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## **A STUDY OF SOCIAL MEDIA PUBLIC RELATIONS METHODS TO SUPPORT TEACHING AND LEARNING AMONG DOCTOR OF BUSINESS ADMINISTRATION STUDENTS SUAN SUNANDHA RAJABHAT UNIVERSITY**

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### **Abstract**

A study of social media public relations methods to support teaching and learning among Doctor of Business Administration students. Suan Sunandha Rajabhat University, the population group used in this study. A total of 30 students of the Doctor of Business Administration and lecturers of the Graduate School used questionnaires to collect data and statistics used to analyze the data, including percentages, averages, and standard deviations

Results of the analysis of the level of opinion in the field of public relations education through social media to promote teaching and learning of students of the Doctor of Business Administration Program Suan Sunanda Rajabhat University as a whole was found to be at the highest level with an average value of 4.68 and if considered individually, it was found that all aspects had the highest level of opinions, namely disseminating information about the public relations of the course, using it as communication between staff and students, disseminating images and videos in each teaching and learning session of the course, as a channel to clarify teaching and learning, creating a variety of communication channels through social media, and using social media to exchange information between lecturers and students, with an average of 4.86, 4.80, 4.80, 4.76, 4.50 and 4.40 respectively.

**Keywords:** public relations, social media, teaching and learning.

### **Introduction**

Social media refers to forms of electronic communication where users create online communities to share information, ideas, personal messages, and other content. It serves as a platform for connecting with others via the internet, facilitating the rapid exchange, collection, and dissemination of information. Social media has evolved into a powerful medium, originally intended to simplify communication but now a robust tool for collaboration and the exchange of opinions. Moreover, it enables organizations to disseminate public relations messages and news quickly, timely, and cost-effectively. Today, social media channels are highly efficient in broadcasting and promoting information to external audiences, directly reaching target groups (Jutharat Saravanawong, 2015).

Currently, the Doctor of Business Administration (DBA) program at Suan Sunandha Rajabhat University has integrated social media into its teaching and learning processes. This integration facilitates the exchange of information between instructors and students, promoting self-directed learning and skill development. The present situation has accelerated the adoption of digital technologies, leading to the development of platforms that support online teaching. Various online instructional media have been created, and classes are conducted through

popular programs such as Microsoft Teams, Zoom, and Google Meet. In addition to promoting and disseminating information about the program, its academic activities, and operations, online public relations have become crucial for organizations. Social media is the most convenient and fastest way to reach the public, and each organization may have different styles, techniques, and approaches for targeting their audiences. Moreover, it enhances communication by fostering mutual understanding between the sender and receiver of the message. Public relations aimed at building a positive image require time to cultivate but are essential for making the organization well-known and respected. Effective and consistent public relations efforts will improve outcomes and help the organization move in the desired direction.

## Research Objectives

To study the communication needs in public relations through social media to enhance student learning in the Doctor of Business Administration program.

## Literature Review

The research study titled "A study of social media public relations methods to support teaching and learning among Doctor of Business Administration students. Suan Sunandha Rajabhat University" involves investigating relevant concepts, theories, and research works to guide the study on the following topics:

1. Concepts related to public relations
2. Concepts related to social networks
3. Related research studies

### 1. Concepts of Public Relations

Public Relations (PR) derives from the combination of the Thai words "People" and "Relations", which translates to "Public Relations" in English, commonly abbreviated as "PR." Public relations refers to a planned and ongoing effort to influence the thoughts and attitudes of a target audience by performing valuable and beneficial actions for society. Its goal is to create a positive attitude toward an organization, its activities, services, or products, ultimately gaining long-term support and cooperation from the target audience (Porntip Pimalasin, 2008).

#### Definitions of Public Relations

There are various interpretations of public relations, with scholars offering different perspectives. Some examples include:

**Edward L. Bernays (1952):** "An attempt to manage and control public perception to gain acceptance and support."

**James E. Grunig (1992):** "The management of communication between an organization and its important target groups."

**Rex Harlow (1976):** "A planned and continuous process of evaluation to build and maintain good relationships between an organization and the public."

**Scott M. Cutlip & Allen H. Center (2006):** "Communication and activities aimed at fostering understanding, acceptance, and cooperation between an organization and the public."

**Frank Jefkins (1998):** "A systematically managed communication process to build and maintain good relationships between an organization and its various target groups."

