

Behavior of Using Social Media that Affects the Life of Students at College of Allied Health Sciences, Suan Sunandha Rajabhat University

Tipvarin Benjanirat¹, Nisa Chaiwichit², Kittiya Thueanpong³, Jatuporn Ounprasertsuk⁴, Phannee Rojanabenjakun⁵, Pongsak Jaroengarmsamer⁶

^{1,2,3,4,5,6} College of Allied Health Sciences, Suan Sunandha Rajabhat University, Samut Songkram Province, Thailand. E-mail: tipvarin.be@ssru.ac.th¹, kungzi18052544@gmail.com², Kittiya.kr19@gmail.com³, jatuporn.ou@ssru.ac.th⁴, phannee.ro@ssru.ac.th⁵, pongsak.ja@ssru.ac.th⁶

Abstract

Social media is a digital platform that is used as a tool for communicating, exchanging ideas, and sharing stories through the Internet. Well-known major social media providers include Facebook, YouTube, Instagram, TikTok and Twitter. Make communication easy can be closer together Easy access to various information and there are many advantages. Causing more and more people to use social media. According to the report, At present, there are 3,800 million people or about 50.00 percent of the whole world who have access to Social Media in the near future. Internet users will increase by another 1,000 million people, which will increase the number of social media users in the shadows. For Thai people use Social Media as the main channel to update news and get the number 1 ranking in the world, representing 78.00 percent of all users. There may be a behavior known as "Fear Of Missing Out" (FOMO), or "Fear of Missing Out". Doesn't keep up with the flow like others Excessive use of social media can cause addiction (Social Addiction) affecting the body, mind and also risk causing various diseases such as ADHD, bipolar, depression and jelly in the eyes (Eye Floaters), etc., and may also cause distraction from the target. Coming across vulgar words in a variety of ways makes it difficult to fall asleep and suffering. By comparing the pros and cons of people on social media. Therefore, the researcher is interested in conducting research in order to use the research results as a guideline for planning the correct use of social media and being able to convey the research results to relevant agencies for use. as a way to prevent give help and continue to fix the problem

Keywords: Behavior, Social Media, Conduct of Life

Introduction

Social media is a digital platform that is used as a tool for communicating, exchanging opinions and sharing stories with the public through the Internet. Well-known major social media providers include Facebook, YouTube, Instagram, TikTok and Twitter. for public relations, sharing, searching for information, or communicating. As well as being used to build brands and drive traffic to business websites. The outstanding strength of Social Media is that it can act quickly and see results almost immediately (Veena .M, 2021). At present, there are 3, 800 million people or about 50.00 percent of the whole world who have access to Social Media in the near future. Internet users will increase by another 1,000 million people, which will increase the number of social media users in their own shadow (Thanong Khanthong, 2020) Means to be popular. Communication in social networks is not limited to the operating system of different computers operating systems can communicate with each other. Users can also communicate freely and can even create their own interest groups. Communication in online social media is not limited by the form of information. which contains both text-only data or may have illustrations Including multimedia data, including animation and sound. (Wiranchana Jaisom, 2017) For consumer behavior in social media in 2021, it was found that Thai people use Social Media as the main channel to update news and ranked No. 1 in the world, accounting for 78.00 percent of users. all jobs There may be a behavior known as " Fear Of Missing Out" (FOMO), or "Fear of Missing Out". Doesn't keep up with the flow like others like to update every movement Excessive addiction to social media can affect the body, mind and relationships with those around them (Jiraporn Arunakoon, 2016). big use social media for many reasons, such as contact, interaction with other people Finding the information you want to know Dealing with various errands, using to divert attention and being used as a way to cope with stress, etc. Social media increases comfort. Make communication easy can be closer together Easy access to various information and there are many advantages. Causing people to use social media more and more mentally and is also at risk of causing various diseases such as ADHD, bipolar, depression and eye floaters, etc., and can also cause distraction from the goal Coming across vulgar words in a variety of ways makes it difficult to fall asleep and suffering By comparing the advantages and disadvantages of people in social media (Tham Chuathapansiri, 2019) from a study in London, it was found that frequent use of social media is associated with health problems. More mental This will result in less sleep and less physical activity may have more depressive symptoms as well (Chaffey D., 2020). found that the modern way of life of students Internet and social media use The sample group practiced 3-7 days in a week, using social media (Line, Facebook, Instagram, chat) for physical activity and exercise data. It was found that most of the samples had a frequency. It was found that the highest practice for 3 days or more in a week was washing, ironing clothes, resting and recreation. It was

