

International Academic Multidisciplinary Research Conference 2017

Proceeding of

**INTERNATIONAL BUSINESS ECONOMIC TOURISM SCIENCES TECHNOLOGY
HUMANITIES SOCIAL SCIENCES AND EDUCATION RESEARCH CONFERENCE**

*Berlin, Germany
23 – 25 October, 2017*

THE 2017 ICBTS



**Edited by Chayanan Kerdpitak, CK Research, Thailand
Kai Heuer, Wismar University, Germany
Ebrahim Soltani, Hamdanbin Smart University, UAE
Gilbert Nartea, Lincoln University, New Zealand
Vipin Nadda, University of Sunderland, United Kingdom**

ISBN 978-616-406-740-6 (electronic book)

International Academic Multidisciplinary Research Conference 2017

Conference Proceedings

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Conference Three Themes

The International Business Tourism and Applied Sciences Research Conference

The International Education Social Sciences and Humanities Research Conference

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THE 2017 ICBTS

Organised by

ICBTS Institute Conference Center & IJBTS International Journal of Business Tourism and Applied Sciences

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Published by Chayanan Kerdpitak (ICBTS Institute Conference Center & CK research)
Phaholyothin Road, Klongnuang, Klongnuang
Pathumtani 12120, Thailand: Tel 087 0287 287, Fax +662 994 5021

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Proceedings of Abstracts and Papers (on CD-ROM or flash drive) of The International Business Economics Tourism Transport Technology Social Sciences Humanities and Education Research Conference

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By Dr. Chayanan Kerdpitak & Professor Dr. Kai Heue & Professor Dr. Ebrahim Soltani, ICBTS Institute Conference Center & IJBTS International Journal of Business Tourism and Applied Sciences

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All papers in the proceedings have been peer reviewed by experts in the respective fields responsibility for the contents of these papers rests upon the authors.

ISBN: 978-616-406-740-6 (electronic book)

Published by Chayanan Kerdpitak (ICBTS Institute & CK Research)

Pramsiri Boutique Park, 18/83 Building A, Prasertmanukid Rd. Bangkok, 10900, Thailand

Plum Condo Park Rangsit, 91/194 moo4, Phaholyothin Road, Klongnung Klongluang Pathumtani 12120, Thailand

INTRODUCTION

We would like to welcome our colleagues to the International Business Tourism Transport Technology Social Sciences Humanities Education Research Conference. It is the seven series in 2016 of Conference on Business Tourism and Apply Sciences was held in Amsterdam. As always many members of the ICBTS 2016 community look forward to meeting, sharing and exchanging their research ideas and results in both a formal and informal setting which the conference provides. Likewise, the concept of alternating the international conference every one month on April to November between Europe and the rest of the world is now well established. This year's event in London (UK) Paris (France) Munich (Germany) Amsterdam (Netherlands) Boston (USA) Toronto (Canada) London (United Kingdom) Zurich (Switzerland) Berlin (Germany) Tokyo (Japan) and another continues with the cultural following the very successful and productive event held in London-Zurich in August 2016 in the field of various types for international academic research conference on Business Economics Social Sciences Humanities Education and Apply Sciences. As usual The ICBTS 2016 brings together leading academics, researchers and practitioners to exchange ideas, views and the latest research in the field of Business Tourism and Apply Sciences.

The theme of this event The 2016 ICBTS International Business Tourism Social Sciences Humanities and Education Research Conference is "Opportunities and Development of Global Business Economics Social Sciences Humanities and Education" It is also represents an emerging and highly challenging area of research and practice for both academics and practitioners a like, The current industrial context is characterized by increasing global competition, decreasing product life cycles, Global Business, Tourism Development, Social Sciences Humanities Education Apply Sciences and Technology collaborative networked organizations, higher levels of uncertainties and, above all, and customers. In our view holding this event in Tokyo represents a timely opportunity for academics and researchers to explore pertinent issues surrounding Business Economics Tourism Social Sciences Humanities Education Sciences and Technology.

Potential authors were invited to submit an abstract to the International Conference Session Chairs. All abstracts were reviewed by two experts from the International review committee and final papers were further reviewed by this volume with 30 contributing authors coming from 18 countries. This book of proceedings has been organized according to following categories:

- Business
- Management
- Marketing
- Accounting
- Financial
- Banking
- Economic
- Education
- Marketing
- Logistics Management
- Social Sciences
- Supply Chain management
- Industrial Management
- Information Technology
- Sciences Technology
- Transport and Traffic
- Tourism Strategic
- Tourism Management
- Tourism Marketing
- Tourism Development Policy and Planning
- Technology Application
- Communication and Sciences
- Humanities
- Health care Management
- Hospitality Management
- Hotel Management

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SPEAKER BACKGROUND



Professor Dr. Ebrahim Soltani

Prof. Dr. Ebrahim Soltani is a Professor of Business School at University of Kent Canterbury in England and he is Department Chair - Quality & Operations Management at Hamdan Bin Mohammed Smart University Dubai of United Arab Emirate. He was appointed associate professor in business management, total quality management, and operation management in 1989 at the University of Kent, he continued his research in the field of operation management, business management. He has published over 50 papers and reports in such journals as International Journal of Technology and Production Research. He supervised a considerable number of PhD theses and is a consultant on industrial and production industry in England and United Arab Emirate.

