────────────────────────┐
                              │ Facebook usage in learning           │
                      ───────▶│ animation                            │
                              │                                      │
                              │   • Communication                    │
                              │   • Searching                        │
                              │   • Sharing                          │
                              └──────────────────────────────────────┘
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Method

This research is a quantitative research by determining variables to collect statistical data. This method can perceive information, feelings, thoughts, and understand the behavior by being in directly contact with information or situations. The population are 170 undergraduate students from Program of Animation and Digital Media at Bansomdejchaopraya Rajabhat University. The sample are 118 undergraduate students selected by random sampling method (drawing lots) calculated the sample size from Krejcie and Morgan (1970). Using self-administered online questionnaire form which is reliable as a research tool. Questionnaire are

divided into 3 parts: part 1 is the questionnaire about students' general information, part 2 is the questionnaire about the Facebook usage behavior and part 3 is the questionnaire about the Facebook usage for learning animation. The statistic used to analyze the data in this research are frequency and percentage.

Result

Table 1 Students' general information

Students' information		Response frequencies	Percentage
Gender	Male	58	49.15
	Female	60	50.84
Age	18-19	25	21.18
	19-20	39	33.05
	21-22	31	26.27
	23-24	21	17.79
	More than 24	2	1.69
Year	1	25	21.18
	2	42	35.59
	3	31	26.27
	4	20	16.94
Income per month	Less than 3000 THB	75	63.39
	3001-4000 THB	21	17.40
	4001-5000 THB	12	10.90
	5001-6000 THB	5	4.30
	More than 6000 THB	5	4.30

In this section, research finding divided into 3 parts. The first part is the is a multiple-choice questionnaire with only one answer about the general information of the students. The result as shown in table 1.

From table 1, students general information found that students' gender are male is 49.15% and female is 50.84%. Students age at 18-19 years old is 21.18%, 19-20 years old is 33.05%, 21-22 years old is 26.27%, 23-24 years old is 17.79% and more than 24 years old is

1.69%. Students year from first to fourth year are 21.18%, 35.59%, 26.26% and 16.94% respectively. Students income per month are less than 3000 THB is 63.39%, 3001-4000 THB is 17.40%, 4001-5000 THB is 10.90%, 5001-6000 THB is 4.30% and more than 6000 THB is 4.30%.

      The second part is the questionnaire about students' Facebook usage behavior which students can choose only one answer. The result as shown in table 2. From table 2, the students' behavior of using Facebook with the following topics can be seen that the frequent of Facebook use 2-3 times per day is 6.30%, 4-5 times per day is 4.60% and use all the time is 52.10%. Students period of Facebook use 6.00 am – 12.00 am is 5.59%, 12.00 pm – 6.00 pm is 14.40%, 6 pm – 12.00 pm is 44.06%, 12.00 pm – 6.00 am is 4.23% and use in every period is 31.35%. Facebook time usage per day less than 30 minutes is 10.16%, 30 minutes – 1 hour is 14.40%, 1 hour – 2 hours is 14.40%, 2 hour – 3 hour is 12.71%, 3 hours – 4 hours is 21.18% and more than **4** hours is 27.11%. Facebook access places are home 55.93%, dormitory 22.88%, university 3.38% and on the go 19.49%. Access device are smartphone, PC, notebook and tablet with 47.45%, 27.96%, 21.18% and 3.38% respectively. The people who influence their use 60.61% is their friends, 8.47% is their family, 4.24% is their teacher/lecturer and 27.11% is other people such as actor or singer. The main purpose of using Facebook are entertainment is 50.00%, education/research is 1.69%, Social relations is 4.23%, communication is 31.35% and other reason such as playing games is 12.71%. The main activities in Facebook are post/comment is 4.23%, reading news is 44.06%, follow their friend's life 8.47% and like/share at 43.22%.