**Chairat Thomya (2009):** "Carefully and systematically planned communication aimed at effectively delivering messages and information to the target audience to achieve desired outcomes, fostering lasting, positive relationships between an organization and its target groups."

**Supoj Kaje (2006):** "A planned communication process to foster understanding and good relationships between an organization and its target audience."

**Wittaya Suksomboon (2008):** "Communication between an organization and the public, aimed at fostering correct understanding and acceptance."

## 2. Concepts of Social Networks

Social networks refer to communities interconnected to form a network that fulfills social needs, focusing on building and reflecting relationships among groups of people with shared interests or activities. Social networking services are typically web-based, allowing users to interact via the internet. Social networks can be classified into seven categories based on their purpose of use (Public Relations Office, Secretariat of the Senate, 2019) as follows:

- 1) Identity Network: Platforms for creating and declaring personal identities.
- 2) Creative Network: Platforms for showcasing creative works or content.
- 3) Passion Network: Platforms for individuals who share similar interests or passions.
- 4) Collaboration Network: Platforms for working together and collaborating on projects.
- 5) Virtual Reality: Platforms offering virtual reality experiences.
- 6) Professional Network: Platforms for building professional connections and career development.
- 7) Peer-to-Peer (P2P) Network: Platforms facilitating direct interaction between users.

## 3. Related Research

Nalinrat Amchang (2021) conducted a study on the perception of public relations through online media and the image of Burapha University from the students' perspective. The findings were as follows: Most respondents received public relations news primarily via the university's Facebook page and had a generally positive perception of the university's image. Students of different demographics, such as age and academic year, perceived online public relations differently, with statistically significant differences at the .05 level. First-year students (aged 18-20) had higher awareness of online public relations compared to other groups. The university's image also varied by age and academic year, with significant differences at the .01 level. First-year students (aged 18-20) viewed the university more positively than others. A positive relationship was found between public relations awareness and the university's image. Frequency of exposure and interest in the information shared had a statistically significant positive correlation with the university's image at the .01 level. This suggests that effective and relevant media usage can enhance a positive organizational image.

Kaewkarn Lertwittayakul and Priya Rinratanakorn (2022) studied media exposure, expectations, and image perception through social media, as well as decision-making in selecting private vocational colleges in Chonburi province. The findings were: Overall media exposure through social media was moderate, with the highest exposure related to sales promotion, followed by marketing promotion, public relations, and direct marketing (the least). Expectations for social media use by private vocational colleges were high, with YouTube being the most anticipated platform, followed by TikTok, with Twitter being the least expected. Perception of the colleges' image through social media was high, with the strongest perceptions related to the institution's reputation, followed by student quality and curriculum. In decision-making, social media played a significant role in selecting vocational colleges, with Facebook Pages being the most influential, followed by TikTok, with Twitter being the least.

## Research Methodology

This study employs a quantitative research design that employs a purposive random sampling method to collect data through a questionnaire.

1. Population and Sample: The sample population in this study was comprised of 30 graduate students enrolled in Doctoral students in Business Administration and Faculty members of the Graduate School

2. Instrument: The instrument employed in this study was a questionnaire consisting of two types of questions: closed-ended questions and questions that asked respondents to express their opinions. Specifically, the questionnaire pertained to the study of public relations models through social media to promote teaching and learning for Doctoral Business Administration students at Suan Sunandha Rajabhat University. The questions are based on a rating scale, wherein respondents are asked to answer at five levels, namely, most, high, medium, low, and least.

3. Data Collection: The researcher collected data from two distinct groups, namely graduate students in Doctoral students in Business Administration and Faculty members of the Graduate School, during the period of January 2022 to August 2023. To obtain the sample, the researcher employed the purposive sampling method and administered electronic questionnaires as the survey tool.

4. Data Analysis: The data was analyzed using a computer program that employed percentage, mean, and standard deviation statistics.

## Research Results

1. Personal Factors of the Respondents, the study revealed that a majority of the sample population comprised females, constituting 66.67 percent, with a count of 20 individuals. The male participants accounted for 33.33 percent of the sample, with 10 individuals. Most respondents were aged 41 and above. Furthermore, 19 respondents, representing 63.33 percent, followed by were aged between 36 and 40 years. 5 respondents, representing 16.67 percent, and were aged between 31 and 35 years. 4 respondents, representing 13.33 percent.

