THE RELATIONSHIP BETWEEN PARENTS' SELF-PERCEIVED FAMILY

COMMUNICATION PATTERNS AND THEIR ADOLESCENTS' SOCIAL

NETWORKING USAGE IN NAKHON RATCHASIMA, THAILAND

THE RELATIONSHIP BETWEEN PARENTS' SELF-PERCEIVED FAMILY

COMMUNICATION PATTERNS AND THEIR ADOLESCENTS' SOCIAL

NETWORKING USAGE IN NAKHON RATCHASIMA, THAILAND

A Thesis Presented to

The Graduate School of Bangkok University

In Partial Fulfillment

of the Requirements for the Degree

Master of Arts in Communication Arts

by

Anand Gulati

2015

This thesis has been approved by

the Graduate School

Bangkok University

Title   :   The Relationship between Parents' Self-perceived Family Communication

Patterns and their Adolescents' Social Networking Usage in Nakhon Ratchasima,

Thailand

Author   :   Anand Gulati

Thesis Committee :

Thesis Advisor _____

(Asst. Prof. Dr. Pacharaporn Kesaprakorn)

Thesis Co-advisor _____

(Dr. Tunyaluk Anekjumnongporn)

Graduate School Representative _____

(Assoc. Prof. Dr. Boonlert Supadhiloke)

External Representative _____

(Assoc. Prof. Dr. Wisanu Suwanaperm)

_____

(Asst. Prof. Dr. Aunya Singsangob)

Vice President for Academic Affairs

Acting Dean of the Graduate School

27 / Nov. / 2015

Gulati, A.,M A (Communication Arts), October 2014, Graduate School, Bangkok
University

The Relationship between Parents' Self-perceived Family Communication Patterns and
their Adolescents' Social Networking Usage in Nakhon Ratchasima, Thailand (120 pp.)

Advisor of Thesis: Asst. Prof. Pacharaporn Kesaprakorn, Ph.D.

ABSTRACT

The purpose of this study was to examine the relationships between parents' self-
perceived family communication patterns and their adolescents' self-reported social
networking usage, to examine the relationship between parents' self-perceived family
communication patterns and their adolescents' self-reported parental control, to examine
the relationship between adolescents' self-reported parental control and their social
networking usage in Nakhon Ratchasima province. The current study will provide in-
depth significant understanding of family dynamics and their susceptibility to be
influenced by extraneous factors such as social setting, peer pressure as well as its strength
as a primary setting for socialization (Santos, 2009). Two hundred fifty adolescents and
their parents participated in this survey. The samples were being selected by using
purposive sampling from twenty six districts in Korat province and clustered from each
district, and the questionnaires were distributed directly to respondents by using
convenience sampling. To test the three hypotheses, the mean, percentage, Chi- Square,
Multiple Regression were employed all variables with the 0.05 significance level. The

findings revealed that the adolescents who interacted in the laissez-fare family pattern as perceived by their parents did not have a significant active or very active social networking usage. It was also evident that there was no association between the adolescents who interacted in the protective family communication pattern as perceived by their parents and adolescents' social networking usage. Moreover, majority of those who interacted in the pluralistic family communication pattern had social networking usage for 10 to 20 hours per week while 35.7% had usage for less than 10 hours per week. The researcher also found that there was no significant association between adolescents who interacted in the consensual family communication pattern as perceived by their parents and social networking usage. The study also found out that there is no relationship communication patterns and the network usage thus communication patterns do not explain the networking usage. In conclusion, this communication pattern was not significant among the "averagely active" social networking usage.

Approved: _____

Signature of Advisors

ACKNOWLEDGEMENT

First and foremost I give thanks to the almighty God for the gift of life, good health, strength and the ability to complete my project and study.

I also express my gratitude to my supervisor Asst. Prof. Dr. Pacharaporn Kesaprakorn and Dr. Tunyaluk Anekjumnongporn, for their encouragement, timely advice and cooperation when it comes to my project comments and revision. I also thank the college management for giving me a chance to do my studies and for their warmly support. I am grateful for the all the staff in the department for their support and encouragement.

I wish to thank all my colleagues, friends, family members for their great support during my studies. Last but not least I am grateful to all the study participants who took their time and energy to provide me with useful information about my project. I would also like to extend my gratitude to my father, lovely mother, brothers and sisters for their financial and social support and encouragement that made me complete my studies.

May God bless you all.

TABLE OF CONTENTS

TABLE OF CONTENTS (Continued)

TABLE OF CONTENTS (Continued)

LIST OF TABLES

LIST OF TABLES (Continued)

LIST OF TABLES (Continued)

LIST OF FIGURES

CHAPTER 1

INTRODUCTION

<u>Rationale and Problem Statement</u>

This study is an in depth learning and analysis of online media and its pertinent effects on family communication that specifically deals with Thai families residing in Nakhon Ratchasima (Korat). The variables, online media and family communication, have been the subjects of recent communication studies since online media is a fast- growing and fast-changing trend and its significant effects upon a number of variables within our society are yet to be understood (Mamaril, 2006). Family communication, on the other hand, is a variable that has been studied by researchers in many fields, including psychology, anthropology and other social sciences. To research family communication within the context of the new social media technology will enable in-depth understanding of family dynamics and their susceptibility to influence by extraneous factors as well as its strength as a primary setting for socialization (Santos, 2009).

This study was specifically aimed at understanding the relationship between these two variables in the context of Thai families residing in Nakon Ratchasima, Thailand. The researcher chose to describe and analyze these subjects due to lack of literature concerning these two variables in relation to rural areas which, unlike urban centers, have not been fully penetrated by the Internet, especially in terms of home use. Reports by the Thailand National Statistics Office revealed that although the entire population of Nakhon Ratchasima is aware of the internet, only 15.6% of its population is actually using the

technology (Thailand National Statistics Office, 2009). Moreover, establishing pertinent data through which future analysis of the same variables [online media and family communication] within the region could be anchored is another basis for considering the study. This then is a pilot study which deals with online media and family communication in Nakon Ratchasima, Thailand.

The family is the most important connection that any individual can ever have to society. Often, it is regarded as the smallest unit of the society and the circle in which individuals first begin to learn the mechanics and the importance of communication, eventually bringing that accumulated knowledge to larger social groups. Throughout the years, with the constant changes in our world that people continue to witness and experience, family communication has been swayed back and forth by so many variables that it has given birth to the majority of the world's most complicated and most complex relationships (Bradshaw, 1988).

Moreover, the family is a very integral part in most of oriental cultures including Thai culture and the importance put on families and the respect that comes with it is paramount. Both parent-children and sibling-sibling relationships are loaded with respect, honour, love and responsibility. As such in Thailand, vertical relationships, those that exist between parents and their children, or generally between the young and the old are very strongly fashioned and valued (Elliot and Gray, 2000). The old or the elderly are given the highest priority or own the highest status within the community and they provide advice and counsel on family matters. The children, on the other hand, take the responsibility of caring for their parents once these elders reach old age – the responsibility sometimes however,

falls more on the daughter rather than the son due to Thailand being a strongly matrilocal community (Limanonda, 1995). This study sought to find out if technology has somehow influenced the strength of these vertical relationships and if the modernization and globalization aspects of technology as portrayed through social networking have somehow brought a change in such relationships.

Changes in the economy, in industries, in the environment, in governments and in technology have all, one way or another affected the family, directly or indirectly. Technology, however, has come to be one of the most influential factors among those that are mentioned, especially in this age where upgrades come constantly and rapidly. It has influenced the family in so many ways, challenging the family's strengths and qualities; the trends that we see now that are present within family communication reveal the extent to which technology has imposed its self on the family. Sawhney and Gomez (2000), in their study entitled "Communication Patterns in Domestic Life: Preliminary Ethnographic Study" viewed this construct through expressing that, despite a range of communication technologies available today, families have struggling to manage everyday communication among their members. Consequently, relationships among members have become temporally or spatially distributed. However, they concluded that there is a distinct lack of published research or studies conducted to analyze patterns of communication within the home under the influence of new online communications technology. It is necessary therefore to establish new findings that are involved in this social construct.

The recommendation is even more necessary for "developing countries" where distribution of communications technology is rapidly progressing; thus, the focus of this study. According to Cranston and Davies (2011), Thailand is an example of a country in which an enormous expansion of networking was experienced within a period of only two or three years when a drastic spike of hi-speed internet users took place. Accordingly, they have also established that the internet is changing social behavior in Thailand, especially for younger populations who spend more time utilizing the internet than adults and the elders. This study was conducted to increase understanding of the changes in relationships among members of these various age groups.

Currently, social networking sites are booming in Thailand (Cranston & Davies, 2011). Around the world, social networking has emerged as one of the most important functions of the internet. Aside from the information resources provided by the internet to its users, it also connects people together through programs such as email, chats and the like that have been constantly been developed and refined throughout recent years. In addition, more sophisticated social networks have also gained very significant footing on the internet recently. These social networks are websites devoted to keeping people in touch by creating internet communities. These allow users to create connections with more and more people over the internet. Social networks such as Friendster and Myspace were among the very first social networks that have initiated the "social revolution" as referred to by Rucker (2011). Presently, Facebook and Twitter are among the most recognized social networks in the world – both of these sites are recognized on a worldwide scale and are given a high

marks when it comes to their abilities to connect people and enhance communication around the world.

The fad or the trend set by these social networks is growing constantly in every country. Their popularity in countries such as the Philippines, which was recently hailed as the social networking capital of the world (Stockdale & McIntyre, 2011), have given rise to a number of regional social networks such as "Sosyalan.com" and "Filipinopeople.com". The same is the case with Thailand where in social networks such as "Thailandfriends.com" and "Thailandsocial.com" have emerged in recent years, enabling creation of a vibrant Thailand-based social networking culture. Social networking is the focus of this study since it is one of the newest and intricate communication tools that have been developed over the years and also such a compelling feature of Thai internet use.

In 2008, a significant increase in such online activities as (web) blogging, music downloading and gaming in addition to social networking has taken place in Thailand. Social networking, also known as SNS, has become an especially popular phenomenon among Thais. The most popular SNS in Thailand in 2008 were Hi5 (47.5%), Wikipedia (14.4%), Youtube (12.6%) and Myspace-MSN (0.3%). In 2010, however, Facebook became Thailand's dominant social network, replacing Hi5's leading status (Russell, 2010). Research reveals that there are a total of Facebook 8,421,780 users in Thailand, the majority of whom (6,080,320 users) are residents of Bangkok, the capital of Thailand. In NakonRatchasima or Korat, there are currently a total of 16,800 Facebook users (MarketingByte.com, 2011).

According to these statistics, it is evident that a large gap exists between Bangkok and Korat in terms of the number of Facebook users. This disparity provides the conceptual and methodological basis of this study. As Nakhon Ratchasima and the surrounding region is currently experiencing the initial stages of adapting to social networking use trends, establishing a study there will serve as a benchmark for future assessments of social networking and its effects on the region's population. Development of the trend of social media use in the region and its relationship to family communication as assessed through parent-adolescent relationships will be well documented and capable of being accurately monitored from this point onwards.

Objectives of the Study

This study is therefore concerned with identifying the relationship that exists between (1) social networking usages of teens; and, (2) parent-adolescent relationships. It therefore deals with developing an understanding of the effects of online media on family communication, with inclusion of the specificity of the parameters mentioned above. Thus, the objective of the study is to then identify whether or not a significant relationship exists and if such a relationship between these two variables could be considered as positive (directly proportional) or negative (inversely proportional). It further seeks to understand parents' awareness of and concerns about the social networking usages of their children. In more specific terms, the following list reflects the objectives of the study:

1. To examine social networking usage as perceived by adolescents in Nakhon Ratchasima province.

2. To examine the family communication patterns as perceived by parents in Nakhon Ratchasima province.

3. To examine the relationship between family communication patterns as perceived by parents in Nakhon Ratchasima province and their adolescent's perception of their social networking usage.

4. To examine the relationship between family communication patterns as perceived by parents in Nakhon Ratchasima province and their parental control as perceived by adolescents.

