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## Internet Usage on Mobile Phone of University Students

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### ABSTRACT

This research was aimed to study the undergraduate student objectives in internet usage and internet usage behaviors via mobile phones in four aspects which were education, communication, commercials and business, and entertainment. The survey data was gathered from 364 Suan Sunandha Rajabhat University (SSRU)'s undergraduate students by using questionnaires. The results are shown in percentage, means, and standard deviation. The findings shown that Most respondents were female (67.86%) and sophomore (39.56%), Monday – Friday were the most usage days (83.24%), 12:01 - 18:00 was the most usage time (43.68%) and most respondents spent 300-399 Baht per month for monthly payment(23.90%). The purpose of internet usage via mobile phone for communication was in high level ( $\bar{X} = 3.92$ , S.D.=0.60). In each aspect, an internet usages of respondents to communicate on Facebook and to communicate with friends were in high level ( $\bar{X}$ =4.54, S.D. =0.81) and to communicate on online social network Line ( $\bar{X}$ =4.47, S.D. = 0.80).

**Keywords:** Internet, Internet Usage, Mobile Phone

## I. INTRODUCTION

In the information age, communication via computer network known as “internet” plays a major role in communicating and information interchange; furthermore, it tends to play more major role respectively. With a recent approximate estimation, there are 45,000 networks connecting to networks globally, that is to say, approximately, 4 million computers in every network, 25 million internet users from around the world; furthermore, the numbers tends to increase. Given that, we can say that internet is a massive network, covering area and expanding most largely and having largest memberships [1]. Internet is a communication channel, information interchange, learning resource accessibility, as well as a channel in accessing market and service for buyer and seller in digital age, making intercommunication easier for human, one side of the world can communicate with the other side of the world rapidly. Data services in internet are varied and popularity has been increasing day by day as internet has a network covering almost every corner of the world. Memberships in internet can use computer

in any place to interchange news and data. As for Thailand, other than communication, it is essential for education, commerce and business, as well as entertainment [1]. Data from NECTEC found that internet users in Thailand have been increased continually, for example, in 2013, there was 26.1 million users or 40.3% of the entire population. Calculating average growth of internet users for the past 10 years (2003-2013), it is found that a compound annual growth rate (CAGR) is 15.9% [2].

Mobile phone can be utilized not only in rapid communication but also in another properties such as short messaging sending, calendar, alarm, schedule, game, surfing internet, Bluetooth, infrared, camera, MMS, radio, music player and GPS; furthermore, it can be used in other ways such as making an appointment or appointment with specified date, time and place; talking or greeting friends or relatives on the phone instead of traveling to meet them or using a mobile phone to navigate in case of traveling to unfamiliar place, as well as to communicate internationally such as international business and etc. [3]. Also, an e-mail, calendar, surfing Facebook or IG (Instagram), taking a picture, copying, using as thumb drive, calculator, as well as connecting to internet can be done on mobile phone [4]. On the tendency of internet usage on mobile phone, in the future, mobile phone will gain its popularity and be used extensively, applications usage will gain higher rate as mobile phone will be more advanced and support varied application usage, as well as higher internet speed [5].

Regarding the information age in Thai society, considering a context in university sector, most Thai universities are situated in urban area while undergraduate students are both urban and rural youth; consequently, a mobile phone is essential to contact with their parents. Furthermore, it can create an image for the user [6]. NECTEC performing official duties as digital economics working units, MICT (Ministry of Information and Communication Technology) on title: Thai – MICT: conference documents of 2<sup>nd</sup>/2016 chief information executive in public sector conference [2] provided information on the usage of mobile phone stating the registration of mobile number tends to continually expand. In 2014, there was 97.7 million registered numbers, divided into 2 categories: 84.8 million post-paid numbers and 12.9 million pre-paid numbers. As for the signal expansion and ease of service accessibility, they were more user friendly than fixed line phone. Thereby increasing mobile numbers continue to grow larger than the present population of Thailand with the ratio of 100 : 145.8. Furthermore, the development of 3G mobile network in Thailand promoted higher number of internet usage via mobile phone. In conformity with the survey conducted by NSO (National Statistical Office), the results demonstrated that in 2014, households in Thailand had a proportion of high-speed internet connection to 3G mobile phone at 40.3% while households accessing to internet via fixed line at 45.0%. These demonstrated that mobile phone is an important channel for accessing internet in Thailand.