SPEAKER BACKGROUND



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Prof. Dr. Kai Heuer is full professor for business administration at the Business Faculty of Wismar University in Germany. Before, he served as a full professor at the Environmental Campus of Trier University of Applied Sciences. He studied business administration in Germany and the U.S.A. and holds an MBA and a doctoral degree. He has management experience from leading positions in different companies and as business consultant. His research areas are management accounting, organizational development, and international management where he has published numerous papers, reports and textbooks. He is the head of Master Program in Business at Wismar University and a member of the Schmalenbach-Society for Business Economics, Cologne; managing director of the Institute of Health-, Senior- and Social Management; and a former member of the board of the Centre for Aviation Law and Management.

SPEAKER BACKGROUND



Dr. Tariq Khan

Dr Tariq Khan is a Lecturer and Director of Postgraduate Programmes of Business School in Brunel University, Uxbridge, London, United Kingdom. He received his BEng in Aerospace Engineering from Kingston University, his MSc in Manufacturing Technology from University of Warwick, and his PhD in Intelligent Education Systems from University of Salford. He subsequently worked as a research associate in Heriot-Watt University Edinburgh and as a senior lecturer at London Metropolitan University. He has specialist teaching in Business Process Modelling, Web Programming, Software Engineering, Classical Logic, Human Computer Studies. He has Book and published over 20 papers and reports in such journals as Information Systems Evaluation and Integration (ISEing). He supervised a considerable number of PhD theses and is a consultant on business and supply chain and engineering industry in England and United Kingdom.

SPEAKER BACKGROUND



Dr. Chayanan Kerdpitak

Dr. Chayanan Kerdpitak is a Lecturer and management committee of Doctor of Business Administration Programmes of College Management Innovation in Valaya Alongkorn Rajabhat University in Thailand and a management committee of CK Research Consultant in Bangkok. I was a Lecturer of Principle Marketing, Sales Management, Consumer Behavior, and Marketing Research at The Suan Dusit University in Thailand. She received a Ph.D. in the field of Business Logistics within Industrial at Ramkhamhaeng University, Thailand. She has published over 20 proceeding paper and some reports in such journals as International Journal Business and Economics Research. She has been a consultant on Import Automobile Industry from Germany for International Marketing and Marketing Research. Chayanan graduated a B.B.A and M.B.A in Business Administration from The Ramkhamhaeng University, Bangkok, Thailand (Major in Marketing).

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2017 ICBTS CONFERENCE BERLIN PROGRAM

The 2017 ICBTS International Multidiscipline Research Conference	
23 October 17 9.00- 09.30 (M)	REGISTRATION & WELCOME Welcome meeting at The Park Inn by Radisson Berlin City West, Germany
	Academic Advisory & Session Chair Professor Dr. Kai Heuer, Germany Dr. Hen Friman, Israel
23 October 17(M)	Session A
23 October 17(M) 09.00-10.30 (M)	<p>Session A1</p> <p>Paper 1(23) DEVELOPMENT FOR 21ST CENTURY SKILLS BY USING PROCESSES OF RESEARCH BASED LEARNING Asst. Prof. Poonyapon Chanfoy</p> <p>Paper 2(24) ACTIVE LEARNING BY USING PROCESSES OF PROBLEM BASED LEARNING Asst. Prof. Suphanwadee Waiyaroop</p> <p>Paper 3(27) ORGANIZED ACTIVE LEARNING BY INSTRUCTIONAL MODEL WITH PROJECT BASED LEARNING Asst. Prof. Sirimaneer Banjong</p> <p>Paper 4(29) PARTICIPATORY LEARNING: FROM THEORY TO PRACTICE IN PSYCHOLOGY FOR TEACHER COURSE Mr. Panuwat Sivaskunraj</p> <p>Paper 5(35) PROBLEM-BASED LEARNING WITH MATHEMATICS TEACHING: PRINCIPLES AND GUIDELINES Mr. Teerawit Tinprapa</p> <p>Paper 6(132) LANGUAGE TEACHING AND LEARNING OPINIONS ON CULTURAL DIVERSITY Awwal Ibrahim Dansadau</p>
10.31 - 10.45	Morning Break
10.46 - 12.00	<p>Session A 2</p> <p>Paper 1(36) RB : THE DEVELOPMENT OF LEARNERS' LEARNING SKILLS Mrs. Teeraporn Plailek</p> <p>Paper 2(37) THE NATURE AND USE OF RESEARCH-BASED LEARNING FOR ENHANCING PRE-SERVICE TEACHERS' RESEARCH SKILLS Dr. Sasiporn Phongploenpis</p> <p>Paper 3(33) TECHNIQUE OF FOLLOW UP ON WORK PROGRESS IN OFFICE ADMINISTRATION Miss Nipawan Tharasak</p> <p>Paper 4(39) THE STUDY OF TECHNOLOGY ASSISTED OFFICE ADMINISTRATION OF SUANSUNANDHARAJABHAT UNIVERSITY Miss Suntaree Patcharaprateep</p>