5. To examine the relationship between adolescents' self-perceived parental control and adolescent's perception of their social networking usage

Scope of the Study

Being a pilot study in nature, several limitations to this study must be taken into account as well as the extent or scope that is covered. The study is meant to support and add to the growing body of literature concerning communications media and its effects on human relations. Specifically, it deals with understanding the existing relationship between family communication and online media – two variables which are increasingly being explored within this field of study. Online media is further explored in the context of social networking only – which pertains to the use of the social networking sites Facebook, Twitter, Hi5, etc; while family communication is further explored in the context of parent-

adolescent relationships. Further, outcomes pertaining to family communication patterns are viewed from a parent perspective only, thus, the study does not reflect corresponding perceptions of adolescents.

The study was conducted in Nakhon Ratchasima, Thailand and the results and findings of the study are not meant to reflect online media and family communication in the country as a whole but, rather, only those occurring within the identified area. Further, analysis was done only through descriptive survey method and SPSS (for statistical analysis); therefore, the results and findings are also limited, in this case, to the framework of these data gathering tools that were used. The survey method was applied within a sample population that is considered reflective of the whole population of Korat and statistical analysis through SPSS was done on the data gathered from the respondents chosen for the study. As such, results are conclusive based on these parameters and no other extraneous variables or variables of control were considered within the framework of the study.

Research Questions

This study is an in-depth analysis of the direct relationship or connection that exists between social networking and family communication by focusing on the social networking usages of teenagers in Thailand and the effects of such activities on their communication patterns and dynamics with their parents. This quantitative study will conceive the following research questions:

1. What is the perception of adolescents toward their social networking usage in

2. Nakhon Ratchasima province?

3. What is the perception of parents toward their family communication patterns?

4. Is there a correlation between the family communication patterns as perceived by their parents and the perception of adolescents on their social networking usage?

5. Will adolescents with different social networking usages correlate with different communication patterns as perceived by their parents?

6. Is there a relationship between adolescents' self-perceived parental control and family communication patterns as perceived by their parents?

7. Is there a relationship between adolescents' self-perceived parental control and their social networking usage?

These questions are then aimed at finding out if there is a significant impact of social networking in general on parent-adolescent relationships by analysing separately the social networking usages of teenagers in Thailand and then determining whether such social networking usages have decreased/increased or have positively/negatively affected family communication patterns. The study is also specifically concerned with parents' perception of their children's social networking usages.

Significance of the Study

With technological advancements occurring all over our world, concerns are focused on the need to understand fully their underlying effects, whether positive or negative, on our world, with particular emphasis on humans. A number of studies have

therefore sought to understand the impacts of several technologies on society, particularly on the internet; others have dealt with, through in-depth analyses, its effects on families as well. However, there continues to be a need for such studies as the Internet, by its nature, is not stable, but, rather, is constantly evolving and exerting newer influences on the public. Its impact on society must also be therefore constantly tracked so as to more accurately and deeply understand the realities of this media and its true effects on its users. This will help the families and organizations to come with positive communication policies.

By understanding the implications of such a technology on family communication, one can develop a better understanding of the changes brought by online media to society. As mentioned, the family is the basic unit of the community and has enabled creation of many new complex relationships around the world. Through analyzing these relationships in respect to online media communication, we are able to develop or attain a greater knowledge of the importance of online media, its effects (negative or positive), its strengths and potentials, dangers and complications. Once uncovered, this information could then bring out a greater awareness of the impacts of online media, particularly in the form of social networking, with a prime focus on parental-adolescent relationships. This will help the main stakeholders in the communication policies to ensure that they focus their agenda or initiatives on family communication advocacy promoted by practitioner in family communication or social welfare.

Such information could benefit the internet industry, most specially those segments of it responsible for developing online media means of communication. They need to be influenced by the findings of the study in developing online media that are oriented towards

fostering more positive and family-oriented programs that would benefit not only the country of Thailand but as well as the other nations around the world. This could then lead to a more global perspective on enhancing family relationships not only among Asian countries but for millions of families on other continents. Positive family relationships would eventually fuel positive results especially among children and their future.

Findings of this study may also benefit the mass communication division as it provides vital information that would enhance the learning process about mass media and its effects on a localized scale according to a localized perspective. The Internet, one of the focuses of mass communication, is a very widely-distributed communication and media tool. Though it has been around for quite a few years now, the fact that it is a still a growing and evolving technology means it is still in many ways unexplored in terms of media and communication research. As such, the findings of the study would add to the knowledge on the internet as a media communication tool in respect to its effects and implications on family communication thus helping the families to understand positive societal values.

Families as well could be given ideas as to how the Internet does and will continue to influence the quality of their relationships. The information provided by this study would enable both parents and children alike to agree on limitations on Internet use that would help them to enjoy the use of social networking at the same time that authentic family communication is maintained, thereby giving paramount priorities to familial relationships within the household.

As identified and discussed earlier, findings and implications made through this research are meant to benefit future studies – most especially those that will monitor the effects of online media on family communication in Nakhon Ratchasima. Moreover, the study will also add to the literature concerning internet penetration and its effects on countries – specifically on Thailand.

Definitions of terms

1 An adolescent is a person within the age group of the start of onset of physiologically normal puberty, and has not yet reached the age when the adult identity and behaviour is accepted. In most cases this age group ranges from 10 years to 21 years but there have been cases when people as young as 9 and as old as 23 and 24 years have reported to experience the changes experienced by adolescents (Corr, Nabe & Corr, 2009). This study adopts this definition hence believes that the adolescent stage occurs between ages 10-24 years of a person's life. The study has also used such names as teenagers and young adults to refer to this group of persons.

2 Family communication patterns refer to how family members create, shape and maintain the social unit through their responses to each other's actions (Koerner & Fitzpatrick, 2002b). This study believes that this definition is consistent with the explanations of family communication that the study handles. In this research, family communication patterns are being determined from two orientations as follows: (1) Conversation orientation means frequent, spontaneous, unconstrained interactions that allow family members to discover the meaning of symbols and objects. This orientation encourages all family members to

participate in defining social reality and (2) Conformity orientation means uniformity of beliefs and attitudes. Family interactions focus on maintaining harmonious relationships that reflect obedience to parents, often manifest in pressure to agree and maintain the family hierarchy. This orientation allows family members in authority roles (i.e., parents) to define social reality. Furthermore, the family communication patterns were being categorized based on the high and low score of each orientation. The following family communication patterns were discovered from these two orientation:

2.1   Consensual family communication pattern refers to the family communication pattern where it reflects a tension between exploring ideas through open communicative exchanges and a pressure to agree in support of the existing family hierarchy. The communication pattern is high in both conversation and conformity orientation.

2.2   Protective family communication pattern refer a communicationpattern that functions to maintain obedience and enforce family norms; little value is placed on the exchange of ideas or the development of communication skills. Protective families are high in conformity orientation and low in conversation orientation.

2.3   Pluralistic family communication pattern refer to refer a communication pattern that is characterized as open and unrestrained, focusing on producing independent ideas and fostering communication competence in children. It is low in conformity orientation and high in conversation orientation.

2.4   Laissez-faire family communication pattern refer to communication pattern where family members do not often engage each other in conversation, and they place

little value on communication or the maintenance of a family unit. *Laissez-faire*

families are low in both conversation orientation and conformity orientation.

3   Social networking is considered as an online service (s), or site or channel that is web-

based and facilitates the setting up of social networks by way of creating relations

between people who share certain interests (Martínez Alemán & Wartman, 2009). In

this research, adolescents' self-perceived Social networking usage will be analyzed

based on the frequency of their engagement in online interaction per week via social

networking such as facebook, twitter, etc. and the social networking behavior can be

characterized by the following behaviors:

   3.1   Active or Very Active social networking usage refers to the very high frequency

      engagement of the individuals at the online social networking per week.

   3.2   Averagely active social networking usage refers to the medium frequency

engagement of the individuals at the online social networking per week.

   3.3   Less active or Almost inactive social networking usage refers to low frequency

engagement of the individuals at the online social networking per week.

3. Thai Adolescents' self-reported parental control means refers to the methods that the

parents use to limit the Thai adolescents from using the social media in irresponsibly

manner.

4. Online interaction via social networking means refers to the use of social network to

interact with other individuals with the same interest.

CHAPTER 2

LITERATURE REVIEW

Related Literature and Previous Studies

The purpose of this study is to identify the relationship that exists between social networking usages of teens parent-adolescent relationships. It seeks to provide an understanding of the effects of online media on family communication on the adolescents' network usages. This section will help the researcher to understand the effect of family communication patterns on the perceived social network usage among their children. To achieve the above the following topics will be discussed in detail: The impact of online media in Daily interaction; Social networking effects on the family and society; Role of family in creating adolescents socialization; and family communication patterns and theories.

The Impact of Online Media in Daily Interaction

Online Media has been largely evolving and developing in the recent years and with its development, it carries certain effects, outcomes and impacts that can be measured and understood accordingly. The Internet is the prime source of online media; since its invention, it has led to the cultivation of a more comprehensive and detailed way of

bridging gaps and opening effective communication to the public. Leiner et al. (2009)
wrote:

The Internet is at once a world-wide broadcasting capability, a mechanism

for information dissemination, and a medium for collaboration and interaction

between individuals and their computers without regard for geographic location...

it presents one of the most successful examples of the benefits of sustained

investment and commitment to research and development of information

infrastructure (p.22).

Truly, the Internet is at once a world-wide broadcasting capability that is able to

surpass difficulties in relation to geographical locations, making it a very successful and

innovative tool in the communication and media sector. The history of the internet dates

back to J.C.R. Licklider of the Massachusetts Institute of Technology (MIT) who first

envisioned a Galactic Network Concept (Licklider & Clark, 1962) which pertained to a

globally interconnected network of computers wherein people could access data and

program from any site (Leiner, et al., 2003). This simple concept eventually emerged and

grew into the Internet that we know of today. And this technology which is readily

available in our world has brought many changes to our economies, industries, and even

to our governments, environments – practically covering all aspects related to man or to

the society.

Hongladarom (1998) wrote that the Internet has developed from a simply obscure

academic tool into a household fixture. This claim was written in 1998 and more so today

now that the Internet has become not only as a fixture but an important part of living and lifestyle as well.

As the Internet continues to be a growing part not only of technology, but even in the many aspects of our lives, media begins to shift its focus. Pioneering studies have begun to be conducted to understand the effects of the Internet on different sectors: on education, psychology, anthropology, science, mathematics, engineering and even more. The fact that the Internet has an effect or an impact across these disciplines lets us understand its value and the strength as a tool. Its versatility and ability to be stretched into different of human endeavor and interaction have made it one of the most important technologies of our time, a permanent fixture in our world and in our daily lifestyles.

Social Networking effects on the Society

The effects of the Internet on society are divided; on one hand, the negative side and on the other, the positive side. Some studies have shown that as internet usage grows, people spend less time with friends and family or engaging in activities such as shopping in stores or watching television. On the other hand, they actually find more time for work by bringing the work home with the convenience of the Internet (Nie, 2000). In short, the findings show that the more hours people spend on the Internet, the less time they have to give to their families, friends, and other human beings. What is also difficult about the Internet, according to Nie (2000), is that it is naturally an isolated individual activity which requires more engagement and attention unlike other technologies such as the television which can foster communication within a group. The use of the Internet means a

decrease on social – related activities. Even though the Internet is perceived as a communication tool, especially along the lines of emailing and social networking, it has led to a significant decrease of human-to-human, in-the-flesh social activities which are perceived as a very important function for humans. According to Rajani and Chandio (2004), the Internet is responsible for making people "isolated, depressed and lonely" because people who use Internet are cut off from their environment and eventually lack face-to-face relations, resulting to weaker relationships.

On the other hand, there are certain allegations that the Internet has opened individuals to a greater means of communication, making them more social and allowing them to meet a variety of people with different interests without any limitations in time and space (Rajani & Chandio, 2004). Because the Internet has given a broader definition to communication, it has been seen to positively influence communication on so many levels. Its ability to undermine time and space is one of the primary reasons as to why it is often referred to as a very convenient tool in communication – thereby allowing people to be more effective and efficient in the process of relating from people to people. Consequently, a number of relationships have been created over the Internet – some relationships end up in business partnerships, in lifetime friendships, and even some in marriages – making it at par with face-to-face human communication.