## **II. LITERATURE REVIEWED**

The term “internet” is originated from “international network” which is a massive communication network consisted of computers connected with information resource from global organizations. The term “network” means a LAN or telephone wire connection between more than 2 computers under internet protocol suite, i.e. TCP/IP (Transmission Control Protocol/ Internet Protocol) in order to allow all computers to communicate with each other. This kind of network is the largest system today as many users prefer to use internet protocol suite [7], [8]. In the past, members who used the internet were instructors and undergraduate students in higher education, then spread to general public. Academicians have concluded benefits and importance of internet usage as followed; in education aspect, education quality can be improved by an internet; in business and commercial aspects, an internet can help searching information beneficial to business decision making; moreover, products can be bought via internet network; in entertainment aspect, it can be used in relaxation and recreation since users can listen to a radio via internet, download both old and new movie trailer to preview and lastly, in communication aspect, a communication channel to contact with people anywhere and anytime can be fulfilled by an internet via e-mail; also a forum, telephone call and video conference can be done via internet [9].

## **III. METHODOLOGY**

This research aimed to study the objectives and the ways of internet usage on mobile phone of university students and to compare the behaviors of internet usage between Humanities and Social Sciences students and Science and Technology students in four aspects; education, communication, commercials and business, and entertainment by using questionnaires. The population used were 4,739 Science and Technology students and 2,091 Humanities and Social Sciences students. The number of sample derived from Krejcie and Morgan table at the 5% significant level and 95% confidential level. The statistical results were presented in percentage, mean, standard deviation and t-test.

The questionnaires consisted of checklist and Likert scales. It comprised three main parts. The first part of questionnaires included the questions of demographic concerning gender, college year, educational programs, and the description of internet usage on mobile phones about date, time, description of using service, network service, telephone charge in. The second part of questionnaires included the way of internet usage on mobile phones in four areas as follows: education, communication, commerce and business, and entertainment. The last part concerned with the problem of internet usage on mobile phones and the user recommendations. Data collection was done from January 10th, 2017 to February 10th, 2017 to find the percentage, means, standard deviation, F-test and multi regression analysis. Data analysis shown in many tables as below;

**Table 1** The profile of respondents

<b>University student's Data</b>	<b>100% (N=364)</b>
1. Gender	
Female	67.86
Male	32.14
<b>Total</b>	<b>100.00</b>
2. college year	
1 <sup>st</sup> year	32.69
2 <sup>nd</sup> year	39.56
3 <sup>rd</sup> year	26.65
4 <sup>th</sup> year	1.10
<b>Total</b>	<b>100.00</b>

**Table 2** Date for Internet usage

<b>Date</b>	<b>100% (N=364)</b>
Monday-Friday	83.24
Saturday- Sunday	16.76
Thailand's Official Holidays	0.00
<b>Total</b>	<b>100.00</b>

**Table 3** Period of Time for Internet Using

<b>Period of Time</b>	<b>100% (N=364)</b>
Between 00:00 – 06:00	5.77
Between 06:01 – 12:00	10.16
Between 12:01 – 18:00	43.68
Between 18:01 – 23:59	40.38
<b>Total</b>	<b>100.00</b>

**Table 4** Network Service for Mobile phone

<b>Mobile phone Network</b>	<b>100% (N=364)</b>
AIS	37.09
dtac	29.40
Truemove H	32.14
my By CAT	0.55
TOT	0.82
TOT 3G	0.00
<b>Total</b>	<b>100.00</b>

**Table 5** Monthly payment of the students for Internet network service

<b>Cost per month for Internet network service</b>	<b>100% (N=364)</b>
0 – 99 Baht	10.71
100 – 199 Baht	7.42
200 – 299Baht	14.29
300 – 399 Baht	23.90
400 – 499 Baht	17.03
400 – 599 Baht	9.62
600 - 699 Baht	9.62
More than700 Baht	7.42
<b>Total</b>	<b>100.00</b>

**Table 6:** The purposes of internet usage via mobile phone in overview

<b>The purposes</b>	<b><math>\bar{x}</math></b>	<b>S.D.</b>	<b>Result</b>	<b>Ranking</b>
1. Education aspect	3.57	0.67	High	2
2. Communication aspect	3.81	0.60	High	1
3. Commercial and business aspect	3.28	0.85	Moderate	4
4. Entertainment aspect	3.54	0.85	High	3
<b>Total</b>	<b>3.55</b>	<b>0.74</b>	<b>High</b>	