	<p>Paper 5(144) Examining Motivation to Teach Levels of Pre-Service Teachers in Terms of Some Variables Ipek Som Onal</p>
12.01-13.00	Lunch Break
13.01-15.00	<p>Session A 3</p> <p>Paper 1(9) ACTING AS A TOOL TO EXPRESS POWER OF MEDIUM Dr. Kusuma Teppharak</p> <p>Paper 2(10) EQUIPMENT DESIGN TO CREATE TIE-DYE FABRIC PATTERN Mr. Tanutpong Phriwanrat</p> <p>Paper 3 (11) WICKERWORK PROCESS ANALYSIS APPLY FOR HOME DECORATION DESIGN: PRANEE HANDICRAFT SING BURI THAILAND Mr. Akapong Inkuer</p> <p>Paper 4 (12) SOUVENIRS DESIGN FROM ARTS AND CULTURAL Mr. Noppadon Sangwalpetch</p> <p>Paper 5(13) THAI PERFORMING ARTS IN KING PRAJADHIPOK'S LAWS Asst. Prof. Manissa Vasinarom</p> <p>Paper 6(116) ESL Basic Learners: Personal Histories of Writing Ketskanda Jaturongkachoke and Supat Kookiattokoon and Supamit Chanseawrassamee</p> <p>Paper 7(150) Feasibility Study of Implementation of Coaching in Training of Nurses in Bahman hospital in Tehran (IRAN) Associate Prof. Dr. Mohammad Ghahramani and Fatemeh Hydari</p> <p>Paper 8(127) Renewable Energy by Project-based learning Hen Friman and Idan Halbi and Ifaa Banner and Bosmat Shalom-tuchin and Yulia Einav</p>
15.00- 15.15	Afternoon Break
15.16- 17.00	<p>Session A 4</p> <p>Paper 1 (14) FABRIC PRINTING DESIGN OF SARONG AS A RESULT OF A STUDY OF TEXTILE PATTERNS OF LAO-SONG (THAI SONG DAM), SUPHAN BURI PROVINCE Mr. Suwit Sadsunk</p> <p>Paper 2 (15) THE ART OF THE FABRIC PATTERN DESIGN BY STUDYING THE WOODEN CARVING ON GINGERBREAD IN VIMANMEK MANSION IN THAILAND Mrs. Chanoknart Mayusoh</p> <p>Paper 3 (17) A WESTERN TREATMENT OF NONWESTERN NATIONAL IDENTITY: A CASE STUDY OF <i>THE KING AND I</i> Asst. Prof. Dr. Chutima Maneewattana</p> <p>Paper 4 (16) MAINTAINING SIGNIFICANCE OF REALIA IN TRANSLATED PLAY Dr. Nataporn Rattanachaiwong</p> <p>Paper 5(40) THE EXPOSURE AND SATISFACTION OF THE GRADUATE STUDENTS FOR THE CHANNAL OF THE INFORMATION AT SUANSUNANDHA RAJABHAT UNIVERSITY Miss Netdao Yooyong</p> <p>Paper 6(128) AN EVOLUTION PERSPECTIVE ON THE ROLE OF UNIVERSITIES IN REGIONAL INNOVATION</p>

	<p>Jong-Ho LEE</p> <p>Paper 7(124) PLANNING SCHOOL FEEDING POLICY TOWARDS ECONOMIC DIVERSIFICATION IN AFRICA</p> <p>Shuaibu Saminu</p>
23 October 17(M)	Session B
23 October 17(M) 09.00-10.30 (M)	<p>Session B1</p> <p>Paper 1(1) “SPIRITUAL TOURISM” THE NEW TOURIST DESTINATION FOR THAI TOURISM CASE STUDY IN “WAT TATON” CHAING-MAI THAILAND Dr. Supakit Mulpramook</p> <p>Paper 2 (3) THE STUDY ON MEDIA EXPOSURE BEHAVIOR IN POLITICAL ISSUES OF UNIVERSITY STUDENTS Mr. Veerapon Vongprasert</p> <p>Paper 3 (5) THE STUDY OF THE PARTICIPATION OF THE PRESIDENT OF STUDENT COUNCIL ELECTION, UNDERGRADUATE PROGRAM, SUAN SUNANDHA RAJABHAT UNIVERSITY Asst. Prof. Dr. Sudabhorn Arundee</p> <p>Paper 4 (8) ROLE OF PROVINCIAL GOVERNOR IN CONTROL OF LOCAL ADMINISTRATION ORGANIZATIONS : CASE STUDY NONGBUALAMPHU PROVINCE Dr. Barameeboon Sangchan</p> <p>Paper 5 (18) FINANCIAL STABILITY IN SAMUT SONGKRAM FROM HOUSEHOLD SAVING POTENTIAL Dr. Krisada Sungkhamanee</p> <p>Paper 6 (104) THE IMPACT OF “PIPELINE DIPLOMACY” ON CONFLICT RESOLUTION IN THE CAUCASUS-CASPIAN REGION-THE CASE OF AZERBAIJAN AND AFGHANISTAN Dogan Girgin</p>
10.31 - 10.45	Morning Break
10.46 - 12.00	<p>Session B 2</p> <p>Paper 1 (21) HOTEL BUSINESS DEVELOPMENT WAY TO REACH SERVICE STANDARD FOR SUPPORTING SENIOR TOURISTS IN THE AREA OF AMPHAWA DISTRICT, SAMUTSONGKRAM Miss Benjaporn Yaemjamuang</p> <p>Paper 2 (22) KNOWLEDGEMANAGEMENT FOR WRITING RESEARCH PROPOSAL Miss Wanvisa Saisanan Na Ayudhaya</p> <p>Paper 3 (26) UNIVERSAL DESIGN FOR WARD PATIENTS GOVERNMENT HOSPITAL Mrs. Jitravadee Roongin Kunkar</p> <p>Paper 4 (2) THE DIFFERENCES OF SOCIAL AND POPULATION FACTORS TOWARDS TOURISTS’ ATTITUDES TO STAYING AT GREEN HOTELS IN BANGKOK Dr. Rumpapak Luekveerawattana</p> <p>Paper 5 (111) MEDIATISATION OF URBAN PLANNING AND THE PUBLIC SPHERE: TOWARDS ENABLING AND JUST PLANNING PROCESS CASE OF EGYPT Mennatullah Hendawy</p>