Here are some studies providing significant data on the effects of the Internet on the society: Rajani and Chandio (2004) studied the relationship between Internet usage and its impacts on society; the results were mainly focused on the effects on young people. The results are as follows: the study revealed that in terms of positive aspects,

young people who have difficulties expressing themselves in writing have found the Internet to be a convenient way to improve in this area as they begin to interactively connect with the outside world, allowing bridges between genders and nationalities to be bridged. On the other hand, young people are exposed to all kinds of information over the Internet and it is through this tool that they tend to learn abusive languages as a result from having online friends. The trend was observed at most in Internet cafes where there is little supervision from parents on their children.

The study by Nie (2000) was also concerned with the relationship between Internet usage and its impacts on society and revealed the following results: "the more time people spend using the Internet, the more they lose any contact with their social environment, the more that they turn their back on traditional forms of media, and the more they spend time at work: bringing office work to their homes."

This study showed that people tend to lose contact with their social environments as internet usage grows. Even within a range of 2-5 internet hours a week, a decrease on social activities is seen on individuals and more so with people who spend more than 10 hours a week who report a decrease of about fifteen percent of their social activities. Accordingly, Internet users spend much less time on phone conversations between friends and families – about a 25 percent decrease, compared to non-Internet users.

The study also showed that for every additional hour on the internet, people lose time spent with traditional media such as television and radio. Different forms of media have been competing with the Internet over the years; however, as reported, about a 65 percent decrease in attention given to traditional media was recorded by the study. The

fact that the Internet has been replacing different forms of media has been widely recognized today. The Internet serves also as a television, as a radio and as a newspaper – making traditional media almost obsolete according to the preferences of a number of people.

A significant increase in work hours were also seen in relation to internet usage. The study recorded about 15 percent of full-time or part-time workers bringing office work at home. The number is likely to have risen to a higher percentage over the years from this study's completion in the year 2000. Home-based works such as tutorials, writing, even bookkeeping and the like have begun to surface on the Internet. Freelance sites where companies all over the world can hire freelance employees at lower rates have resulted to an expansion on the relationship between work and the Internet. Millions of people are currently, one way or another, employed over the Internet and the numbers may begin to rise. Also, small businesses that offer products such as clothing, apparel, and even services such as web page designing, and presentation-making are now engaged in the Internet. There are thousands of shopping sites in the internet and thousands that deliver different kinds of online services: from essay writing to photo and video editing. These sites contribute to the increase in the number of people working with the convenience of the internet.

These results show only a portion of the totality of the effects of the Internet on society; more studies have shown other effects of the Internet on society in different ways; also the effects range from positive to negative ones.

Social Networking effects on the Family

The effects of the Internet on the family are very diverse and are specific on each member of the family. It can be said, however; that the most who are at risk are the children or the young people within the family. The Internet has been considered as a risk to children in many ways – because of information readily served in the internet, children are prone to abusive languages, violence and even sex. And due to the enormity of the Internet – allowing people to connect to other people without revealing personal information, children are at the risk of falling victims to acts of bullying, abuse and even prostitution.

Social Networking Sites are considered as one of the leading avenues of the acts that were mentioned above. Willard (2006) wrote on the growing youth risk in online social networking communities such as MySpace, Xanga, Facebook and the like. She described online social networks as highly attractive online phenomena that establish communication among people; and she even expressed the positive effects of social networking. Willard wrote:

Social networking sites present opportunities for self-expression and friendship building. Youth "playtime" in such environments is building skills that will be a foundation for success in the 21st century... adults should not underestimate the attractiveness of these online environments – or expect that the legitimate concerns associated with these environments and a "just say no" response will make the environments or the associated concerns magically

disappear. These environments are a natural progression of Internet information and communications technologies. They are attractive to teens and are here to stay.

So as Willard wrote, the concerns on risks to youth risk over the Internet still stands and include the following:

Many young people use social networking sites as a means of exploring their personal identities and establishing their social status. These days however, societal standards perceive these activities as an encouragement to presenting provocative and intimate information that crosses the boundaries of what is safe and appropriate. Boys tend to establish their status by posting materials demonstrating their independence and bravery while girls may post sexually suggestive pictures that establish their status as "hot" not fully recognizing the advertising implications of such actions in such an open environment. Harassing and denigrating are also prevalent throughout the Internet and children fall into acts of bullying. Students who feel depressed or treated as outcasts have the tendency to build their own outcast groups that promote anger, hatred or self-injury present in activities such as cutting, anorexia and suicide.

Dangerous adults are also rampant in the Internet – they include child pornographers and hate group recruiters. These adults are very good in attracting vulnerable youth and though a number of young people are smart enough to detect such people, some of them still fall victims to these dangers.

Parents are partly responsible for these actions as well. Willard notes that many parents are not paying sufficient attention to what teens are doing online due to insufficient knowledge and technical skills to keep up with young Internet users. Or

parents may be very busy and are not often around to supervise online activities. Parents may also believe they need to respect their children's privacy and fail to understand that the Internet is a public place where their children are at great risk of engaging in inappropriate and even illegal behaviour. Some parents may simply be ignorant of the dangers and concerns of the Internet.

It is evident that internet is currently utilized as a personalized communication tool throughout the world. This has led to many organizations to make sure that there members are able to access internet in a responsible manner.

The Role of Family in Creating Adolescents' Socialization

According to Kaplan (1991), Miller (1987), and Santrock (1994), parents are the primary and important influence on the gender roles development especially in the early years of an individual's life. The family is an important group since it brings out the gender differences and guides its members on the specific way of living in terms of constructive processes which are biological, rational and social in nature (Donati,1998; Donati, 1997). It is evident that parents potentially influence the adolescents especially in choice of various activities and occupational identities. Various scholars indicated that there are positive association parents perceptions academic skills and adolescents self-concepts abilities (Alexander & Entwisle, 1998). According to Mesch (2006, p.123) a family is social system that has a collective identity which is usually as a result of the bond and togetherness that the family has when it spends precious time together during meals, games and other household activities. To share the ideas properly communication

is essential (Smith, et al. 2009, p.79) since it plays a major role in ensuring proper functioning of the family. Mesch went further and indicated that the families that spend time together "in common activities enjoy a higher quality of communication." According to Buckingham (2000), new media especially the electronic media has a negative effect on the children as being "the death of childhood" (p. 41).

The Influence of Cultural Factors on Thai Families

The Thai family is largely characterized and defined by its religion, rural or urban orientation, family ties, social ethics, gender roles and sexuality (Pinyuchon & Gray, 1997). These families live according to codes that are influenced by such factors; understanding these influences provides a deeper knowledge of the Thai family as a unit, its functions and probable communication patterns.

Thailand's national religion is Buddhism and it is reflected in most of the lives and/or lifestyles of its people. Not only has religion influenced the families of the country, but it has often influenced its society – affecting the nation's politics, education, and entertainment culture. One of the most profound teachings of the religion widely accepted as a truth in the country is the concept of Karma. Karma instructs its constituents that a good person is one who is able to treat his/her parents well (Charoenthaweesub & Hale, 2011). For this matter, parents within the family are often perceived as "house gods" who are instruments in giving children the gift of life and as such, children are then to obey are respect their parents in return. Rural and urban orientations, as in any country, have varying significant effects on the nature, culture, lifestyle, attitudes, perceptions and

behaviors of an individual. This is often reflected within families as well. In Thailand, urbanization plays a significant role in understanding families; it can be inferred, therefore, that the lives of Thais within rural communities are very different from those of families in metropolitan areas (Charoenthaweesub & Hale, 2011). Thais in urban communities are more Westernized, or, that is, have adapted aspects of western culture and philosophies (Pinyuchon & Gray, 1997). As such, city life may provide less time for family dinners which leads to lesser communication. Along with greater demands for school and work as well as other obligations, leads to less quality communication within families than may be possible in rural parts of Thailand.

In past decades, it has been evident that family structure in Thailand is extended in nature; often 3 generations or more lived well together within a single family house at a given time. However, these patterns have begun to change in the recent years as families are now restricted or limited to only two generations. This restriction directly influences family communication patterns. This can destabilize relationships.

Social ethics or societal values on the other hand, have been shaping Thai families for generations now in varying ways. For instance, parents are always perceived to be infallible within the walls of the household – that is, they are never wrong. Children on the other hand, are seen as children for the rest of their lives in their parents' eyes, leaving less room for maturation and growth to expand. It is customary in the Thai tradition for children to always seek permission or guidance from their parents even in the adult age where they are supposed to live independently as in other cultures.

Gender roles are also well considered within the Thai family – in fact, traditions under this influence are among the most ancient in the country. According to Hofstede (1991), in the Thai culture, each member of the family is expected to play a certain role. The father, seen as the leader, is always expected to be strong – as such he is the foundation of the family, he makes all the correct decisions for the family and takes care of all major family concerns. The mother's role is to be an ardent follower or supporter of her husband – she often cares for the needs of the family and takes little time to take care of her own, as such, the mother is often seen as kind, gentle and humble (Pinyuchon & Gray, 1997). These gender roles are often true of most other cultures as well, however; in a world influenced by rapid changes and development; these roles are often changing and adapting; somehow many have been customized to fit different needs and situations as family structures evolve. In the Thai culture however, this configuration has been continued to maintain its prominence across the country. Even though signs of rising change external to the family have appeared within recent years, this pattern is still highly regarded and taught within Thai families.

Sexuality, on the other hand, is a taboo topic in the Thai community as mentioned by Charoenthaweesub (2002). Sexuality is often seen as a topic that must not be openly discussed by parents, even with adolescent children. In Charoenthaweesub's study, results have shown that parents leave the responsibility of discussing sexuality with their children in the hands of doctors, teachers and sexuality professionals. The study has also shown that parents are quite worried about their children learning from wrong sources

such as friends or available pornography and even worse, from experience. Sexuality

then is another factor with significant bearing on Thai family communication patterns.

Family Communication theory and Family Communication Patterns

According to Fitzpatrick & Ritchie (1993), the family communication theory has

been used in the study to try and explain the relationship existing between family

communication and social networking usages among adolescents in the Nakhon

Ratchasima region. This theory brings out the different types of family communication

patterns that explain how adolescents and their parents can freely share ideas and

opinions that are likely to influence their choices in life. The theory explains the different

family communication patterns- laissez-fare, consensual, protective and pluralistic family

communication patterns and the family communication characteristics associated with

each of them. The researcher then used this communication patterns to explain how they

will affect the adolescents usage of social networking.

Family Communication Patterns

Communication in families plays a very critical role in an individual's ability to

create and attain successful relationships in the future (Koerner & Fitzpatrick, 2002a).

Further, it is one of the foundations of an individual's ability to move within a society –

allowing him/her to develop and mature as a person. Each family, however; has a different

set of communication patterns – one which is unique to the members of the family. These

patterns are influenced by many factors which relate to each individual – most of which are

attributed to each person's personalities, behaviors, habits and other characteristics.

Because of the sensitivity of these communication patterns and their corresponding effects on an individual's future life, this concept has been greatly explored in the recent years with research often taking into account different external factors that may influence changes in patterns. Velasco (2011) very recently noted the importance of this ongoing research, stating that "...the socialization that occurs between parent and child will allow researchers greater insight into the communicative environment and the ways that parents affect their child's emotions."

Chaffe, McLeod and Wackman (1973) presented the family communication patterns as a way to understand relationship structures present within family relationships. They proposed two dimensions that are integral to the concept: socio- orientation and concept-orientation. Socio-orientation within a family is reflected in the family's ability to maintain harmonious relationships while concept-orientation within a family is reflected in the open flow of emotions, ideas and other expressions found in the family. Through a careful study and understanding of these relationships, researchers were then able to classify families into four different categories as shown in the table below.

The first classification, consensual, has a high rating on both scales which means that this type of family fosters a very open communication between and among family members and that harmony or accord is a defining characteristic of the existing bonds within the family. It may be implied that both of these factors influence each other, thus as one of the actors is highly achieved, so would the other factor be. The second classification, protective, measures high on the socio-orientation scale and low on the concept-orientation scale – this means that the family does well in keeping close ties with

each member of the family; however, the family environment offers a little chance for free flow of individual expression.   In this family classification, it may be implied that as the family strives hard for closure and for keeping close family ties, members may have developed a feeling of discomfort in terms of freely expressing themselves as they may have developed the fear to be seen wrongly or misunderstood.