2. The behavior of using social media to enhance teaching and learning shows that the majority of respondents use social media for educational purposes through Line, with 20 people accounting for 66.67 percent, and Facebook, with 5 people making up 16.67 percent. Students primarily use social media for research and study, with 24 people representing 80.0 percent. This is followed by communication, with 4 people at 13.33 percent, and staying updated with news and information, with 2 people at 6.67 percent, respectively. These findings are presented in Table 1.

Table 1: Number and Percentage of Social Media Use for Promoting Teaching and Learning

Social Media Usage	Number	Percentage
<b>1. Use of social media in teaching and learning</b>		
Line	20	66.67
Facebook	5	16.67
E-mail	4	13.33
Wechat	1	3.33
<b>Total</b>	<b>30</b>	<b>100.0</b>
<b>2. Purpose of using social media</b>		
Academic research	24	80.00
Communication	4	13.33
Following news	2	6.67
<b>Total</b>	<b>30</b>	<b>100.0</b>

3. The overall opinion on the study of the social media public relations model for promoting teaching and learning among doctoral students in the Business Administration program at Suan Sunandha Rajabhat University was rated at the highest level, with an average score of 4.68. When examining each aspect individually, all areas received high ratings. These included disseminating public relations information about the program, using social media as a communication tool between staff and students, sharing images and videos of teaching sessions, clarifying issues related to teaching and learning, creating diversity in communication channels, and facilitating the exchange of information between teachers and students. The average scores for these areas were 4.86, 4.80, 4.80, 4.76, 4.50, and 4.40, These findings are presented in Table 2.

Table 2: Show the mean and standard deviation of the levels of opinions regarding the study of public relations models through social media to promote the teaching and learning of Doctoral Business Administration students at Suan Sunandha Rajabhat University.

<b>the study of public relations models through social media to promote the teaching and learning</b>	$\bar{x}$	S.D.	Level
1. A channel for clarifying teaching and learning issues.	4.76	.430	the most
2. Facilitates the exchange of information between teachers and students via social media.	4.40	.621	the most
3. Acts as a communication tool between staff and students.	4.80	.406	the most
4. Disseminates public relations information about the program.	4.86	.434	the most
5. Promotes diverse communication channels through social media.	4.50	.572	the most
6. Used for sharing images and videos of teaching sessions.	4.80	.484	the most
<b>Total</b>	<b>4.68</b>	<b>.357</b>	<b>the most</b>

## Discussion

The study on public relations through social media to promote learning among doctoral business administration students at Suan Sunandha Rajabhat University revealed that social media use for teaching and learning was rated at the highest level across all aspects. This is consistent with the findings of Kaewkan Lertwitayakul and Priya Rinnaratanakorn (2022), who explored the reception of information, expectations, image perception through social media, and decision-making for enrolling in private vocational colleges in Chonburi Province. The key findings were as follows: Reception of Information: Social media users had a moderate level of information reception from private vocational colleges in Chonburi. Sales-related content via social media was the most received, followed by marketing promotions, public relations, and direct marketing (the least received). Expectations: Users had high expectations for social media use by private vocational colleges, with YouTube ranked highest, followed by TikTok, and Twitter ranked lowest. Perception of Image: The image of private vocational colleges was perceived as high through social media, with the institution's reputation being the most recognized, followed by student quality and curriculum. Decision to Enroll: Social media significantly influenced the decision to enroll in private vocational colleges, with Facebook Pages being the most influential platform, followed by TikTok, while Twitter was the least influential. This study aligns with the research conducted by Wannarat Banchongkian (2022),

which investigated the Information and Social Media Usage Behavior of Undergraduate Students, Faculty of Science and Technology Suan Sunandha Rajabhat University. The research revealed the following levels of satisfaction with information sources and social media: Information Sources: Websites ( $\bar{x} = 4.31$ , S.D. = 0.80), bookstores ( $\bar{x} = 3.67$ , S.D. = 0.94), individuals ( $\bar{x} = 3.65$ , S.D. = 0.94), and libraries ( $\bar{x} = 3.53$ , S.D. = 0.90). Social Media: YouTube ( $\bar{x} = 4.66$ , S.D. = 0.62), TikTok (M = 4.32, S.D. = 0.98), Instagram (M = 4.23, S.D. = 0.83), Twitter ( $\bar{x} = 4.07$ , S.D. = 0.98), Facebook ( $\bar{x} = 4.05$ , S.D. = 0.93), and Line ( $\bar{x} = 3.92$ , S.D. = 1.11).

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