12.01- 13.00	Lunch Break
13.01-15.00	<p>Session B 3</p> <p>Paper 1 (30) THE DEVELOPMENT OF ONLINE ADMISSION FOR GRADUATE STUDENTS, SUAUN SUNANDHA RAJABHAT UNIVERSITY Miss Khatcharin Thapthimthet</p> <p>Paper 2 (28) ORGANIZED ACTIVE LEARNING BY CREATIVE BASED LEARNING Mrs. Chompunuj Limlertmonkol</p> <p>Paper 3 (31) KNOWLEDGE MANAGEMENT FOR THE GUIDELINES OF INFORMATION RESOURCE ACQUISITION: A CASE OF ACADEMIC RESOURCE CENTER, SUAN SUNANDHA RAJABHAT UNIVERSITY Acting Sub Lt. Nitima Kaewmanee</p> <p>Paper 4 (19) VITAL FACTORS OF RECENTLY GRADUATES FOR APPLYING JOBS IN ASEAN LABOR MARKET Dr. Natnaporn Aeknarajindawat</p> <p>Paper 5 (25) KNOWLEDGE MANAGEMENT: GUIDE TO WRITE A RESEARCH PROPOSAL Miss Yanika Chuentako</p> <p>Paper 6 (34) KNOWLEDGE ON FOLLOWING-UP AND RECORDING ACCORDING TO PERSONNEL DEVELOPMENT TRAINNING Miss Supassawee Morakul</p> <p>Paper 7 (114) AGRICULTURAL TRADE UNDER WTO REGIME: OPPORTUNITIES AND CHALLENGES Dr. MOHD ADIL</p> <p>Paper 8 (115) RACE OF RELIGIONS AND THE RICE OF RADICALISM IN WEST PAPUA INDONESIA Umar Werfete and Suparto Iribaram</p>
15.01 - 15.15	Afternoon Break
15.16 - 17.00	<p>Session B 4</p> <p>Paper 1(7) DEVELOPMENT OF A SOLUTION TO THE TRAFFIC ISSUES INSIDE SUAN SUNANDHA RAJABHAT UNIVERSITY Mr. Wichar Kunkum</p> <p>Paper 2 (6) THE STUDY OF SATISFACTION OF THE DEVELOPMENT OF GRADE VALIDATION SYSTEM BASED ON CURRICULUM STRUCTURE, UNDERGRADUATE STUDENTS, SUAN SUNANDHA RAJABHAT UNIVERSITY Miss Wanwika Sattaworn</p> <p>Paper 3 (32) DEVELOPMENT OF THE “I” SYSTEM FOR THE CORRECTION OF INTERNET LEARNING VIA THE INTERNET SUAN SUNANDHA RAJABHAT UNIVERSITY Miss Pinyaphat Kongsorn</p> <p>Paper 4 (38) KNOWLEDGE MANAGEMENT FOR PROCESS DEVELOPMENT: INFORMATION RESOURCES CLASSIFICATION AND CATALOGING IN THE LIBRARY OF SUAN SUNANDHA RAJABHAT UNIVERSITY Miss Supaporn Wongsu</p> <p>Paper 5 (4) THE STUDY OF APPLICANTS’ SATISFACTION OF UNIVERSITY ADMISSION SYSTEM : UNDERGRADUATE LEVEL, SUAN SUNANDHA RAJABHAT UNIVERSITY Miss Chontiya Ledanan</p>