**Table 7:** The purposes of internet usage via mobile phone in communication aspect

<b>Type of communication</b>	<b><math>\bar{x}</math></b>	<b>S.D.</b>	<b>Result</b>	<b>Ranking</b>
1. Line	4.47	0.80	High	2
2. Instagram	4.19	1.14	High	3
3. Facebook	4.54	0.81	Highest	1
4. Snapchat	2.82	1.52	Moderate	5
5. e-Mail	3.57	1.07	High	4
<b>Total</b>	<b>3.92</b>	<b>0.60</b>	<b>High</b>	

**Table 8:** The purposes of internet usage via mobile phone in Communication description

<b>Communication description</b>	<b><math>\bar{x}</math></b>	<b>S.D.</b>	<b>Result</b>	<b>Ranking</b>
1. with family	4.18	0.99	High	2
2. with teacher	3.23	1.16	High	4
3. with university personnel	2.73	1.33	Moderate	5
4. with friends	4.54	0.80	Highest	1
5. with other sources	3.57	1.07	High	3
<b>Total</b>	<b>3.65</b>	<b>0.60</b>	<b>High</b>	

## IV. RESULTS

1. Most respondents (undergraduate students) were female (67.86%) and sophomore (39.56%). 67.03% of the respondents studied in Faculty of Humanities and Social Science in which 18.13% studied in Public Administration Program, 6.59% in Japanese Program, 5.49% in Social and Cultural Management Program and another 5.49% in Police Administration Program. Apart from this, 32.97% of the respondents studied in Faculty of Science and Technology in which 5.49% in Sport Science and Health Program.

2. Internet usage behavior of undergraduate student on mobile phone was as followed: Monday – Friday were the most usage days (83.24%), Saturday – Sunday (29.95%). Regarding the usage time, 12:01 - 18:00 (43.68%) and 18:01 – 23:59 (40.38%) gained the most usage time. The AIS (a network service provider in Thailand) was the most used mobile network (37.09%). For monthly payment, most respondents spent 300-399 Thai Baht per month (23.90%).

3. The purpose of internet usage via mobile phone for communication was in high level ( $\bar{X}= 3.92$ , S.D. =0.60). In each aspect, an internet usages of respondents to communicate on Facebook and to communicate with friends were in high level ( $\bar{X}=4.54$ , S.D.=0.81) and to communicate on online social network Line ( $\bar{X}=4.47$ , S.D.= 0.80). In education aspect ( $\bar{X}=3.57$ , S.D.=0.67), information and knowledge searching for accomplishing homework and assignments ( $\bar{X}=4.12$ , S.D. = 0.82), downloading data from several sources ( $\bar{X}=3.92$ , S.D. = 0.87) and registering study courses on university websites ( $\bar{X}=3.80$ , S.D.= 0.98) were the usage purposes. In entertainment aspect, ( $\bar{X}= 3.54$ , S.D. = 0.85) to search for interesting product information from websites was the most used and the secondary ones were to search for interesting service information from websites ( $\bar{X}=3.83$ , S.D. =0.96) and to order products from websites ( $\bar{X}=3.63$ , S.D. =1.12). Lastly in commercial and business aspect, it was found that the usage degree is in low level; respondents used internet for searching interesting products from websites ( $\bar{X}=4.10$ , S.D. = 0.83), secondarily used for searching for interesting service information from websites ( $\bar{X}=3.83$ , S.D. = 0.96) and for ordering products online ( $\bar{X}=3.63$ , S.D. = 1.12).

## V. CONCLUSION AND DISCUSSION

On purposes of internet usage via mobile phone for communication aspect gained the highest level, which was in conformity with the research of S. Deepaksee [10] but as inconsistent with the research of A. Pothikrajang [5]. It also showed that the purposes of internet usage via mobile phone for Education aspect and Entertainment aspect were in high level as well. The least internet usage was for Commercial and business aspect.

Most major problems of internet usage via mobile network of undergraduate students were no Wi-Fi signal or inaccessible Wi-Fi or low signal Wi-Fi in some areas within the university compound causing problems to internet usage.

The findings could be used as data for primary information resource management and Wi-Fi system for internet usage on mobile phone according to various objectives.

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