found that the highest practice for 3 days or more in a week was watching movies and listening to music through the Internet. Suggestions should be to promote correct modern lifestyle behaviors for students, such as not drinking alcohol to relieve stress reducing the use of social media for entertainment, etc. (Piyathida Upa, Kritchakanthon Suwanphan, Suthipong Upolthian and Weerachat Yuttachawit, 2019). Use social media to affect the lives of College of Allied Health students. Suan Sunandha Rajabhat University and use the research results as a guideline for planning the right way to use social media and solving problems for students whose social media behavior affects their lives. The research results can be conveyed to relevant agencies for use as a guideline for prevention give help and continue to fix the problem

Objectives of the research

1. to create a product Jasmine herbal drink
2. To study consumer satisfaction Jasmine herbal drink

Method

Study Design: This research is a survey research using a questionnaire Behavior of using social media (Social Media) that affects the lives of students. which the researcher created from studying documents, literature and related research Then the conceptual framework for the research was set. Set up a questionnaire and conduct a conformity analysis or the Index of Item Objective Congruence (IOC) was equal to 0.75 and the reliability (Reliability) was obtained by using the Cronbach 's Coefficient Alpha method to find the value equal to 0.89. It's a powerful tool can be used to collect data for research purposes

Sample: The sample population was students from the College of Allied Health Sciences, Suan Sunandha Rajabhat University, a total of 826 people (data as of July 19, 2021). Calculated the sample according to the concept of Taro Yamane (Taro Yamane, 1973) with a confidence level of 95 percent, with a tolerance of 5 percent allowed. A sample size of 270 people was conducted by random sampling based on probability (Probability Sampling) with a stratified sampling method mind to join the research Collect data until the total number of 270 people.

Instruments: 10 personal information questions, namely gender, field of study, year of study, accommodation, and student loans monthly income Source of income, age, congenital disease. Part 2 is a questionnaire about social media use behavior, including experiences using social media. Purpose of using social media Most used social media Frequency of using social media per day Time of use of social media Duration of social media use per session Location of social media use Cost of using social media per month. The number

of times of use per day is 9 questions and part 3 is a questionnaire about life. The researcher is based on Pender's concept of a healthy lifestyle which can be divided into 6 aspects of life: responsibility for health, nutrition, physical activity, stress management aspect Interpersonal relationship and spiritual development, 30 questions, which this research tool has been studied to determine the validity and reliability of the research tool.

Data Collection: Data were collected using a questionnaire between January 2016 - March 2016 from a sample of College of Allied Sciences students who voluntarily participated in the research. Then the researcher to continue collecting data until the number of 270 people is reached, then checking the completeness, completeness and accuracy of the data The average time to collect data is about 15-30 minutes/person .

Data Analysis: Statistics used in data analysis were general data analysis using frequency. Percentage Analyze information about lifestyle using mean and standard deviation. An analysis of social media use behavior that affects life Pearson correlation and factor analysis were used personal relationship with lifestyle using chi-square (Chi-Square)

Ethical Consideration

This research proposal was already considered by Suan Sunandha Rajabhat University Ethics Committee. Ethics Committee certificate number COA. 2-0 01 / 2023. Ethics Committee agreed to implementation of the proposal of this research.

Research results

This research is a collection of data from a sample of 270 people. The results can be summarized as follows.