	<p>Paper 6 (116) THE EFFECTIVENESS OF USING GAMES IN LEARNING ENGLISH VOCABULARY: AN ANALYTIC IN THE SAUDI ARABIAN CONTEXT Ayedh Dhawi Mohammed Almohanna, Saudi Arabia</p> <p>Paper 7 (133) SOCIAL MEDIA AND ARABIC: CODE-SWITCHING AMONGST ALGERIAN STUDENTS LIVING IN THE UK Linda Merzougui</p>
24 October 17(T)	Session C
24 October 17 (T) 09.30 – 10.30	<p>Session C1</p> <p>Paper 1(48) GERMAN LEADERSHIP IN EU FOREIGN POLICY AFTER EUROZONE CRISIS? Merve Yavuz</p> <p>Paper 2 (7) CULTURAL AND ART EDUCATION: A MEANS FOR SOCIAL STABILITY IN NORTHERN GHANA Dr. Eric Appau Asante and MAVIS DONKOR</p> <p>Paper 3 (53) INNOVATIVE ACADEMY PROJECT -DISINFECTION OF EFFLUENTS WITH RENEWABLE ENERGY Hen Friman and Faina Nakonechny</p> <p>Paper 4 (61) EDUCATION, BUSINESS AND AGRICULTURE: AN INTEGRATION FOR ECONOMIC TRANSFORMATION IN DEVELOPING NATIONS- THE NIGERIAN EXPERIENCE Dr. Matthew Ojong Achigbe</p>
10.31 – 10.45	Morning Break
10.46 - 12.00	<p>Session C2</p> <p>Paper 1(57) EXPLORING THE EFFECT OF TECHNOLOGY SUPPORTED COLLABORATIVE LEARNING ON CREATIVE THINKING SKILLS OF PRE-SERVICE TEACHERS Erhan ÜNAL and Fatih ÖZDİNÇ</p> <p>Paper 2 (64) ASTIN THEORY AND SOCIAL NETWORKS Dr Elham Akbari and prof Hamid Abdollahian</p> <p>Paper 3 (50) EFFECT OF PAUL THE PERSIAN'S LOGICAL WORKS ON AL-MANTIQ BY IBN AL-MUQAFFA Seyedmohammadreza Azarkasb</p> <p>Paper 4 (136) THE NECESSITY OF REGIONAL ECONOMIC INTEGRATION: A LESSON FOR SOUTH ASIA? Md. Rajin Makhdum Khan and Faizah Imam</p> <p>Paper 5 (137) AN INVESTIGATION OF SENSORY LEARNING STYLES USED BY KURDISH EFL STUDENTS AT UNIVERSITY LEVEL Dr. Hoshang Farooq Jawad and Mr. Salahaddin Saeed Khidr</p>
24 October 17(T)	Session E

<p>24 October 17 (T) 09.30 – 10.30</p>	<p>Session E1 Paper 1(141) TOURISM STRATEGY IN THE SUN TRIANGLE ANALYSIS WITH THE THEORY BASED ON RESOURCES AND INSTITUTIONAL THEORY José G. Vargas-Hernández and Lic. Ana Yanetly Arias Orozco, Mexico Paper 2 (144) CONTRADICTIONS AMONG STUDENTS OF BEING MALES AND FEMALES IN LEARNING ENGLISH AS A FOREIGN LANGUAGE. Amina Babou, Algeria Paper 3 (145) THE RELATIONSHIP BETWEEN SYSTEM OF SUGGESTIONS AND THE PRODUCTIVITY OF HUMAN RESOURCES: A CASE STUDY OF TEHRAN PROVINCE GASCO Ali Aolatshah, Iran Paper 4 (120) BLEMISHES IN SYLLABUS DESIGNING OF ENGLISH AT PRIMARY LEVEL OF EDUCATION IN PAKISTAN: AN OBSTACLE IN ATTAINING LANGUAGE PROFICIENCY Zohaib Zahid and Dr Mamuna Ghani, Pakistan</p>
<p>10.31 – 10.45</p>	<p style="text-align: center;">Morning Break</p>
<p>10.46 - 12.00</p>	<p>Session E2 Paper 1 (158) TRAVELING THROUGH THE TOURISM PROMOTION TERMINOLOGY: CONSIDERATIONS UPON THE ADOPTION OF ENGLISH TERMS IN THE OFFICIAL WEBSITES OF ROME, MILAN, LUGANO AND BELLINZONA. Claudia Maria ASTORINO Paper 2(31) ADVANCING SUSTAINABLE AGRO-TOURISM IN THE WESTERN BALKANS: INSIGHTS FROM THE KATUN PROJECT Djurdjica Perovic and Sanja Pekovic andTatjana Stanovcic andJovana Vukcevic, Montenegro Paper 3 (163) SHARING ECONOMY: THE ESTABLISHMENT OF ORGANIZATIONAL IDENTITY OVERTIME, CONSIDERING IDENTIFY CLAIMS AND LEGITIMACY GRANTING João Miguel O. Cotrim and Prof. Francisco Nunes Paper 4 (143) REGENERATING PATRIARCHY: A STUDY ON GEORGE ORWELL'S VIEWS ON WOMEN AND FEMALE CHARATER Khaled Zouaoui Paper 5 (154) SATISFACTION OF INDIVIDUAL LEARNING NEEDS IN THE INTEGRATED TEACHING/LERNING MODEL IN PRIMARY SCHOOL Professor Anita Petere</p>
<p>12.01</p>	<p style="text-align: center;">Conference Close</p>
<p>23 -24 October 17</p>	<p style="text-align: center;">Participation and Discussion</p> <ol style="list-style-type: none"> 1. Dr. Mustafa Arslan., Georgia, 2. Dr. Dr Olufemi Aramide, Nigeria 3. Dr. Asif Iqbal, China 4. Professor Wang Zhuquan, China 5. Dr. Sumit Kumar dey, India
<p>25 October 2017</p>	<p style="text-align: center;">Free day for Participants</p>

THE STUDY ON MEDIA EXPOSURE BEHAVIOR IN POLITICAL ISSUES OF UNIVERSITY STUDENTS

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ABSTRACT

The university is one of important institutions of society. The economic, societal and political factors in globalization play a significance role and influence the personality of university students. The media as television, radio and newspapers educates university students outside of university as well as in the university. The political socialization by media exposure could be learned passing through the political issues by viewing the television, reading the newspaper, and listening to the radio in the dimensions of time spent on political issues and frequency of use of political content categories.

