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

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

Conference Proceedings

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

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THE 2017 ICBTS

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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

Professor Dr. Kai Heuer

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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Paper 3(27) ORGANIZED ACTIVE LEARNING BY INSTRUCTIONAL MODEL WITH PROJECT BASED LEARNING Asst. Prof. Sirimane Banjong  
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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  
Paper 4(8) ROLE OF PROVINCIAL GOVERNOR IN CONTROL OF LOCAL ADMINISTRATION ORGANIZATIONS : CASE STUDY NONGBUALAMPHU PROVINCE  
Dr. Barameeboon Sangchan  
Paper 5(18) FINANCIAL STABILITY IN SAMUT SONGKRAM FROM HOUSEHOLD SAVING POTENTIAL  
Dr. Krisada Sungkhamanee  
Paper 6(104) THE IMPACT OF -PIPELINE DIPLOMACY- ON CONFLICT RESOLUTION IN THE CAUCASUS-CASPIAN REGION: THE CASE OF AZERBAIJAN AND AFGHANISTAN  
Dogan Girgin |
| 10.31 - 10.45 | Morning Break |  |
| 10.46 – 12.00 | Session B 2 | 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  
Paper 2(22) KNOWLEDGEMANAGEMENT FOR WRITING RESEARCH PROPOSAL  
Miss Wanvisa Saisanan Na Ayudhaya  
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Mrs. Jitravadee Roongin Kunkar  
Paper 4(2) THE DIFFERENCES OF SOCIAL AND POPULATION FACTORS TOWARDS TOURISTS' ATTITUDES TO STAYING AT GREEN HOTELS IN BANGKOK  
Dr. Rumpapak Luakveerawattana  
Paper 5(111) MEDIATISATION OF URBAN PLANNING AND THE PUBLIC SPHERE TOWARDS ENABLING AND JUST PLANNING PROCESS CASE OF EGYPT  
Mennatullah Hendawy |
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<td>Umar Werfete and Suparto Iribaram</td>
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<th>Time</th>
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<td>15.16–17.00</td>
<td>Miss Wanwika Sattaworn</td>
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<td><strong>Paper 3</strong> (32) DEVELOPMENT OF THE -I- SYSTEM FOR THE CORRECTION OF INTERNET LEARNING VIA THE INTERNET SUAN SUNANDHA RAJABHAT UNIVERSITY</td>
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<td>Miss Pinyaphat Kongsorn</td>
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<td>15.16–17.00</td>
<td><strong>Paper 4</strong> (38) KNOWLEDGE MANAGEMENT FOR PROCESS DEVELOPMENT: INFORMATION RESOURCES CLASSIFICATION AND CATALOGING IN THE LIBRARY OF SUAN SUNANDHA RAJABHAT UNIVERSITY</td>
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<td>15.16–17.00</td>
<td>Miss Supaporn Wongsa</td>
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<td>15.16–17.00</td>
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<td>15.16–17.00</td>
<td>Miss Chontiya Ledanan</td>
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<td>Paper 6</td>
<td>THE EFFECTIVENESS OF USING GAMES IN LEARNING ENGLISH VOCABULARY: AN ANALYTIC IN THE SAUDI ARABIAN CONTEXT</td>
</tr>
<tr>
<td>Paper 7</td>
<td>SOCIAL MEDIA AND ARABIC CODE-SWITCHING AMONGST ALGERIAN STUDENTS LIVING IN THE UK</td>
</tr>
</tbody>
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### Session C

**24 October 17 (T)**

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- **Paper 1 (48)** GERMAN LEADERSHIP IN EU FOREIGN POLICY AFTER EUROZONE CRISIS?
  - Merve Yavuz

- **Paper 2 (7)** CULTURAL AND ART EDUCATION: A MEANS FOR SOCIAL STABILITY IN NORTHERN GHANA
  - Dr. Eric Appau Asante and MAVIS DONKOR

- **Paper 3 (53)** INNOVATIVE ACADEMY PROJECT - DISINFECTION OF EFFLUENTS WITH RENEWABLE ENERGY
  - Hen Friman and Faina Nakonechny

- **Paper 4 (61)** EDUCATION, BUSINESS AND AGRICULTURE: AN INTEGRATION FOR ECONOMIC TRANSFORMATION IN DEVELOPING NATIONS: THE NIGERIAN EXPERIENCE
  - Dr. Matthew Ojong Achigbe

**10.31 – 10.45**

**Morning Break**

**10.46 - 12.00**

**Session C2**

- **Paper 1 (57)** EXPLORING THE EFFECT OF TECHNOLOGY SUPPORTED COLLABORATIVE LEARNING ON CREATIVE THINKING SKILLS OF PRESERVICE TEACHERS
  - Erhan ÜNAL and Fatih ÖZDİNÇ

- **Paper 2 (64)** ASTIN THEORY AND SOCIAL NETWORKS
  - Dr Elham Akbari and prof Hamid Abdollahian

- **Paper 3 (50)** EFFECT OF PAUL THE PERSIAN’S LOGICAL WORKS ON AL-MANTIQ BY IBN AL-MUQAFFA
  - Seyedmohammadreza Azarkasb

- **Paper 4 (136)** THE NECESSITY OF REGIONAL ECONOMIC INTEGRATION: A LESSON FOR SOUTH ASIA?
  - Md. Rajin Makhdum Khan and Faizah Imam