Table 1. Number and Percentage Social Media Use Behavior (n=270 people)

Social media use behavior	Quantity	Percentage
1. Experience using social media (duration of using social media)		
1 – 5 years	18	6.7
5 – 10 years	101	37.4
10 years or more	151	55.9
2. Purpose of using social media		
to make money	9	3.3
to communicate	55	20.4
to relieve stress	172	63.7
to search for educational information	34	12.6
3. Most used social media		
Facebook	78	28.9
Line	14	5.2
Instagram	156	57.8

Social media use behavior	Quantity	Percentage
Tik tok	22	8.1
Twitter	0	0
4. Use social media through any kind of device		
mobile phone	224	83
Tablet / iPad	27	10
computer	15	5.6
other	4	1.5
5. Time of use per time		
1 – 3 hours	62	23
4 – 6 hours	124	45.9
7 – 9 hours	48	17.8
10 hours or more	36	13.3
6. Number of times to use per day		
1 time	22	8.1
2 times	56	20.7
3 times	32	11.9
more than 3 times	160	59.3
7. Time of day that you use social media most often		
06.00 a.m. – 12.00 noon	19	7
12.00 hrs. – 18.00 hrs .	67	24.8
6:00 p.m. – 12:00 a.m.	163	60.4
24.00 hrs. – 06.00 hrs .	21	7.8
8. Where to use social media		
house	123	45
workplace	5	1.9
school	136	50.4
other	6	2.2
9. Cost of using social media per month		
100 – 300 baht	132	48.9
400 – 600 baht	75	27.8
700 – 900 baht	43	15.9
1,000 baht or more	20	7.4

Table 1 The number and percentage of social media use behavior found that most had experience in using social media for 10 years or more, 151 people, representing 55.90 %, had the purpose of using social media to relieve stress. 172 people, representing 63.70 percent, the most frequently used social media is Instagram, 156 people, representing 57.80 percent Use social media via mobile devices of 224 people, representing 83.00 percent. 4 - 6 hours per time 124 people, representing 45.90 %, used more than 3 times a day of 160 people, representing 59.30 percent, the time when they use social media the most is 18.00 - 24.00. Number of 163 people, representing 60.40 percent, most places to use social media is used in educational institutions, number 136 people, representing 50.40 percent of the cost of using social media per month is 100 - 300 baht, 132 people, 48.90 %

Table 2 Average (\bar{x}) standard deviation (SD) and lifestyle level (n=270 people).

Lifestyle	(\bar{x})	(SD)	interpret
1. Health responsibility	3.53	0.76	good level
2. Interpersonal relation	3.66	0.69	good level
3. Exercise	3.49	0.70	good level
4. Nutrition	3.69	0.67	good level
5. Stress Management	3.64	0.67	good level
6. Spiritual	3.21	0.87	moderate
Together	3.53	0.72	good level

Table 2, the mean (\bar{x}) and the standard deviation (SD) of life found that life was average (\bar{x}). Overall 3.53 standard deviation (SD) 0.72 is in a good level When analyzing the data by side, it was found that the highest mean was the nutritional aspect with the mean (\bar{x}). 3.69 standard deviation (SD) 0.76 was at a good level, followed by interpersonal relations, average (\bar{x}) 3.66 standard deviation (SD) 0.69 is in a good level stress management Mean (\bar{x}) 3.64 standard deviation (SD) 0.70 is in a good level Health Responsibility Average (\bar{x}) 3.53 standard deviation (SD) 0.67 is in a good level. In terms of exercise, the average (\bar{x}) 3.49 standard deviation (SD) 0.67 in good level and the lowest mean is spiritual Average (\bar{x}) 3.21 Standard Deviation (SD) 0.87 is in the moderate level. Respectively

Table 3 Analysis of social media use behavior that affects lifestyle (n=270 people)