The sample group of this study is the university students from Suan Sunandha Rajabhat University in the College of Innovation and Management with the total number of 126. The multi-stage random sampling with questionnaires as the tool for collection the data. The analysis is on the statistical method in terms of frequency, percentage and chi-square test at the significant level = 0.05

The study produced the following findings:

1. The university students study in the different of field study and its academic level resulting to the different of behavior on media exposure in political issues from television only. Another 3 variables of this study (sex, age, and birth place) were not resulted to the behavior on mass media exposure in political issues on television.

2. All 5 variables (sex, age, field study, academic level, and birth place) were not resulted to the behavior of media exposure in political issues from newspaper and radio.

In conclusion, the media as television, radio and newspapers educates university students on both inside and outside of the university. The political belief in each political issue makes the university students have the information for supporting in term paper and advanced learning. The university students could learn the political issues by viewing the television, reading the newspaper, and listening to the radio in the dimensions of time spent on political issues (days per week).

The study could set the tool for supporting the behavior of university students on media exposure in political issues on both the way of life in and out the university for expanding the context on the receive of information all around the world with the political news in globalization era.

The above results should take the variables with field and academic level as influence factors on building the attitude and personality in democratic regime for the development and the strength with social institutions under the regime of the democratic.

Keywords: Political Socialization , Media exposure

INTRODUCTION

Nowadays, the mass media is the business to support and develop the way of life in many areas such as politics, society, business, technology, innovation, and education. This research is to aim for studying the factors that affected the behavior from media exposure in 3 channels: newspaper, television, and radio passing through the way of life of university students in Thailand. In terms of democratic political attitude.. The research considers the behavior of media exposure on political issues of university students from the 5 variables: sex, age, field study, academic level, and birth place.

Globalization is often viewed as depriving democratically elected governments of their ability to determine public policies or to regulate the consequences of global decisions on the people who elected them. (Payne; 2009) Globalization has been, and remains, a potent force in the spread of democratic values and practices. Globalization with the internet, facebook and so on are the important media in the present time which substitutes the main stream of mass media in the past. Nevertheless, the mass media such as newspaper, television, and radio are important tools for promoting and development the personality and the

activities of people in many countries. The university students are the major group in each country. They are the power in the future in competition with the other countries in terms of the knowledge, the power, the comparative advantage, and the country development, etc. Then, Thailand gives the important to the university students by supporting the ways to build the country with the strength of university students power in many methods.

Mass media, especially newspaper, television, and radio are the important tools for supporting the university students by strengthening the knowledge through information for the 21 century.

Nowadays, Thai society becomes aware of political right. This suggests in terms of political participation passing through the opinion about political thoughts, views and beliefs. Public opinion is the opinion or attitude of the public regarding a particular matter, especially the influence opinion of people to public policies as the broad consensus of opinion about the policies which should be pursued. Attitude research plays an important role in understanding how opinion are formed, changed, and measured. (Mario and Haddock, 2009) By this way, media exposure makes the people to share another person's feelings and emotions as if they are public thoughts. Political Communication could wake up the brain for demanding the political need which makes the people's politics passing of traditional society to modernizing society. The question is what has accounted for this precarious situation. Some may attribute it to the absence of good leadership while other may blame the lack of a democratic political culture. The research review will be summarized into the conceptual framework of media exposure.

OBJECTIVE

1. This research is to aim for studying the factors that affected the behavior on media exposure in political issues from 3 channels: newspaper, television and radio of university students from the 5 variables: sex, age, field study, academic level, and birth place.

2. The research is to study the reasons for media exposure in political issues from 3 channels: newspaper, television and radio of university students.

CONCEPTUAL FRAMEWORK

From the basic of political socialization, it shall be defined restrictively as those development processes through which persons acquire political orientations and patterns. Political culture is a subjective psychological phenomenon that appears in the process of interaction between individuals and the political system. The idea of political culture which is essentially the argument that is the differences in societal institutions (norms and values) is shaping the landscape of political activity. Political culture may influence the preference for certain kinds of policies as well as the particular relationship between freedom and equality. The behavioral revolution in political science was strongly connected to modernization theory, which posited that as societies became more modern, they would inevitably become more democratic. Modernization is associated with better education, a weakening of older traditional institutions that stressed authority and hierarchy, greater gender equality, and the rise of a middle class. To sum up, modernization theory suggests that as societies become better educated and more economically sophisticated, they need and desire greater control over the state to achieve and defend their own interests. (O'Neil; 2015)

The meaning of belief could be summarized into 2 items: First, Conviction or acceptance that certain things are true or real; Second, Complete, unquestioning acceptance of something even in the absence of proof and, esp., of something not supported by reason. Political participation entails communicating with elected officials and others in government-expressing viewpoints and demanding certain actions or public policies from the government. Vehicles for political participation include political parties, interest groups, and a free press. Political participation can be either conventional or unconventional. Conventional participation includes voting, running for office, assisting with political campaigns, writing to elected officials, writing letters to newspapers about particular issues, and joining an interest group to influence public policies. Unconventional participation includes protests, mass demonstrations, civil disobedience, and sometimes even acts of violence. (Payne; 2009)

Education as the global education approach is for International Understanding and Co-operation. Education plays a dual role (at once) in reproducing certain aspects of the current society and preparing students to transform the society for the future. The role of education in building the society is to help

students to determine what is the best to conserve in their cultural, economic and natural heritage and to nurture values and strategies for attaining sustainability in their local communities while contributing (at the same) time to national and global goals. (Siribanpitak, 2009) Siribanpitak (2009) also pointed out the educational approach for the development of human resources and society into three positions of education from the past to the present. First, Education is one of the most important of social activities to transmit essential knowledge to students. (Knowledge comes from outside the students' experiences and students should learn only what previous generations learned (Plato). Second, Learning entails reconstruction, student actively involved in learning, constantly reconstructing and reorganizing experience to gain a better understanding of life as it is happening (John Dewey). Third, the reconstruction of the society should be the purpose of schools. School should criticize, change, and improve society (George Counts).