Table 2 Students' Facebook usage behavior

	Usage behavior	Response frequencies	Percentage
Frequent of use	1 time a day	0	0.00
	2-3 times a day	7	6.30
	4-5 times a day	49	41.60
	All the time	62	52.10
Period of use	6.00 am – 12.00 am	7	5.93
	12.00 pm – 6.00 pm	17	14.40
	6 pm – 12.00 pm	52	44.06
	12.00 pm – 6.00 am	5	4.23
	All the time	37	31.35

	Usage behavior	Response frequencies	Percentage
Time usage per day	Less than 30 minutes	12	10.16
	30 minutes – 1 hour	17	14.40
	1 hour – 2 hours	17	14.40
	2 hours – 3 hours	15	12.71
	3 hours – 4 hours	25	21.18
	More than 4 hours	32	27.11
Access places	Home	66	55.93
	Dormitory	27	22.88
	Internet café	0	0.00
	University	2	3.38
	On the go	23	19.49
Access device	PC	33	27.96
	Notebook	25	21.18
	Smartphone	56	47.45
	Tablet	4	3.38
People influence	Friends	71	60.16
	Family	10	8.47
	Teacher/Lecturer	5	4.23
	Other	32	27.11
Most common use of internet	Entertainment	59	50.00
	Education/Research	2	1.69
	Social relations	5	4.23
	To show identity	0	0.00
	Communication	37	31.35
	Other	15	12.71
Main activities	Post/comment	5	4.23
	Reading news	52	44.06
	Follow your friend's life	10	8.47
	Like/share	51	43.22

Table 3 Students' Facebook usage behavior for learning animation

Usage behavior for learning		Response frequencies	Percentage
Communication	Chatting in animation open group	44	37.28
	Chatting with friends	61	51.69
	Chatting with famous person	12	10.16
	Watching Live/stream	42	35.59
	Other	20	16.94
Searching	Free video tutorial	77	65.25
	Solving problem	39	33.05
	Update recent news	37	31.35
	Idea/work from famous person	86	72.88
	Finding job	30	25.42
	Learning online course	9	7.62
	Other	12	10.16
Sharing	Tutorial	61	51.69
	Idea/work from famous person	79	66.94
	Their work	34	28.81
	File	20	16.94
	Other	30	25.42

        For the third part is the questionnaire about students' Facebook behavior for learning animation which is a multiple choice questionnaire and students can choose more than one answer. The result as shown in table 3.

        From table 3, the usage of Facebook for learning animation of undergraduate students with the following topics can be seen that for communication, students chatting with friends is 51.59%, chatting in animation open group is 37.28%, watching live/stream is 35.59%, chatting with famous person is 10.16% and other is 16.94%. For searching information it was found that students search for idea/work from famous person at 72.88%, free video tutorial at 65.25%, solving problem their found at 33.05%, update recent news at 31.35%, finding job at 25.42% and other is 10.16%. Finally for their sharing, it was found that most students share idea/work from famous person is 66.94%, share tutorial is 51.69%, share their own work is 28.81%, share file is 16.94% and other is 25.42%.

The relationship between undergraduates students' general information, students' Facebook usage behavior and the usage of Facebook for learning animation. It is found that, first year students have different time usage per day and for learning animation. They used Facebook for chatting with their friends or watching live that there are interested also their search/share tutorial and inspiration work from famous person. However, the fourth year students use Facebook to chatting in a public group with stranger more than friends, their searching all the knowledge/information from Facebook, shared

their own animation work and finding job to prepare for their graduation. For students who spend time in Facebook 3-4 hours or more than 4 hours usually have a public group discussion in Facebook group that all people are interested in the same things such as Thai CG group, 3D modeling group or 2D animation group. Moreover, their also spend time watching live or stream from famous person or famous animation company such as when the company released a new version of the 3D render software which comes with the introduction of new features or when famous digital artist demonstrate how to do digital sculpting. But for students who spend less time in Facebook their usually chatting among friends which their have no opening of new social media connection. For searching information in Facebook most students search for idea or graphics artwork from famous person and free video tutorial but for the third or fourth years students their have more specific filed and more deeper such as the specific problem their found also there is more updated than the younger year students. Most students interest in free video tutorial and online courses for additional knowledge from learning in the classroom but most students have low monthly income problems causing that they cannot buy online courses. For sharing in Facebook, third or fourth years students start to share their own work in their own timeline or group to be publicity of their work to increase job opportunities in the future and for sharing exchange the comment with other people.