	Ex	Pp	Us	Dv	Tm	Nb	Ot	Pm	Cm
Ex	1								
Pp	0.115	1							
Us	0.78	0.048	1						
Dv	0.029	0.107	0.267*	1					
Tm	0.279*	0.067	0.181*	0.173*	1				
Nb	0.032	0.245*	0.161*	0.07	0.078	1			
Ot	0.039	0.196*	0.026	0.095	0.043	0.128*	1		
Pm	0.102	0.025	0.087	0.248*	0.034	0.380*	0.029	1	
Cm	0.076	0.105	0.206*	0.214*	0.385*	0.037	0.012	0.219*	1
Be	0.114	0.145*	0.114	0.144*	0.172*	0.067	0.062	0.1	0.198*

Note *P<.05

Ex refers to experience in using social media.

Pp refers to the purpose of using social media.

Us refers to the most used social media aspect.

Dv refers to the device for using social media.

Tm refers to the amount of time spent using social media per time.

Nb refers to the number of times you use social media per day.

Ot refers to terms of the time of day that social media is used the most

Pm refers to the place to use social media

Cm refers to the cost of using social media per month.

Be refers to social media behavior that affects life.

Table 3. The results of the analysis of social media use behavior that affects life revealed that social media use behavior in terms of the purpose of using social media and the device in using social media. In terms of time spent using social media per time and the cost of using social media per month, affecting lifestyle. As for the behavior of using social media on the experience of using social media. social media most frequently used. In terms of the number of times you use social media per day. In terms of the time of day that social media is used the most and the place to use social media does not affect life Statistically significant at the .05 level.

Table 4 An analysis of the level of social media use behavior that affects lifestyle (n = 270 people)

Social media use behavior	P-value	Pearson Correlations	Interpret
	Sig. (2-tailed)		
Purpose of using social media	0.017*	0.145**	resulting in a low level
Use social media across devices	0.018*	0.144**	resulting in a low level
Duration of use per time	0.005*	0.175**	resulting in a low level
Cost of using social media per month	0.001*	0.198**	resulting in a low level

*P-value < .05

Table 4 The level of social media use behavior that affects the way of life found that the behavior use of social media Objectives of using social media Social media devices The duration of using social media per time and the cost of using social media per month affects all aspects of life at a low level with statistical significance at the .05 level.

Table 5 Analysis of generalized data was associated with lifestyle (n = 270 people).

	Sex	Of	At	Hm	Ds	Br
Sex	1					
Of	0.030*	1				
At	0.329*	0.208*	1			
Hm	0.269*	0.217*	0.550*	1		
Ds	0.324*	0.205*	0.412*	0.762*	1	
Br	0.122*	0.057	0.142*	0.265*	0.120*	1
Ab	0.223*	0.081	0.028	0.057	0.049*	0.352*

Note *P<.05

Sex refers to gender

Of refers to a field of study

At refers to source of income

Hm refers to accommodation

Ds refers to congenital disease

Br refers to student loans

Ab refers to general information that is related to lifestyle

Table 5. The results of general data analysis were related to lifestyle. found that general information Gender, Congenital disease and student loan have a relationship with life general information side year Major source of income and accommodation have no relation to lifestyle significantly Statistically at the .05 level.

Table 6 An analysis of the relationship of general data to life style (n=270 people)

General information	P-value	Pearson Correlations	interpret
	Sig. (2-tailed)		
sex	0.000*	0.223**	low relationship
congenital disease	0.419*	0.049**	moderate relationship
student loans	0.000*	0.352**	moderate relationship

Table 6 Level, relationship, general information, lifestyle It was found that general information about sex have a low level of relationship with lifestyle Personal disease section and education loans There was a moderate relationship with lifestyle. Statistically significant at the .05 level.

In analyzing general data that correlates with students' lifestyles using chi-square statistics (Chi-square). To determine the correlation, the general data were correlated with numerical lifestyles, namely age, age, average monthly

income of oneself and expenses for using the internet per month. level of significance statistical at the .05 level as shown in Table 7.