- **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

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**24 October 17 (T)**
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WITH THE THEORY BASED ON RESOURCES AND INSTITUTIONAL THEORY  
José G. Vargas-Hernández and Lic. Ana Yanetly Arias Orozco, Mexico  
| Paper 2 (144) | CONTRACTIONS 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  
| 10.31 – 10.45 | Morning Break  
| 10.46 - 12.00 | 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  
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Djurdjica Perovic and Sanja Pekovic and Tatjana Stanovcic and Jovana Vukcevic, Montenegro  
| Paper 3 (163) | SHARING ECONOMY: THE ESTABLISHMENT OF ORGANIZATIONAL IDENTITY OVER TIME, 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 CHARACTERS  
Khaled Zouaoui  
| Paper 5 (154) | SATISFACTION OF INDIVIDUAL LEARNING NEEDS IN THE INTEGRATED TEACHING LEARNING MODEL IN PRIMARY SCHOOL  
Professor Anita Petere  
| 12.01 | Conference Close  
| 23-24 October 17 | Participation and Discussion  
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  
| 25 October 2017 | Free day for Participants |
THE STUDY ON MEDIA EXPOSURE BEHAVIOR IN POLITICAL ISSUES OF UNIVERSITY STUDENTS

Veerapon Vongprasert
College of Innovation and Management, Suan Sunandha Rajabhat University, Bangkok, Thailand
E-mail: veerapon.ssr@gmail.com; veerapon.vo@ssru.ac.th

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’Keeffe; 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.

<table>
<thead>
<tr>
<th>Item</th>
<th>Category</th>
<th>Percentage</th>
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<tbody>
<tr>
<td>Sex</td>
<td>Male</td>
<td>35.7</td>
</tr>
<tr>
<td></td>
<td>Female</td>
<td>64.3</td>
</tr>
<tr>
<td>Age (years)</td>
<td>≤ 20 years</td>
<td>58.7</td>
</tr>
<tr>
<td></td>
<td>&gt; 20 years</td>
<td>41.3</td>
</tr>
<tr>
<td>Field Study</td>
<td>Political Science</td>
<td>27.0</td>
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<td></td>
<td>Non-Political Science</td>
<td>73.0</td>
</tr>
<tr>
<td>Academic Level</td>
<td>Year 1 (Freshy)</td>
<td>38.1</td>
</tr>
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<td></td>
<td>Other (Non-freshy)</td>
<td>61.9</td>
</tr>
<tr>
<td>Birth Place</td>
<td>Bangkok</td>
<td>41.3</td>
</tr>
<tr>
<td></td>
<td>Other (Non-Bangkok)</td>
<td>58.7</td>
</tr>
</tbody>
</table>

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

<table>
<thead>
<tr>
<th>Type of Mass Media</th>
<th>Behavior of media exposure in political issues</th>
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<tr>
<td></td>
<td>High Level (5-7 days per week)</td>
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<tr>
<td></td>
<td>Number (persons)</td>
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<tr>
<td>Newspaper</td>
<td>19</td>
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<tr>
<td>Television</td>
<td>67</td>
</tr>
<tr>
<td>Radio</td>
<td>30</td>
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</tbody>
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Reasons for media exposure in political issues on newspapers

<table>
<thead>
<tr>
<th>Reason</th>
<th>Percentage</th>
</tr>
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<tbody>
<tr>
<td>interesting head-lines</td>
<td>52.4</td>
</tr>
<tr>
<td>details of political scoop</td>
<td>19.0</td>
</tr>
<tr>
<td>personal belief in political news</td>
<td>11.1</td>
</tr>
<tr>
<td>rapid report in supporting news</td>
<td>11.1</td>
</tr>
<tr>
<td>others</td>
<td>6.3</td>
</tr>
</tbody>
</table>

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

<table>
<thead>
<tr>
<th>Reason</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>rapid report in supporting news</td>
<td>48.4</td>
</tr>
<tr>
<td>details of political news</td>
<td>19.0</td>
</tr>
<tr>
<td>personal belief in political news</td>
<td>13.5</td>
</tr>
<tr>
<td>personal belief in news presenter</td>
<td>10.3</td>
</tr>
<tr>
<td>others</td>
<td>4.0</td>
</tr>
</tbody>
</table>

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 presenter 10.3%, and others 4%, respectively.

Reasons for media exposure in political issues on radio

<table>
<thead>
<tr>
<th>Reason</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>inattention listening</td>
<td>49.2</td>
</tr>
<tr>
<td>rapid report in supporting news</td>
<td>15.9</td>
</tr>
<tr>
<td>details of political news</td>
<td>12.7</td>
</tr>
<tr>
<td>personal belief in political news</td>
<td>7.9</td>
</tr>
<tr>
<td>others</td>
<td>14.3</td>
</tr>
</tbody>
</table>

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 days 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 significant 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.

<table>
<thead>
<tr>
<th>Variable</th>
<th>Behavior of media exposure in political issues</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Newspapers</td>
</tr>
<tr>
<td>Sex</td>
<td>Accept: √</td>
</tr>
<tr>
<td>Age</td>
<td>Accept: √</td>
</tr>
<tr>
<td>Field Study</td>
<td>Accept: √</td>
</tr>
<tr>
<td>Academic Level</td>
<td>Accept: √</td>
</tr>
<tr>
<td>Birth Place</td>
<td>Accept: √</td>
</tr>
</tbody>
</table>

The behavior of media exposure in political issues from newspaper, television and radio of university students is categorized 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.

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