The third classification, pluralistic, measures low on the socio-orientation scale and high on the concept-orientation scale – this means that openness in expression is a defining characteristic of the family, however; despite such openness, there is a lack of unity prevalent within its structure. It may be inferred that from this specific classification, openness in expression is not fostering an environment that allows the family to bond and maintain stable relationships, rather, openness could be an avenue through which differences among family members are clearly recognized, thus pushing the family members away from each other. The last classification, laissez faire, measures low on both socio-orientation and concept-orientation scale meaning, there is very little communication present within the family which often leads to poor relationships and ties and a limited environment wherein members could freely express themselves. It is evident that this relationship is the most passive of all the classifications as it does not foster any avenue for individual growth.

Table 1: Family Classifications according to orientation

Classification	Socio-orientation	Concept-orientation
Consensual	High	High
Protective	High	Low
Pluralistic	Low	High
Laissez-fare	Low	Low

This study is anchored conceptually by the "Family communication theory" first proposed by Chaffe, McLeod, & Wackman (1973) and McLeod & Chaffe (1972). The theory holds that communication in a family is done with an aim of maintaining harmonious relationships and/or creating an environment where ideas, opinions and emotions are shared willingly and freely. Chaffe, McLeod and Wackman (1973) presented the concept of family communication patterns as a framework through which the relationship structures in families can be understood. They proposed two dimensions that are integral to the family communication patterns: socio-orientation and concept- orientation. These two views of family communication patterns were later on renamed as conformity orientation and conversation orientation, respectively (Ritchie & Fitzpatrick, 1990). Socio-orientation (conformity orientation) within a family is reflected in the family's ability to maintain harmonious relationships (McLeod & Chaffe, 1972). The concept-orientation (conversation orientation) within a family is reflected in the open flow of emotions, ideas and other expressions found in

the family. Through the concept oriented pattern, they argued that children are expected to share their ideas freely with anyone including their parents.

The perceptions adolescents hold about their family communication patterns are likely to affect their willingness to express opinions about their social networking usages. As Ritchie and Fitzpatrick (1990, p. 525) noted, "…families have varying communication environments, which involve norms of control and supportive messages," that affect the level to which family members share their personal opinions or hide given information (Fitzpatrick & Ritchie, 1994). The extent to which young people might develop the drive to use social networking media and how to use that particular chosen media will be significantly influenced by their willingness to engage in family discussions about the same. This informs that the use of the family communication theory will most significantly inform the communication patterns adopted by Nakhon Ratchasima families that influence their young adults' social networking usages.

Theoretical Framework
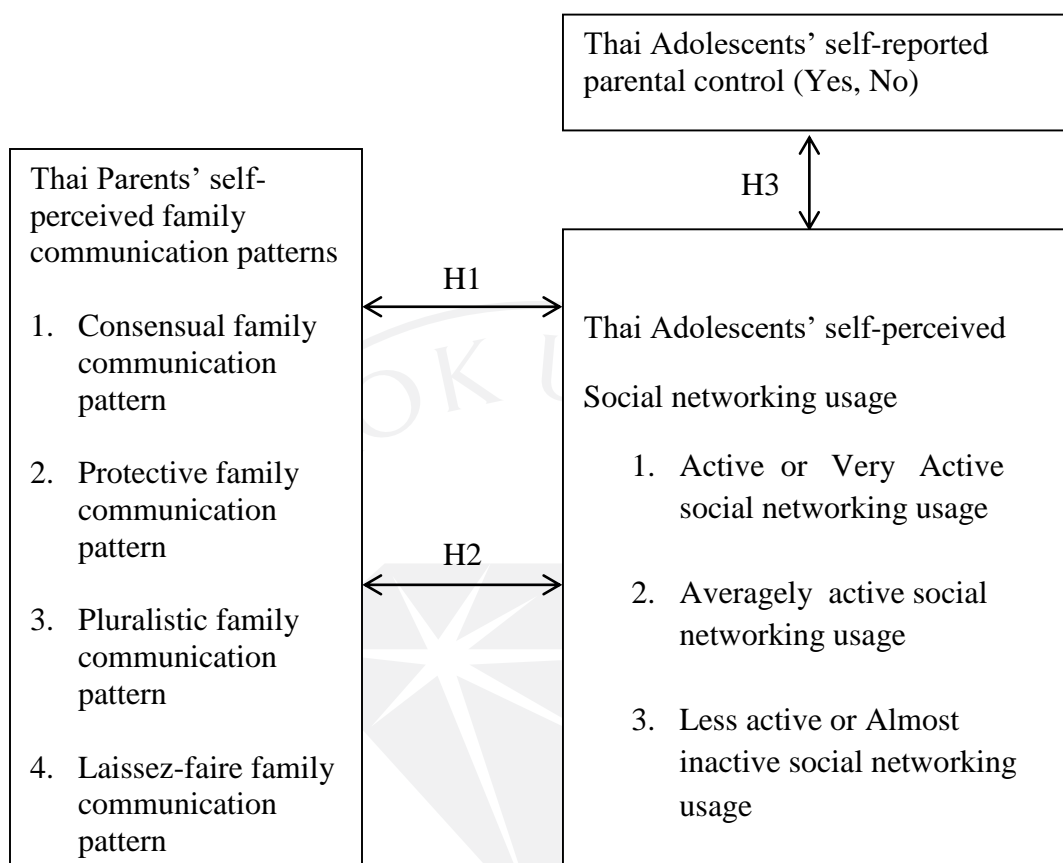
Figure 1: Theoretical Framework

Koerner and Fitzpatrick (2002b, p. 85) presented the conformity orientation

dimension of family communication as "the degree to which family communication

stresses a climate of homogeneity of attitudes, values, and beliefs" while the conversation

orientation dimension as "the degree to which families create a climate in which all

family members are encouraged to participate in unrestrained interaction about a wide

array of topics." Different researches done on the willingness to share have shown that

on a general platform, family discussions and willingness of family members to share

their opinions occurred in families valuing conversation orientation more than in families perpetuating the conformity orientation (Liebes & Ribak, 1992). It has also been found that many young adults (teenagers) prefer the conversation orientation as the channel for integrating and compromising methods of addressing conflicts with their parents while they prefer the conformity orientation as the best method for avoiding and obliging to communication with their parents (Shearman & Dumlao, 2008).

A study by Koesten (2004) found out that most teenagers brought up in families with higher conversation orientation showed higher competence skills in their interpersonal communication relationships. This will therefore give more insight in how families practicing the concept orientation communication pattern can influence their adolescent children to engage in social networking usage as a tool that enhances communication between people.

Though some people might consider combining the socio-orientation pattern and the concept orientation pattern, McLeod and Chaffe (1972) conceptualized the two dimensions different. McLeod and Chaffe (1972) argued that some families can show high extents of both conversation and conformity orientations whereas others can show low levels of both conversation and conformity orientations. Koerner and Fitzpatrick (2002b) conceptualized that conformity and conversation orientations contribute significantly to an individuals' development. This informs us that the use of these orientations will likely inform how the communication within a family leads to social networking usages among young adults in Nakhon Ratchasima region.

The family communication theory will therefore be used in further understanding the social networking usages of adolescents in Nakhon Ratchasima. Within the process of analyzing the results that were gathered, the theory will provide a basis through which our understanding of how these teens utilize such modes of media or technology have affected their relationship with their parents and the manner in which they communicate. The theoretical framework of the research can be summarized as follows:
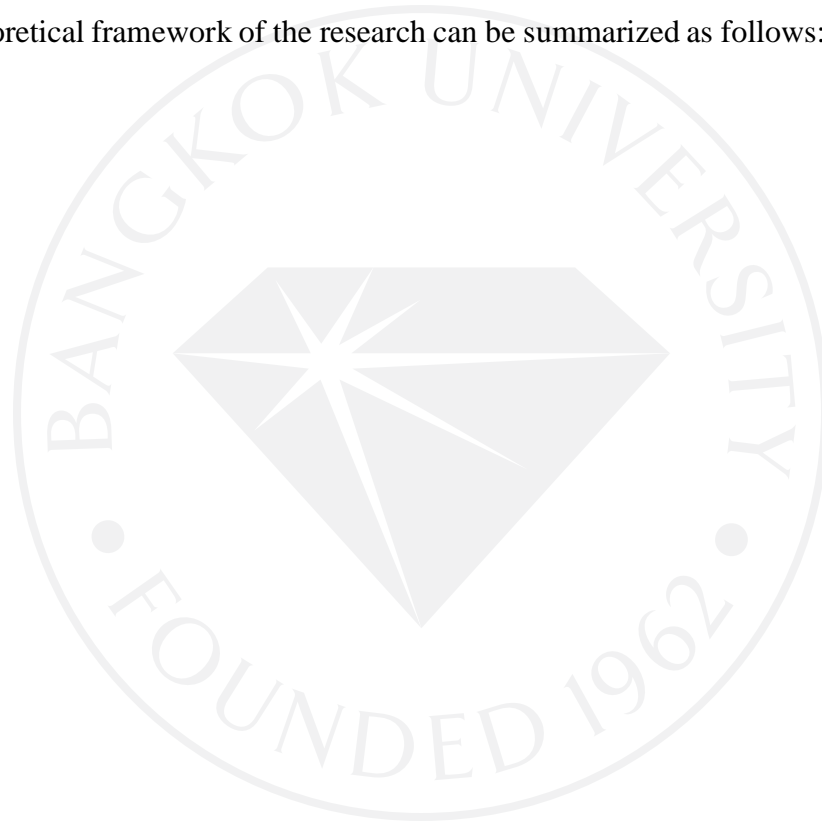
<u>Hypothesis</u>

Based on the paradigm and theoretical framework mentioned above, the following hypotheses were considered for the basis of data testing and analysis:

H_1: There is a significant relationship between family communication patterns as perceived by parents in Nakhon Ratchasima province and their adolescent's perception of their social networking usage.

H_2: There is a significant relationship between family communication patterns as perceived by their parents and adolescents' self-perceived parental control.

H_3: There is a significant relationship between adolescents; self-perceived parental control and their social networking usage.

Input

DATA: Effects of Family Communication patterns from a Parent-
perspective on Social Networking Usages of Teens

THEORIES: Family Communication Theory

Process

Analysis of: How Family communication patterns affect social
networking habits of teens and corresponding significances to
the establishment of positive or negative results, albeit,
positive or negative effects of social networking habits.

Methods: Survey Questionnaire Method

Output

Identified: Extent to which family communication (assessed only from a
parent perspective) affects social networking habits of teens; significant
data able to prove either: (1) negative effects; (2) positive effects of filial
relationships on social networking usages

Goal: Assessment of family communication on social networking (an
online media mean).

Figure 2: Paradigm of the Study

CHAPTER 3

METHODOLOGY

This study was aimed at determining the existing relationship between online media and family communication within an established set of parameters. Specifically, it dealt with an in-depth analysis of social networking usages of teenagers in Nakhon Ratchasima, Thailand and its effects on family communication as perceived within parent-adolescent relationships. The nature of these effects and relationships are analyzed solely from a parent perspective. Thus, in order to develop a solid basis for the drawing of conclusions necessary for the study, certain steps and procedures were taken into account by the researcher. The following is a given discussion of the methodology undertaken for this study.

Research Design

The research is anchored on the descriptive survey questionnaire method which aims to study a given population's present existing condition based on a given sample set. The study aims only to understand the nature of the existing condition and will not introduce extraneous variables that may affect existing variables within the study. The questionnaire method is utilized to gather required and pertinent information from the sample. This will be further discussed in the following sections.

Variables and Measures

The study consists of two variables. The social networking usages of adolescents are considered as the dependent variable. This is because the social networking usages among adolescents, as is investigated by this study, will be shaped by how the family communication styles are designed. The independent variable, on the other hand, pertains to family communication within parent-adolescent relationships. This is because the study aims to measure the extent to which this variable influences the dependent variable. In alignment with the objectives of this study, the measurement of these variables and the relationship that exists between them leads to a deeper understanding of the problems in question as well facilitating the gathering of data as the study progresses.