Table 7 General data analysis is related to lifestyle. (n = 270 people)

General information	P-value	Chi-square
	Sig. (2-tailed)	
Gd	128.36	0.169
Age	275.39	0.000*
Ic	125.37	0.000*
Pay	484.72	0.000*

Note *P<.05

Gd mean year

Age means age

Ic mean own average monthly income

Pay mean Cost of using internet per month

Table 7. General data analysis is related to lifestyle. It was found that general information about age own average monthly income and expenses for using the internet per month have a relationship with general information for the year No relationship with lifestyle Statistically significant at the .05 level.

Discussion

The study found that most of the samples used social media to relieve stress, 172 people, representing 63.70 percent. The most frequently used time of social media of most of the samples was 6:00 p.m. - 12:00 p.m. of 163 people, representing 60.40% and between 24.00 - 06.00, 21 people, representing 7.80%. In using social media, education should be conducted for students. about the use of social media to be more useful, for example, to search for information income generation for students and there should be more educating students about the timing of using social media, for example, determining the appropriate time for using social media and does not affect sleep Including the establishment of a counseling center for students in all aspects when having problems using social media that affect their lives, such as learning, exams, continuing education, or adapting to the environment. changed, etc.

Declaration of Conflicting Interest

The authors declare no conflict of interest.

Author Contribution

TB, N, S. drafted the article and conducted a review of the literature. JO, PR, PO and S. K. conducted the data and data analysis. JO contributed to the design and concept, and reviewed and revised the manuscript. All authors agreed with the final version of the article.

Author Biographies

Tipvarin Benjanirat, Ph.D (Buddhism and Philosophy), Registered Nurse is a Lecturer of public health secretary of College of Allied Health Sciences, Suan Sunandha Rajabhat University, Samut Songkhram, Thailand .

Reference

- Paweenut Holdaew. (2018). **Essential oil**. Retrieved on October 12 , 2020. from <https://www.mhesi.go.th/main/en/knowledge/modern-science/165-practical-rad/7425-essential-oil-7425>
- Pisamai Kulkanjanatorn , Nirawan Kitprapaiamphol , Surin Youyong . (2009). Drug Archives . Faculty of Pharmacy Mahidol University ;4(2):12-14
- Rattana Kaewsae. (2011) Local Planning for Balanced Development with Sufficiency Economy Planning Schedule: A Case Study in Chiang Mai Province . Chiang Mai University/Chiang Mai. DOI : https://doi.nrct.go.th/ListDoi/listDetail?Resolve_Doi=10.14457/CMU.res.2011.103 .
- Rungrawee Temsirirerkkul and Pinit Chinsoi. (2010). Fragrant medicine, aromatic medicine throughout Thailand Fragrant all over the world. Academic papers In the 7th National Herb Expo .
- Gupta, VK, & Batra, S. (2016). Entrepreneurial orientation and firm performance in Indian SMEs: Universal and contingency perspectives. *International Small Business Journal*, 34(5), 660-682.
- N. Niamsa and C. Sittiwet , 2009. Antimicrobial Activity of Curcuma longa Aqueous Extract. *Journal of Pharmacology and Toxicology*, 4: 173-177.
- Sayowan , W., Siripornpanich , V., Hongratanaworakit , T., Kotchabhakdi , N., & Ruangrunsi , N. (2013). The Effects of Jasmine Oil Inhalation on Brain Wave Activies and Emotions. *Journal of Health Research*, 27(2) , 73-77. Retrieved from <https://he01.tci-thaijo.org/index.php/jhealthres/article/view/85772>
- Ying Gao, Nan Hu, XiaoYou Han, Carol Giffen, Ti Ding, Alisa M. Goldstein, and Philip R. Taylor. (2011). The Effects of Jasmine Oil Inhalation on Brain Wave Activies and Emotions. *Journal of Health Research*, 27(2), 73-77. Retrieved from <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC3236106/> Corey