Conclusion and discussion

In general, the studied of social media such as Facebook for education can apply in teaching and learning to attract students attention. Facebook can make normally facilitate student's satisfaction in their private life and for learning animation that can be counted as a part of student's everyday life which make the students pay attention and learn well. The findings indicate that students' main purposes of using Facebook are for entertainment and for communication. Students have a habit of using a smartphone for communication and entertainment which their can talk, discussion and chatting through Facebook as instead of

communicating over the mobile phone (Sasithanakornkaew, 2015) which is found that students use the devices to connect Facebook are personal computer, notebooks and smartphones to be useful in entertainment and fun, searching for information, news, friends and stories in general and free time (Tanteepatham, 2011). Most students access Facebook from smartphone which smartphone has restrictions on accessing the website or video tutorial than accessing with PC which may create limitations in learning such as the platform to open video file format. Facebook can meet the lifestyle and needs of the students, up-to-date, easy to access, facilitates and comfortable. A quarter of all students use Facebook more than 4 hours a day or stay online all day which shows that Facebook has played a huge role in their daily life with the most usage period between 6.00 pm to 12.00 pm which is the time after school and their have their own time to relax so, to making the learning content. The place used are home, dormitory and on the go respectively (Saiseesod, 2013). People who most influence the student's Facebook use is their friends, friends are their closest people and their spent a long time together at the university and have similar interests. The results of data analysis on the length of time spent on Facebook in the study this is in line with the results of the study that no student has never used social media and students who use social media through internet cafes will have the highest average academic achievement due to the restrictions on internet use therefore, students need to reap the most benefit from each use (Gulatee et al., 2015).

From the student's Facebook usage behavior for learning Animation, the finding suggest that from first year to fourth year have the different Facebook usage behavior in education differed. In the first year in university social media for learning less than the third year because the first year students are learning fundamental subjects while the senior year study more deeper and focus on learning in the professional field with more researching and self-learning than first year students (Poomjan et al., 2015). For communication topic, found that the features of Facebook which most of the people like the most is to know the which are from chatting with friends, public group discussion and watching live/stream respectively. According to the concept of communication behavior in the globalization era, sender and recipient can communicate at the same time such as chatting with friends. Through the internet, social network is a platform that can exchange ideas on various issues or doing activities together thus enabling communication to be done easily, conveniently and quickly. For searching information topic, most students do research by self-study method which are idea/work from famous digital artist, free tutorial, solving problem and update news. From

surveys found that the social networks user are suffering from fear of missing out news if there are not online (Mashable, 2013). Facebook is a public place to share information either from an organization, company or individual.

The finding suggest that as to improve the efficiency of learning, university or teachers should be design the learning method through social networks such as Facebook that are suitable for students. Teaching through Facebook whether it is assignments, consultations or submissions will help attract students' attention. The students are easily accessible and create a great bond between other people, such as sending work or consult about learning with teachers through social networks or create an account Social network for each study group to be a source of discussion in various topics set by the teacher. (Hemmin and Vichitthamaros, 2014). Also lecturer should concern about the disadvantage of Facebook which are students cannot concentrate on their studies in classroom because the mind is focused on the screen, the use language for chatting with friends will use a language that is not correct in modern slang because it is easy to spell.

Suggestion

Our suggestions for future research are conduct research with qualitative research in depth to perceive benefits. As well as the students' behavior in the use of social networks might be done by an in-depth interview also additional variables related to technology acceptance should be studied such as anxiety, attitude toward the technology and enjoyment. Moreover, future researchers should carry out the specific reasons why students in different societies use Facebook in different ways, what restrictions they perceive, and how real-world conditions meet social media.

Acknowledgements

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