Operational Definition and Description

Nakhon Ratchasima province is divided into 26 districts and 6 sub-districts. The city serves as the gateway to the Northeastern Region and the biggest city of the province (Population and Housing Census, 2000). The total population of the province is 2,556,260, and the number of people within the age group of 15-24 years is 432,658: this population can be further split as 15-19 years=38,944 (9.1% of the total population) and 20-24 years=46,822 (10.9% of the total population). Together the age group between 15-24 years account for 20% of the entire population of this city making that age group (15-24 years) the major age segment of the population. Figure 3 below also presents the Nakhon Ratchasima among the most populated provinces in Thai. The size of this

population guarantees a population whose behavior and conduct can be studied for generalization of their culture.

Further, the 1960-2000 Population and Housing Census, National Statistical Office (http://web.nso.go.th/pop2000/prelim_e.htm), the Northeastern region accounts for 34.2% of the total Thai population (2000) (Refer to table below).

Table 2: Percentage of Population in different Regions from 1960 to 2000

Region	1960	1970	1980	1990	2000
Total	100.0	100.0	100.0	100.0	100.0
Bangkok	8.1	8.9	10.5	10.8	10.4
Central Region	23.4	21.9	21.7	22.1	23.3
Northern Region	21.8	21.8	20.2	19.4	18.8
Northeastern Region	34.2	35.0	35.0	34.9	34.2
Southern Region	12.5	12.4	12.6	12.8	13.3

Source: National Statistical Office. (2000). *The 1960-2000 population and housing census.*

Retrieved from http://www.
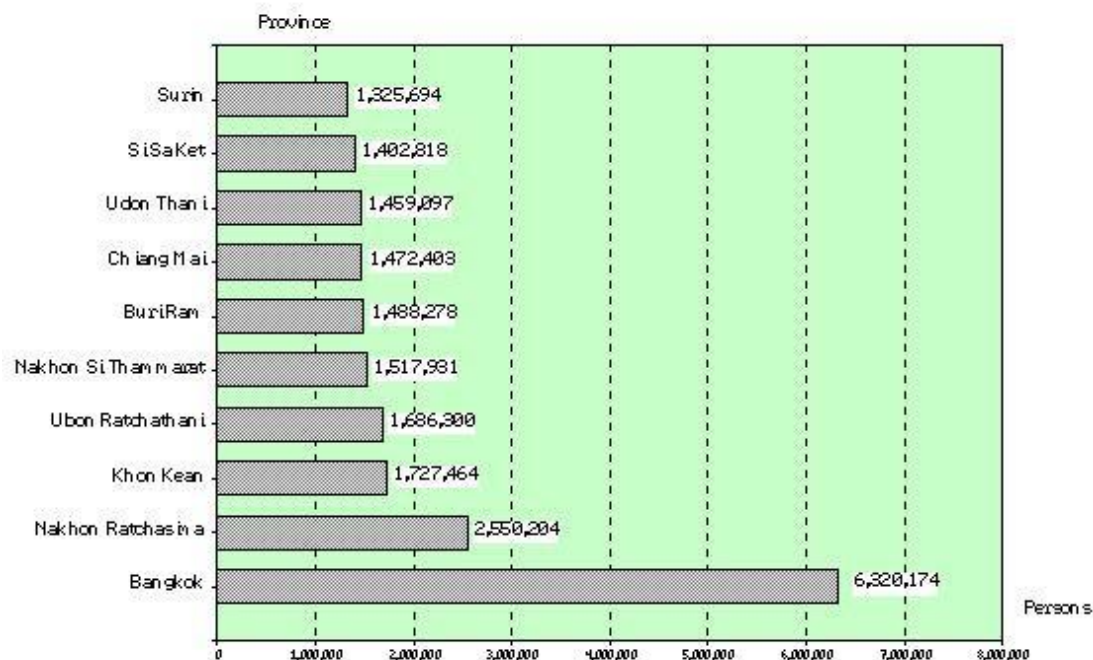
Figure 1: Ten provinces with largest population in 2000

Source: The 2000 Population and Housing Census, National Statistical Office, Office of

the Prime Minister.

Information and communication technology survey

A survey on the use of computer or internet in Thailand showed that by the year

2009, the Northeastern region had the lowest number of computer users and internet users

at 25.3% and 16.7% respectively. Given that the use of social media as a medium for

communication across the whole world has been on a rapid increase, the extent of use of

internet in the Northeastern region of Thai coupled with the large population of young

adults attracts a study to establish the relationship of family communication on the usage

of social media by the large part of the population of the region-teenagers (Information

and Communication Technology Survey, 2009). Considering by age group, in 2009, the

proportion using computer was the youth age group between 15-24 years at 55.5% and the working group age between 25-34 years at 28.4%. For internet use, age group between 15-24 years used internet most at 47.3% and age group between 25-34 years at 21.5% (Information and Communication Technology Survey (Household), http://web.nso.go.th/en/stat_theme_ict.htm). The users aged between 15-24 years as the most users of the internet hence the need to study them.

Most of the persons among those who used internet used it frequently (1-4 days per week) at 59.8 %. Next was using almost every day (5-7 days per week) at 25.4 % and using infrequently (1-3 days per month) was 14.1 %. This implied that the internet has gained some significant popularity among the Thai population. Concerning the uses of internet, it is established that in 2009, the internet was basically used to search for information at 80.6 %. Playing game via internet stood at 23.8%, sending/receiving e-mail at 18.6 % respectively. The later use shows that the internet is quite heavily used as a communication tool.

While the number of computer in 2005 was 15.5 computers per 100 hundred households and increased to 25.6 computers per 100 households in 2009. The number of internet access in 2005 was 6.2 households per 100 households and increased in 2009 to 9.5 households per 100 households. This indicates that the level of penetration of information and communication technology into the Thai population has and continues to grow. In Nakhon Ratchasima province, for the population group of 6 years and up, out of 2,458,871 people, 673,770 use a computer, 319,130 use the internet, and 1,253,081 are mobile users. Moreover, in terms of households, out of 714.713

households, 32,356 have connection to the internet. According to the National Statistical

Office Report (2009), the total number of people who use the internet in the entire

North-eastern area is 2,778,200 with total users of 1,106,227 in the age range of 15-19

years, and 399,200 in the age

range of 20-24 years. This further puts emphasis in the studying of the young adults since

they form a significant size of the users of the technology.

Considering internet use on an industrial-use basis among the population above

the age of 15 years in the North-eastern region, out of the total population of 955,390

people, 219,619 from the education industry are internet users. If you consider the

number of internet users based on 'time of access' in the northeastern region within the

age group of 15-19, out of the total figure 1,106,227, a total of 7,190 use the internet 24

hours a day with the remainder of the population using internet at different time intervals

over the day. In contrast, for the age group 20-24, out of 399,200 users, 12,482 use the

internet all day. This indicates the popularity of the internet amongst the youth of this

region. In terms of the activities used on the internet for the age group 15-19, from the

total 1,106,227 users, 83,526 mainly used the internet for e-mails, almost 5,000 used it

for chartrooms and web board, and approximately 4,000 used it for chatting in the north-

eastern region.

The above statistics present the population of the Nakhon Ratchasima province

and their different ages. The statistics further show the extent of access and use of

computers the internet, how that internet is used and on what services is it used. This

creates the urge to study this area to specifically bring out how families in the region,

common with adolescents influence them in social networking usages. The province is among the most populated, with the highest population of people aged 15-24 who have the highest access and use of computers and internet.

Population and Sampling Methods

Data gathered were taken from the respondents' answers to the questionnaires that were used as data gathering instruments of the study. Respondents were parents of adolescent children living within Nakhon Ratchasima, Thailand. To determine the respondents chosen for the study, sampling was done to ensure that all bias was eliminated in the procedure of selecting random respondents. The study was conducted in Nakhon Ratchasima, Thailand, within six sub-districts of the region. Based on a report by The Thailand National Statistics Office (2009), there are a total of 40,642 households in Korat with Internet connections; thus, the formula: $S = N/1 + (Ne^2)$ was used in identifying the sample size that needed to be surveyed for the study. The value of S represents the sample size, N represents the population, and e represents the designated value for the corresponding margin of error. Using a 95% margin of error with a 0.05 designated value, the determined sample size totalled at value of 396, and was later rounded off to a total of 400 respondents (200 households as one set of questionnaire consists of 2 sub- questionnaires for the adolescent respondent and the parent respondent respectively which implies that one set of questionnaire is for one household (i.e., 200*2 = 400 respondents in total) for the study.

Currently, there are three districts within the Nakhon Ratchasima Metropolitan area; however, since population is varied within these districts, the sub-districts were used

in determining which areas in the region were to be surveyed. Within a total of twenty-six sub-districts, six were chosen by means of purposive sampling techniques.

Finally, Cluster sampling was utilized in order to determine the number of participants to be surveyed in each of the districts identified; this method was used as it was deemed necessary to avoiding a waste of time and resources. Dividing the sample populations by the number of districts to be surveyed revealed a total of 67 respondents to be surveyed for each sub-district.

Research Instruments

The questionnaire consisted of a list of survey questions used to gather information from respondents on a present condition desired to be understood by the researcher. It is a tool to collect data, a tool to compare data open to different techniques of analysis, a tool to gather unbiased information often elicited by one-on-one interviews or other survey-related methods. It is also used to engage respondents' attention in the study.

The questionnaire is divided into three parts. The first part is the socio-demographic data; conversational data and conformity data. The study specifically utilized Ritchie and Fitzpatrick's Revised Family Communication Patterns Instrument (RFCP) which is a modified and reconstructed version of McLeod and Chaffee's (1972) Family Communication Patterns Measure. The revised instrument examines family communication behaviors, contrast to the original instrument which specifically measures children's data processing and decision making. RFCP further separates the perceptions of parents from children, which allows for a more focused and centralized

means of understanding family communication. RFCP is aimed at describing the various

ways in which families can perform, rather than differentiating between fit and unfit

families which therefore aids in understanding whether or not the variable of online

media is appropriate for the functioning of families. The questionnaire would therefore

help in analyzing the role of online media in the functioning of families, rather than

noting whether or not online media is a construct that contributes to the healthy

condition of the family. The RFCP has further renamed McLeod and Chaffee's concept-

orientation as conformity orientation and socio-orientation as conversation orientation.

Following these modifications, it has been formulated resulting to a 26-item self-

assessment questionnaire on a 5-point Likert scale with the first dimension

(conversation orientation) including 15 items with emphasis on unrestricted,

unrestrained, and frequent communication and the second dimension (conformity

orientation) including 11 items characterized by homogeneous beliefs among family

members, promotion of harmonious interpersonal relations, conflict avoidance, and

parental power (Rubin, Rubin, Graham, Perse, & Seibold, 2009) .

   This questionnaire was particularly used due to its ability to reflect the objectives

of the study and also due to its ability to elicit interpretations that reflect Chaffe and

McLeod and Wackman's categories of family orientations: socio-orientation and

concept-orientation. Chaffe, McLeod and Wackman's categories will be used in the

analysis of family communication patterns as reflected within the gathered and

statistically analyzed data, thus, the questionnaire is fitting for such purposes. Further,

the reliability of the RFCP was another basis through which it was chosen for the purposes of data collection.

Validity

The researcher tested the data collecting instrument to ensure that it adheres to the validity required. Content validity will be measured by translating the questions into Thai language besides the English translation for ease of understanding and response. The questionnaires have designed such that the researcher has given the possible answers from which the respondents are expected to choose. This ensures that the questions asked will indeed test and collect the required content. To ensure construct validity the researcher   adopted the definition of variables from the operationalized definitions presented by Ritchie and Fitzpatrick's RFCP instrument. The study also adopted the structure and nature of questions in the RFCP to ensure that the collected results do not deviate from the theoretical concepts. A pre-test on 30 households within Nakhon Ratchasima with parents and adolescents will be done before the actual study to establish the inconsistencies within the instrument that are likely to lead to invalidity of the instrument.