Education produces human resources having or doing the worth within desirable society because it is useful, necessary, or popular as follows: the country has its vision and mission, the people are socialized, the citizenship is oriented to the country's obligation, the civic culture leads to the responsibility of moral and society, the spirit of value and aesthetic value, and technical knowledge. A democratic political culture may be hard to develop in authoritarian culture root because democratic spirits have become ingrained habits and beliefs in the culture and is difficult to change or remove.

Democratic political culture is a product of political socialization passing through basic socialization, political socialization process, political recruitment process. (Pye; 1963) Democratic political attitude with the response by political stimuli leads to political personality. The democratic political attitude could support democratic regime to be sustainable for the value and the honor of people by itself.

MEDIA EXPOSURE

Media exposure as one of the communication behavior which composes of 4 patterns. That are media exposure, communication processes, Motivational gratifications, and Media credibility and preferences. (McLeod and O'Keefe; 1972)

Becker (1983) defines media exposure as the meaning of the information exposure as follows: Information Search, Information Receptivity, and Experience Receptivity.

The meaning of information exposure in political news could be classified from the behavior of political news in terms of information search, information receptivity, and experience receptivity.

The receiver of political news would select political news in 5 processes : selective exposure, selective attention, selective interpretation, selective retention, and perception.

The cognitive structure for the sender should inform the political issues passing through knowledge, opinion, belief, value and attitude. The important challenge is the information age and Thailand 4.0 development strategic plan. The world gets much smaller through innovation and discoveries employing new technologies. (Mills; 2000) The knowledge of economic and social era is a changing society in which information expands rapidly around the globe; including money and capital flows for new investment opportunities, organizations continually restructure themselves; government policies undergo volatile shifts as electorates become more and more important, and volatile seesaw politics in education, teachers in the knowledge society must develop and be helped to develop capacities for taking risks, dealing with change, and undertaking inquiries when new demands and novel problems repeatedly confront them. (Hargreaves; 2003) Meanwhile, persuasion is the process of changing or reinforcing attitudes, beliefs, or behavior. For example, viewing a television debate between two politicians, the viewers would listen hard to both sides and make his mind up based on the discussion of issues and the quality of evidence but if the viewers were in the mindless mode (for example, half watching while entertaining friends), the viewers would rely on simple cues. Typically, the cues that influence us most in situations like this are the attractiveness of the speakers, the reactions of their friends, and the pleasure or pain associated with agreeing with their arguments. (Mills; 2000)

In the globalized world, learning the knowledge is becoming an important element and tool in establishing effective relations and interaction with people of all countries. Learning and understanding political attitude and culture would lead to ensure friendly and constructive relationship and next to social and economic engagement at last. For example, the economic significance of tourism is beneficial to the

global economy and to individual economies, including its impact on the relationship between the economic, social, culture, and politics (Sriupayo; 2016).

Almond and Verba (1972) suggested that political information of political knowledge appearing in political systems: input, process, output, feed back, and environment. The systems are as General object (history, geography, political institute and organization, etc.), Input of political objects (political party, bureaucracy, benefit group, member of parliament, media system, etc.), Output of political objects (parliament, court, bureaucracy, etc.), and Political self as object (personal role to politic, self evaluation in politic, etc).

Higher education is now facing another major challenge brought about by the liberalization of trade and investment. The liberalization of trade in education services and personnel are both within and across the region. Having realized the impact of higher education development on producing quality human resources to keep pace with the challenges brought about by globalization, in teaching, risk requires a special kind of trust in processes as well as university students. Teaching in the knowledge society is a need to show political courage and integrity by reconnecting the agenda for educational improvement with a renew assault on social impoverishment. (Hargreaves; 2003)

METHODOLOGY

The methodology for measuring the behavior on media exposure in political issues could be summarized the concept of the role of media in politics that affected democratic political attitude is by time spent (days per week) on television, newspaper, and radio.

The sample group of this study is the university students from Suan Sunandha Rajabhat University in the College of Innovation and Management with the total number of 126. The multi-stage random sampling with questionnaires as the tool for collection the data. The analysis is on the statistical method in terms of frequency, percentage and chi-square test at the significant level = 0.05

RESULTS

The analysis of sample group in the research named “The relationship between the behavior on media exposure in political issues and the democratic attitude of university students” is as table below.

Item	Category	Percentage
Sex	Male	35.7
	Female	64.3
Age (years)	≤ 20 years	58.7
	> 20 years	41.3
Field Study	Political Science	27.0
	Non-Political Science	73.0
Academic Level	Year 1 (Freshy)	38.1
	Other (Non-freshy)	61.9
Birth Place	Bangkok	41.3
	Other (Non-Bangkok)	58.7

The result of the behavior of media exposure in political issues from 3 categories: newspaper, television, and radio as shown in the table.