Reliability

Within current literatures (Barbato, Graham, & Perse, 2003; Baxter & Clark, 1996; Fitzpatrick & Ritchie, 1994; Korener & Cvancara, 2002; Koerner & Fitzpatrick,

2002a; Ritche, 1991; Schrodt & Ledbetter, 2007) reliability estimates for conformity

orientation and conversation orientation scales formulated by Ritchie and Fitzpatrick

have constantly resulted to adequate, and in several instances, exceptional, alpha levels.

An alpha is the probability of making a Type I error, an error wherein the null

hypothesis is rejected when the null hypothesis is true; it further aids in the analysis of

the significance of data. In previous tests, the conversation orientation scale has

produced Cronbach alphas ranging from 0.84 to 0.92 and the conformity orientation

scale has produced alphas from 0.72 to 0.87, attesting to the reliability of the measure

(Rubin, et al., 2009). The pre-test on 30 households will be administered at different

tyiome intervals so that the Cronbach's alpha level of the results collected at those

intervals can be calculated. Based on Rubin, et al. (2009) observation, an alpha value of

not less than 0.7 shall qualify the instrument as reliable enough. In case of a lesser

Cronbach's value, the questions in the instrument shall be readjusted to match the

desired Cronbach's value.

Data Collection Procedure

After sampling methods were duly applied to the selected population under study,

a comprehensive questionnaire that fits the objectives of the study and its parameters was

selected by the researcher. The questionnaire has been extensively used and has been

adopted by the researcher due to the previous extent of usage and the perceived impact of

the questionnaire on the findings of the study. Specially adapted questionnaires were then

distributed to the respondents selected for the study and were then collected from the

families after a ten-day period. Data gathered was then analyzed so as to determine

conclusions of the study.

Treatment of Data

To analyse data gathered by means of this procedure, a number of statistical

measures will be used to ensure that data is treated in an unbiased and unprejudiced

manner. Statistic Package for the Social Sciences or SPSS, software used to measure

statistical notions found within any given data will be used for the study as it presents

more accurate results as compared to traditional methods of statistical applications.

Specifically, the Chi-square will be used to analyse the data. Brace, Kemp and Snelgar

(2006) describes a Chi-square as a statistical test that is used to compare the collected

data to the expected data according to the hypothesis set. The hypotheses of this study

have been set such that they present the expected usages of social networking based on

the different family communication patterns. The Chi-square will therefore enable the

researcher compare this expected results with the actual findings hence report the likely

explanations for the differences. Hinton, Brownlow, McMurray and Cozens (2004)

concur on the use of the Chi-square by asserting that it is used to test the null

hypothesis which assumes the absence of significant difference between the expected

and observed results. SPSS allows researchers to assess the influence of several factors

on the dependent variable within the study. As such, it is an efficient tool used to treat

necessary data available for analysis and interpretation. Correlation analysis will also

be used to determine the relationship between adolescents' self-perceived parental

control and family communication patterns as perceived by their parents and between

adolescents' self-perceived parental control and their social networking usage.

Apart from Statistical means of data analysis, Qualitative Data Analysis (QDA)

will also be used to assess gathered data. Particularly, analysis will grounded on

theoretical means whereby surrounding literature will serve as the basis for understanding

and interpreting statistically analyzed data. Within the study, Chaffe, McLeod and

Wackman's categories of family orientation will be applied in order to determine the

quality of family communication present within the families that were surveyed.

Established categories will then be further anchored on literature surrounding social

networking usages.

Summary of Demographic Data

Youth between 15-24 years constituted 55.5% (N= 135) and the working group

age between 25-34 years accounted for 28.4% (N= 69). For internet use, age group

between 15-24 years used internet most at 47.3% and age group between 25-34 years

were 21.5%. The use of internet was frequent between 1-4 days per week at 59.8 %,

followed 5-7 days per week at 25.4 % and 1-3 days per month at 14.1 %. This implied

that the internet has gained some significant popularity among the Thai population.

Concerning the uses of internet, it is established that in 2009, the internet was basically

used to search for information at 80.6 %. Playing game via internet stood at 23.8%,

sending/receiving e-mail at 18.6 % respectively.

Questionnaire Results Analysis

Table 3: Demographics and characteristics of sample (N=250)

Characteristics of Adolescents		Frequency	Percent
Age	15-24 years	135	55.5
	25-34 years	69	28.4
	Didn't disclose their age	46	16.1
Owning a laptop	Yes	124	49.6
	No	126	50.4
Parental control on internet activities	Yes	195	78
	No	55	22
Hours within a week when you use internet	1-5 hours weekly	69	27.6
	5-10 hours weekly	49	19.6
	10-15 hours weekly	57	22.8
	15-20 hours weekly	61	24.4
	20-25 hours weekly	3	1.2
	26 hours & above weekly	11	4.4
Social network activeness	Almost inactive	32	12.8
	Less active	60	24.0
	Slightly active	83	33.2
	Averagely active	49	19.6
	Active	14	5.6
	Very active	12	4.8
	Total	250	100

CHAPTER 4

FINDINGS

<u>Introduction</u>

The purpose of this study is to identify the relationship that exists between social networking usages of teens parent-adolescent relationships. It seeks to provide an understanding of the effects of online media on family communication, with inclusion of the specificity of the parameters mentioned above. The researcher seeks to identify whether or not a significant relationship exists and if such a relationship between these two variables could be considered as positive (directly proportional) or negative (inversely proportional). It further seeks to understand parents' awareness of and concerns about the social networking usages of their children. The researcher assessed social networking usage as perceived by adolescents in Nakhon Ratchasima province, examined the family communication patterns as perceived by parents in Nakhon Ratchasima province and evaluated the relationships between adolescent's perception of their social networking usage and their family communication patterns as perceived by parents in Nakhon Ratchasima province.

Findings on the Descriptive Analysis of the Study

Table 4: Sum, Means, and Standard Deviation of Family Interaction in Conversation

Orientation

Conversation orientation	Total	Mean	Standard deviation	Level
In our family we often talk about topics like politics and religion where some persons disagree with others.	248	2.59	1.227	High mean
I often say things like "Every member of the family should have some say in family decisions"	250	3.65	1.117	High mean
I often ask my child's opinion when the family is talking about something	250	3.78	0.866	High mean
I encourage my child to challenge my ideas and beliefs.	250	3.56	1.122	High mean
I often say things like "You should always look at both sides of an issue."	250	3.77	1.060	High mean
My child usually tells me what s/he is thinking about things.	250	3.79	1.016	High mean
My child can tell me most anything.	250	3.53	1.053	High mean
In our family, we often talk about feelings and emotions.	250	3.70	0.991	High mean
My child and I often have long, relaxed conversations about nothing in particular.	250	3.72	1.127	High mean
I think my child really enjoys talking with me even about policies.	250	3.54	0.978	High mean
I encourage my child to express his/her feelings.	250	3.76	0.960	High mean
I tend to be very open about my emotions.	250	3.58	0.967	High mean
We often talk as a family about things we have done during the day.	250	3.80	1.049	High mean
In our family, we often talk about our plans and hopes for the future.	250	3.61	1.140	High mean
In like to hear my child's opinion, even when s/he disagree with me.	250	3.67	1.067	High mean
Total	250	3.60	1.049	High mean

As shown in Table 4, the descriptive analysis indicated that the overall

perceived conversation orientation is "High" ($\bar{x}$= 3.60). When examining each items

specifically, the finding revealed that we often talk as a family about things we have

done during the day has the highest mean with 3.80 among the conversational

variables; followed by my child usually tells me what s/he is thinking about things with

a mean of 3.79; and I often ask my child's opinion when the family is talking about

something with a mean of 3.79 as shown by the Table 4 above. All the variables have

high mean of more than 2.50.

Table 5: Sum, Means, and Standard Deviation of Family Interaction in Conformity

Conformity orientation	Total	Mean	Standard	Level
When anything really important is involved, I	250	3.73	0.891	High mean
In our home, the parents usually have the last word.	250	3.57	0.917	High mean
I feel that it is important for the parents to be the	250	3.72	0.975	High mean
I sometimes become irritated with my child's views	250	3.62	1.031	High mean
If I don't approve of it, I don't want to know about	250	3.33	1.103	High mean
When my child is at home s/he is expected to obey	250	3.74	2.925	High mean
I often say things like "You'll know better when	250	3.41	1.173	High mean
I often say things like "My ideas are right and you	250	3.50	1.042	High mean
I often say things like "A child should not argue	250	3.49	1.183	High mean
I often say things like "There are some things that	250	3.27	1.140	High mean

(Continued)

Table 1 (Continued): Sum, Means, and Standard Deviation of Family Interaction in

Conformity

Conformity orientation	Total	Mean	Standard	Level
I often say things like "You should not give in on	250	3.44	1.101	High mean
I often say things like "You should listen to what	250	3.54	1.213	High mean
I always remind my children that we have rules in	250	3.35	1.121	High mean
I punish my children if they disobey or break my	250	3.07	1.236	High mean
Only me and my husband/wife can change and	250	3.39	1.093	High mean
Total	250	3.478	1.2096	High mean

As shown in Table 5, the descriptive analysis indicated that the

overall perceived conformity orientation is "high" (= 3.478). When examining

each items specifically, the finding revealed that when my child is at home s/he is

expected to obey the parents' rules 3.74; followed by when anything really

important is involved, I expect my child to obey me without question with a mean

of 3.73; and I feel that it is important for the parents to be the boss with a mean of

3.72 as shown by the Table 5 above. It is also important to highlight that all the

conformity orientation variables had higher mean levels of more than 2.50.

Table 6: Frequency and Percent of Parental Control as Reported by Adolescents (N= 250)

Parental control as reported by adolescents	Frequency	Percent
Yes	195	78
No	55	22
Total	**250**	**100**

Majority of the adolescents reported that parents control their internet activities with 78% (N=195) and only 22% (N=55) indicated that their parents do not control their internet activities as shown in Table 6.

-

Table 7: Family Communication Pattern as perceived by Parents

Family Communication Patterns		Conversation Orientation	
		Low Frequency of Family Communication (15-45	High Frequency of Family Communication
	Low Frequency of interaction	Laissez – Faire Family Communication Pattern	Consensual Family Communication Pattern
	High Frequency of interaction	Pluralistic Family Communication Pattern	Protective Family Communication Pattern

Table 7 presents the framework for the general analysis of responses covered by the questionnaires utilized in the study. As noted, the questionnaire evaluates two types of orientations with reference to family communication patterns: 1) Conversation orientation, and, 2) Conformity orientation. From these orientations, four types of

family communication patterns were found namely: 1) Laissez-Faire family communication pattern, 2) Pluralistic family communication pattern, 3) Protective family communication pattern, and 4) Consensual family communication pattern. Laissez-Faire communication patterns reflect active or high values of social networking variables for both conformity and conversation orientation while protective communication patterns reflect slightly active/inactive or low values of social networking variables for both conformity and conversation orientation. On the other hand, pluralistic communication patterns reflect high values of social networking variables for conversation orientation and low values of social networking variables for conformity orientation, while consensual communication patterns reflect low values of social networking variables for conversation orientation and high values of social networking variables for conformity orientation.

Findings on Research Questions and Hypothesis

Hypotheses

The findings of this study correspond to four specific questions asked by the researcher, and the hypotheses associated to them:

RQ_1. What is the relationship between parents' self-perceived family communication patterns and perception of adolescents toward their social networking usage in Nakhon Ratchasima province?

H_1: There is a significant relationship between family communication patterns as perceived by parents in Nakhon Ratchasima province and their adolescent's perception of their social networking usage (very active, active, slightly active, averagely active, less active, and almost inactive social networking usage.

$H_{1.1}$: Adolescent interacted in the laissez-fare family communication pattern as perceived by their parents will have significantly "active" or "very active" social networking usage."

$H_{1.2}$: Adolescents in Nakhon Ratchasima Province interacted in the protective family communication pattern as perceived by their parents will have significantly "less active" or "almost inactive" social networking usage.

$H_{1.3}$: Adolescents in Nakhon Ratchasima Province interacted in the pluralistic family communication pattern as perceived by their parents will have significantly "slightly active" social networking usage.

$H_{1.4}$: Adolescents in Nakhon Ratchasima Province interacted in the consensual family communication pattern as perceived by their parents will have significantly "averagely active" social networking usage.

RQ2. Is there a correlation between the family communication patterns as perceived by their parents and the perception of adolescents on their social networking usage?

H$_2$: Family communication pattern as perceived by parents is significantly correlated with Adolescent's self-reported parental control on the social networking at home.

RQ3. Will different communication patterns as perceived by their parents correlate with Adolescents with different social networking usages?

H$_3$: Adolescent's self-reported parental control on the social networking at home is significantly correlated with their self-reported social networking usage.

The social networking variable was collapsed into two categories because when cross tabulations were done cells with zeroes were observed. The two categories (10-20 hours per week and more than 20 hours per week) were merged to one (more than 10 hours per week. We did Chi square test of association and bivariate logistic regression to test for associations and their corresponding magnitude. Variables that were significantly associated with adolescents' self-reported social networking usage, were further classified as whether they fell among the family communication patterns as below:

1. Laissez-faire family that emphasize on little communication between parents and children and other family members. This type of communication pattern is low in both conversation orientation and conformity orientation.

2. Protective family that stress on obedience and social harmony enforce family norms; little value is placed on the exchange of ideas or the development of

communication skills. Protective families are high in conformity orientation and low in conversation orientation.

3. Pluralistic family pattern that stress on mutuality of respect and interest, children encouraged to explore new ideas and express them openly without fear

4. Consensual family pattern that stress on socio and concept where children are encouraged to explore the world about them but do so without disrupting the family social harmony.

Table 8: Counts and percentage of the family communication

		Count	Percent
1	Low Frequency of Family Communication	52	20.8
	High Frequency of Family Communication	198	79.2
Total		250	100.0

As shown by the Table 8 is evident that the low frequency of family communication had a percentage of 20.8% (N=52) while high frequency of family communication had 79.2% (N=198).

Table 9: Number and percentage of conformity orientation

		Count	Percent
1	Low Frequency of Family Communication	64	25.6
2	High Frequency of Family Communication	186	74.4
Total		250	100.0

As shown in Table 9, the descriptive analysis revealed that the samples perceived to be high frequency for conformity orientation with the rate of 74.4% (N=186) and low frequency of family communication with the rate of 25.6% (N=64).

Table 102: Count and percent of family communication patterns

		Count	Percent
1	Laissez-Faire Family Communication Pattern	20	8.0
2	Protective Family Communication Pattern	32	12.8
3	Pluralistic Family Communication Pattern	44	17.6
4	Consensual Family Communication Pattern	154	61.6
Total		250	100.0

As shown in Table 10, the descriptive analysis indicated that consensual family communication pattern had the highest percentage with the rate of 61.6% (n=154), followed by pluralistic family communication pattern with the rate of 17.6% (N= 44), protective family communication pattern with the rate of 12.8% (N=32) and Laissez-Faire family communication pattern with 8% (N=20), respectively.

Findings Related to First Hypotheses (Four)

H$_1$: There is a significant relationship between family communication patterns as perceived by parents in Nakhon Ratchasima province and their adolescent's perception of their social networking usage (very active, active, slightly active, averagely active, less active, and almost inactive social networking usage.

Table 11: Chi-square tests of the relationship between parents' self-perceived family communication patterns and their adolescents' self-report social networking usage

Family communication patterns	χ^2	Degrees of freedom	Sig.
Laissez-Faire Family Communication Pattern	3.963	2	.138
Protective Family Communication Pattern	2.163	2	.339
Pluralistic Family Communication Pattern	3.539	2	.170
Consensual Family Communication Pattern	1.466	2	.480

Note: significant level 0.05

As shown in Table 11, the Chi-Square analysis revealed insignificant relationship between parents' self-perceived family communication patterns and adolescents' self-reported social networking usage, which were categorized in four groups, including laissez-faire family communication pattern, protective family communication pattern, pluralistic family communication pattern and consensual family communication pattern. The findings indicated that parents' self-perceived family communication patterns, including laissez-faire family communication pattern ($x^2 = 3.963$, $p > 0.05$), protective family communication pattern ($x^2 = 2.163$, $p > 0.05$), pluralistic family communication ($x^2 = 3.539$, $p > 0.05$), and consensual family communication pattern ($x^2 = 1.466$, $p > 0.05$) are not significantly correlated with adolescents' social networking usage at the significant level of .05

$H_{1.1}$: Adolescent interacted in the laissez-fare family communication pattern as perceived by their parents will have significantly "active" or "very active" social networking usage."

Table 12: Chi-square test of relationship between laissez-faire family communication

pattern and social networking usage per week

			Social networking usage per week			
			Less than 10 hours (almost inactive users)	10 to 20 hours (active users)	More than 20 hours (very active users)	Total
Laissez-Faire Family Communication Pattern	Yes	Count	11	9	0	20
		Percentage	(55.0)	(45.0)	(.0)	(100.0)
	No	Count	107	109	14	230
		Percentage	(46.5)	(47.4)	(6.1)	(100.0)
Total		Count	118	118	14	250
		Percentage	(47.2)	(47.2)	(5.6)	(100.0)

Chi-Square = 1.546^a, df=2, Sig.= .462 (two sided), p< .05

As shown in Table 12, Chi-Square analysis showed that there is an insignificant

relationship between parents' self-perceived laissez-faire communication and

adolescents' social networking usage ($\square^2$ (2, 250) = 1.546 ; $p > 0.05$).

The findings rejected the hypothesis 1.1. In addition, the findings of Crosstab

analysis revealed that out of 20 samples who were interacted in the laissez-faire family

communication, 55 % (N= 11) of the samples perceived themselves as "almost inactive"

social networking users (using social networking less than 10 hours per week) and 45%

of the samples (N= 9) perceived themselves as " active" social networking users (using

social networking 10-20 hours per week). However, none of the samples perceived as

"very active" social networking user (using social networking more than 20 hours per

week). Thus, the finding suggests that out of 20 samples who are interacted in the laissez-

faire family communication pattern, the sample perceived themselves to be "almost

inactive" users, "active" social networking users, and "very active" social networking

users with the ratio of 5.5: 4.5: 0.

     We conclude therefore that, the adolescents who interacted in the laissez-fare

family pattern as perceived by their parents did not have a significant active or very

active social networking usage ($\square^2$ (2, 250) = 1.546; *p*> 0.05).

H1.2: Adolescents in Nakhon Ratchasima Province interacted in the protective family

communication pattern as perceived by their parents will have significantly "less active" or

"almost inactive" social networking usage.

Table 13: Chi-square test showing association between parents' self-perceived protective

family communication pattern and adolescents' self -reported social networking

usage per week

			Social networking usage per week			
			Less than 10 hours (almost inactive users)	10 to 20 hours (active users)	More than 20 hours (very active users)	Total
Protective Family Communication Pattern	Yes	Count	10	18	2	30
		Percentage	(33.3)	(60.0)	(6.7)	(100.0)
	No	Count	108	100	12	220
		Percentage	(49.1)	(45.4)	(5.5)	(100.0)
Total		Count	118	118	14	250
		Percentage	(47.2)	(47.2)	(5.6)	(100.0)

Chi-Square $= 2.546^a$, df=2, Sig.= .277 (two sided), p< .05

As shown in Table 13, Chi-Square analysis showed that there is an insignificant

relationship between parents' self-perceived protective communication and adolescents'

social networking usage ($\square^2$ (2, 250) = 2.564 ; $p> 0.05$).The findings rejected the

hypothesis 1.2. Moreover, the findings of Crosstab analysis revealed that out 30 samples

who were interacted in the protective family communication, 60 % (N= 18) of the samples

perceived themselves as "active" social networking users (using social networking 10-20

hours per week) and 33.3% of the samples (N= 10) perceived themselves as " almost

inactive" social networking users (using social networking less than 10 hours per week).

Only two users were perceived as "very active" social networking users (using social networking more than 20 hours per week) with 6.7% (N=2). Thus, the finding suggests that out of 30 samples who are interacted in the protective family communication pattern, the sample perceived themselves to be "almost inactive" users, "active" social networking users, and "very active" social networking users with the ratio of 3.3:6.0:0.67   We conclude therefore that, the adolescents who interacted in the protective family pattern as perceived by their parents did not have a significant active or very active social networking usage ($\Box^2$ (2, 250) = 2.564; $p > 0.05$).

Thus, there is no significant association between the adolescents in Nakhon Ratchasima province who interacted in the protective family communication pattern as perceived by their parents and the social networking usage. The alternative hypothesis that there would be a significant "less active" or "almost inactive" social networking usage was rejected.

H1.3: Adolescents in Nakhon Ratchasima Province interacted in the pluralistic family communication pattern as perceived by their parents will have significantly "slightly active" social networking usage.

Table 14: Chi-square test showing association between parents' self-perceived pluralistic

family communication pattern and adolescents' self -reported social networking

usage per week

			Social networking usage per week			
			Less than 10 hours (almost inactive users)	10 to 20 hours (active users)	More than 20 hours (very active users)	Total
Pluralistic Family Communication Pattern	Yes	Count	15	26	1	42
		Percentage	(35.7)	(61.9)	(2.4)	(100.0)
	No	Count	103	92	13	208
		Percentage	(49.5)	(44.2)	(6.3)	(100.0)
Total		Count	118	118	14	250
		Percentage	(47.2)	(47.2)	(5.6)	(100.0)

Chi-Square = 4.557[a], df=2, Sig.= .102 (two sided), p< .05

As shown in Table 14, Chi-Square analysis showed that there is an insignificant

relationship between parents' self-perceived pluralist communication and social

networking usage ($\square^2$ (2, 250) = 4.557 ; $p > 0.05$).The findings rejected the hypothesis 1.3.

In addition, the findings of Crosstab analysis revealed that out 42 samples who were

interacted in the pluralistic family communication, 61.9 % (N= 26) of the samples perceived

themselves as "active" social networking users (using social networking 10-20 hours per

week) and 35.7% of the samples (N= 15) perceived themselves as "almost inactive" social

networking users (using social networking less than 10 hours per week). Only one user was perceived as a "very active" social networking user (using social networking more than 20 hours per week) with 2.4% (N=1). Thus, the finding suggests that out of 42 samples that are interacted in the pluralist family communication pattern, the sample perceived themselves to be "active" users, "almost inactive" social networking users, and "very active" social networking users with the ratio of 6.1: 3.6:0.2.

We conclude therefore that, the adolescents who interacted in the pluralistic family pattern as perceived by their parents did not have a significant "active" or "very active" social networking usage ($\square^2$ (2, 250) = 4.557; $p > 0.05$).

Thus, there is no significant association between the adolescents in Nakhon Ratchasima province who interacted in the pluralist family communication pattern as perceived by their parents and the social networking usage. The alternative hypothesis that there would be a significant "less active" or "almost inactive" social networking usage was rejected.

H1.4: Adolescents in Nakhon Ratchasima Province interacted in the consensual family communication pattern as perceived by their parents will have significantly "averagely active" social networking usage.

Table 15: Chi-square test showing association between parents' self-perceived consensual

family communication pattern and adolescent's self-reported social networking

usage per week

			Social networking usage per week			
			Less than 10	10 to 20 hours (active	More than 20	
Consensual	Yes	Count	79	64	10	153
		Percentage	(51.6)	(41.8)	(6.5)	(100.0)
Family	No	Count	39	54	4	97
		Percentage	(40.2)	(55.7)	(4.1)	(100.0)
Communication Total		Count	118	118	14	250
		Percentage	(47.2)	(47.2)	(5.6)	(100.0)

Chi-Square = 5.000[a], df=2, Sig.= .082 (two sided), p< .05

As shown in Table 15, Chi-Square analysis showed that there is an insignificant

relationship between parents' self-perceived consensual communication and social

networking usage ($\Box^2$ (2, 250) = 5.000 ; $p > 0.05$).The findings rejected the hypothesis

1.4. In addition, the findings of Crosstab analysis revealed that out 153 samples who were

interacted in the consensual family communication, 51.6% (N= 79) of the samples

perceived themselves as "almost inactive" social networking users (using social networking

less than 10 hours per week) and 41.8% of the samples (N= 64) perceived themselves as

" active" social networking users (using social networking 10-

20 hours per week) and those who were perceived as "very active" social networking users

(using social networking more than 20 hours per week) with 6.5% (N=10). Thus, the

finding suggests that out of 153 samples that are interacted in the consensual family

communication pattern, the sample perceived themselves to be "almost inactive" users,

"active" social networking users, and "very active" social networking users with the ratio of

5.2: 4.2:0.6. We conclude therefore that, the adolescents who interacted in the consensual

family pattern as perceived by their parents did not have a significant active

or very active social networking usage ($\square^2$ (2, 250) = 5.000; $p > 0.05$).