Type of Mass Media	Behavior of media exposure in political issues					
	High Level (5-7 days per week)		Medium Level (2-4 days per week)		Low Level (0-1 day per week)	
	Number (persons)	Percentage	Number (persons)	Percentage	Number (persons)	Percentage
Newspaper	19	15.1	86	68.2	21	16.7
Television	67	53.2	41	32.5	18	14.3
Radio	30	23.8	11	8.7	85	67.5

Reasons for media exposure in political issues on newspapers	percentage
interesting head-lines	52.4
details of political scoop	19.0
personal belief in political news	11.1
rapid report in supporting news	11.1
others	6.3

The sample group exposes political issues on newspapers in the medium level group in 2-4 days per week or 68.2% as the highest rank of media exposure on political issues, while the high level group or 5-7 days per week and the low level group or 0-1 day per week were on the nearby rank.

For reasons of media exposure in political issues on newspapers, they were the interesting head-lines 52.4%, the details of political scoop 19%, the personal belief in political news 11.1% at the same level of the rapid report in supporting news, and others 6.3%, respectively.

Reasons for media exposure in political issues on television	percentage
rapid report in supporting news	48.4
details of political news	19.0
personal belief in political news	13.5
personal belief in news presentor	10.3
others	4.0

The sample group exposes political issues on television in the high level group in 5-7 days per week at 53.2% as the highest rank of media exposure on political issues, while the medium level group or 2-4 days per week at 32.5% as the second rank of media exposure on political issues and the low level group or 0-1 day per week at 14.3% as the third rank of media exposure on political issues.

For reasons of media exposure in political issues on television, they were the rapid report in supporting news 48.4%, the details of political news 19%, the personal belief in political news 13.5%, and the personal belief in news presentor 10.3%, and others 4%, respectively.

Reasons for media exposure in political issues on radio	percentage
inattention listening	49.2
rapid report in supporting news	15.9
details of political news	12.7
personal belief in political news	7.9
others	14.3

The sample group exposes political issues on radio in the low level group in 0-1 day per week at 67.5% as the highest rank of media exposure on political issues, while the medium level group or 5-7 days per week at 23.8% as the second rank of media exposure on political issues and the medium level group or 2-4 day per week at 8.7% as the third rank of media exposure on political issues.

For reasons of media exposure in political issues on radio, they were the inattention listening at 49.2%, the rapid report in supporting news 15.9%, the details of political news 12.7%, the personal belief in political news 7.9%, and others 14.3%, respectively.

In conclusion, the university is one of important institutions of society. The economic, societal and political factors in globalization play a significance role and influence the attitude of university students. The media as television, radio and newspapers educates university students outside of university as well as in

university. The political socialization by media exposure is the cause of democratic political attitude. The university students could learn the political issues by viewing the television, reading the newspaper, and listening to the radio in the dimensions of time spent on political issues and frequency of use of political content categories. The review research could set the tool with the questionnaire for finding the factors that affected the behavior of media exposure in political issues of university students.

As a result, the behavior on media exposure in political issues of university students passing through the 3 channels : newspaper, television and radio could be summarized in 5 variables as follows; sex, age, field study, academic level, and birth place as dependent variables and the behavior on media exposure in political issues of university students as independent variable. The result could be shown in the table below.

Variable	Behavior of media exposure in political issues					
	Newspapers		Television		Radio	
	Accept	Refuse	Accept	Refuse	Accept	Refuse
Sex		√		√		√
Age		√		√		√
Field Study		√	√			√
Academic Level		√	√			√
Birth Place		√		√		√

The behavior of media exposure in political issues from newspaper, television and radio of university students is categorizes into 5 dependent variables: sex, age, field study, academic level, and birth place.

CONCLUSION

The study produced the following findings:

1. The university students study in the different of field study and its academic level resulting to the different of behavior on media exposure in political issues from television only. Another 3 variables of this study (sex, age, and birth place) were not resulted to the behavior on mass media exposure in political issues on television.

2. All 5 variables (sex, age, field study, academic level, and birth place) were not resulted to the behavior of media exposure in political issues from newspaper and radio.

In conclusion, the media as television, radio and newspapers educates university students on both inside and outside of the university. The political belief in each political issue makes the university students have the information for supporting in term-paper and advanced learning. The university students could learn the political issues by viewing the television, reading the newspaper, and listening to the radio in the dimension of time spent on political issues (days per week).

DISCUSSION

The study could set the tool for supporting the behavior of university students on media exposure in political issues on the way of life by increasing the context on international information all around the world with the political news in globalization era.

The above results should take the variables with field study and academic level as influence factors on building the attitude and personality in democratic regime for the development and the strength with social institutions under the regime of the democracy. Democratic political attitude with the response by political stimuli leads to political personality. The democratic political attitude could support democratic regime to be sustainable for the value and the honor of people by itself which comes from the knowledge with media exposure of university students.

ACKNOWLEDGEMENTS

The author would like to thank Faculty of Humanities and Social Science, College of Innovation and Management, Suan Sunandha Rajabhat University (www.ssrु.ac.th), Bangkok, Thailand for financial

support. We would like to thank the Department of Political Science, the College of Innovation and Management, Suan Sunandha Rajabhat University, Bangkok, Thailand 10300.

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