Thus, there is no significant association between the adolescents in Nakhon

Ratchasima province who interacted in the consensual family communication pattern as

perceived by their parents and the social networking usage. The alternative hypothesis that

there would be a significant "less active" or "almost inactive" social networking usage was

rejected.

Findings Related to Second Hypothesis

H2: Adolescent's self-reported parental control on the social networking at home is
significantly correlated with family communication pattern as perceived by parents.

Table 16: Multivariate regression analysis on the relationship between parents' self-
perceived family communication patterns and adolescents' self-reported
parental control on the social networking at home

Laissez-Faire Family Communication Pattern	B	S.E.	Wald	df	Sig.
	.000	1.265	.000	1	1.000
Protective Family Communication Pattern	-.405	1.218	.111	1	.739
Pluralistic Family Communication Pattern	-.405	1.200	.114	1	.735
Consensual Family Communication Pattern	-.085	1.169	.005	1	.942
Constant	1.099	1.155	.905	1	.341

Note: N=250, p< .05

As shown in Table 16, the Multiple Regression analysis indicated that parents'

self-perceived family communication patterns have insignificant relationship with

adolescents' self-reported parental control on the social networking usage at home,

including laissez-faire communication pattern $(\beta_{(1, 250)} = 0.000$; Wald= 0.000; p > .05)

, protective communication $(\beta_{(1, 250)} = -0.405$; Wald=0.111; p > .05), pluralistic

communication pattern $(\beta_{(1, 250)} = -0.405$; Wald= 0.114; p > .05), and consensual

family communication pattern with $(\beta_{(1, 250)} = -0.085$; Wald= 0.005; p > .05),

respectively. H2.1: Adolescents' self-reported parental control on the social networking at

home is negatively correlated with their protective family communication pattern and

consensual family communication pattern.

Table 17: Chi-square test showing association between parents' self-perceived protective

family communication pattern and adolescents' self -reported parental control

of internet

Protective Family Communication Pattern			Yes	No	Total
Parents usually control your internet activities	Yes	Count	10	61	71
		Percentage	(33.3)	(27.7)	(28.4)
	No	Count	20	159	179
		Percentage	(66.7)	(72.3)	(71.6)
Total		Percentage	(100.0)	(100.0)	(100)

Chi-Square= .408, df =1, Sig. = .523 (two-sided), p<.05

As shown in Table 17, Chi-Square analysis showed that there is an insignificant

relationship between protective communication pattern and parental control of internet ($\square^2$

$(1, 250) = 0.408$; $p > 0.05$).The findings rejected the hypothesis 2.1. Moreover, the

findings of Crosstab analysis revealed that out of 71 samples who indicated that parents

usually control their internet activities, 33.3% (N= 10) indicated that the communication

pattern in their family is protective in nature while 27.7 (N=61) indicated that the

communication pattern in their family is not protective in nature.

Thus, there is no significant association between Protective Family Communication Pattern and Parental control of internet.

Table 18: Chi-square test showing association between parents' self-perceived consensual family communication pattern and adolescents' self-reported parental control of internet

			Consensual Family Communication Pattern		
			Yes	No	Total
Parents usually control your internet activities	Yes	Count	41	30	71
		Percentage	(26.6)	(31.3)	(28.4)
	No	Count	113	66	179
		Percentage	(73.4)	(68.8)	(71.6)
Total		Count	154	96	250
		Percentage	(100.0)	(100.0)	(100.0)

Chi-Square= .623^a , df =1, Sig. = .430 (two-sided), p<.05

As shown in Table 18, Chi-Square analysis showed that there is an insignificant relationship between Consensual Family Communication Pattern and Parental control of internet ($\square^2$ (1, 250) = 0.623 ; *p*> 0.05).The findings rejected the hypothesis 2.1. However, the findings of Crosstab analysis revealed that out 71 samples who indicated that parents usually control their internet activities, 26.6% (N= 41) indicated that they the communication pattern in their family is Consensual in nature while 31.3% (N=30) indicated that the

communication pattern in their family is not in nature. Thus, there is no significant

association between Consensual Family Communication Pattern and Parental control of

internet.

H2.2: Adolescents' self-reported without parental control on the social networking at

home is positively correlated with laissez-fare family communication pattern and pluralistic

family communication pattern.

Table 19: Chi-square test showing association between parents' self-perceived laissez-

faire family communication pattern and adolescents' self-reported parental

control of internet

			Laissez-Faire Family Communication Pattern		
			Yes	No	Total
Parents usually control your internet activities	Yes	Count	5	66	71
		Percentage	(25.0)	(28.7)	(28.4)
	No	Count	15	164	179
		Percentage	(75.0)	(71.3)	(71.6)
Total		Count	20	230	250
		Percentage	(100.0)	(100.0)	(100.0)

Chi-Square= .124[a] , df =1, Sig. = .725 (two-sided), p<.05

As shown in Table 19, Chi-Square analysis showed that there is an insignificant relationship between laissez-faire family communication pattern and parental control of internet ($\square^2$ (1, 250) = 0.124 ; $p > 0.05$).The findings rejected the hypothesis 2.2. However, the findings of Crosstab analysis revealed that out 71 samples who indicated that parents usually do not control their internet activities, 25.% (N= 5) indicated that they the communication pattern in their family is laissez-faire in nature while 28.7% (N=66) indicated that the communication pattern in their family is not in nature.

Thus there is no significant association between Laissez-Faire Family Communication Pattern and Parental control of internet

Table 20: Chi-square test showing association between parents' self-perceived pluralistic family communication pattern and adolescents' parental control of internet

			Pluralistic Family Communication Pattern		
			Yes	No	
Parents	Yes	Count	14	57	71
usually		Percentage	(33.3)	(27.4)	(28.4)
	No	Count	28	151	179
control your		Percentage	(66.7)	(72.6)	(71.6)
internet					
Total		Count	42	208	250
		Percentage	(100.0)	(100.0)	(100.0)

Chi-Square= .604, df =1, Sig. = .437 (two-sided), p<.05

As shown in Table 20, Chi-Square analysis showed that there is an insignificant relationship between parents' self-perceived pluralistic family communication pattern and

adolescents' parental control of internet (x^2 (1, 250) = 0.604, $p > 0.05$). The findings

rejected the hypothesis 2.2. In addition, the findings of Crosstab analysis revealed that

out 71 samples who indicated that parents usually do not control their internet activities,

33.3% (N= 14) indicated that they the communication pattern in their family is Pluralistic

in nature while 27.4% (N=57) indicated that the communication pattern in their family is

not in nature. Thus, there is no significant association between Pluralistic Family

Communication Pattern and Parental control of internet.

Findings Related to Third Hypothesis

H3: Adolescent's self-reported parental control on the social networking at home is

significantly correlated with their self-reported social networking usage.

Table 21: Chi-square test showing association between adolescents' self-reported social

networking usage per week and their parental control of internet

			Social networking usage per week			
			Less than 10	10 to 20	More than	
Parents usually	Yes	Count	31	37	3	71
		Percentage	(43.7)	(52.1)	(4.2)	(100.0)
control your	No	Count	87	81	11	179
		Percentage	(48.6)	(45.2)	(6.2)	(100.0)
internet Total		Count	118	118	14	250
		Percentage	(47.2)	(47.2)	(5.6)	(100.0)

Chi-Square= 1.046, df =1, Sig. = .593 (two-sided), p<.05

As shown in Table 21, Chi-Square analysis showed that there is an insignificant relationship between adolescents' self-reported social networking usage per week and their parental control of internet ($\square^2$ (2, 250) = 1.046; $p >$ 0.05). The findings rejected the hypothesis 3. In addition, the findings of Crosstab analysis revealed that out 71 samples who indicated that their parents control their internet activities, 52.1% (N= 37) of the samples perceived themselves as "active" social networking users (using social networking 10-20 hours per week) and 43.7% of the samples (N= 31) perceived themselves as "almost inactive" social networking users (using social networking less than 10 hours per week). Only 3 users were perceived as "very active" social networking users (using social networking more than 20 hours per week) with 4.2% (N=3). Thus, the finding suggests that out of 71 samples who indicated that their parents control their internet activities, the sample perceived themselves to be "active" users, "almost inactive" social networking users, and "very active" social networking users with the ratio of 5.2: 4.4:0.4.

Thus, there is no significant association between the adolescents in Nakhon Ratchasima province who indicated that their parents control their internet activities and the social networking usage.

CHAPTER 5

DISCUSSION

This chapter discusses the findings of the study based on the study hypothesis to be tested. It also highlights the limitation of the study, recommendation of the study and further research and important conclusions.

Findings of Demographic Data of the Sample and Findings of Descriptive Findings

Based on the descriptive statistics youth between 15-24 years constituted 55.5% (N= 135) and the working group age between 25-34 years accounted for 28.4% (N= 69) while 16.1% (N = 46) of the youths declined to state their age. For internet use, age group between 15-24 years used internet most at 47.3% and age group between 25-34 years were 21.5%. The use of internet was frequent between 1-4 days per week at 59.8 %, followed 5-7 days per week at 25.4 % and 1-3 days per month at 14.1 %.

This implied that the internet has gained some significant popularity among the Thai population. Concerning the uses of internet, it is established that in 2009, the internet was basically used to search for information at 80.6 %. Playing game via internet stood at 23.8%, sending/receiving e-mail at 18.6 % respectively.

The finding revealed that we often talk as a family about things we have done during the day has the highest mean with 3.80 among the conversational variables; followed by my child usually tells me what s/he is thinking about things with a mean of

3.79; and I often ask my child's opinion when the family is talking about something with a mean of 3.79. The overall perceived conversation orientation is "high" ($\bar{x}$ 3.478). When examining each items specifically, the finding revealed that when my child is at home s/he is expected to obey the parents' rules 3.74; followed by when anything really important is involved, I expect my child to obey me without question with a mean of 3.73; and I feel that it is important for the parents to be the boss with a mean of 3.72. The parents control the internet activities with 78% (N=195) and only 22% (N=55) indicated that their parents do not control their internet activities.

Summary of Hypothesis Testing

Based on descriptive analysis, the findings revealed that the adolescents who interacted in the laissez-fare family pattern as perceived by their parents did not have a significant active or very active social networking usage. In addition, there was no association between the adolescents in Nakhon Ratchasima province who interacted in the protective family communication pattern as perceived by their parents and the social networking usage. The alternative hypothesis that there would be a significant "less active" or "almost inactive" social networking usage was rejected. Moreover, majority of those who had pluralistic family communication pattern had social networking usage for 10 to 20 hours per week while 35.7% had usage for less than 10 hours per week. The researcher also found that there was no significant association between adolescents in Nakhon Ratchasima province who interacted in the consensual family communication pattern as perceived by their parents and social networking usage. Thus, the findings

suggest that this family communication pattern was not significantly having a "averagely active" social networking usage.

The researcher also found that there is no significant association between adolescents' self-reported parental control on the social networking at home and their protective family communication pattern. Lastly, there is no significant association between adolescent's self-reported parental control on the social networking at home and their self-reported social networking usage.

Discussion of Hypothesis Testing

H1.1: Family communication pattern as perceived by parents are significantly correlated with adolescents' self-reported social networking usage (very active, active, slightly active, averagely active, less active, and almost inactive social networking usage).

From the findings of the study is evident that there is no significant relationship between the communication patterns and the network usage. The study found out that there is insignificant relationship between adolescent's perception of their social networking usage and their family communication patterns as perceived by parents in Nakhon Ratchasima province.

The study is supported by conformity orientation which states that a family is reflected in the family's ability to maintain harmonious relationships (McLeod & Chaffe,1972). Conversation orientation states that a family is reflected in the open flow of emotions, ideas, and other expressions found in the family. Through the concept oriented

pattern, they argued that children are expected to share their ideas freely with anyone including their parents.

Koerner and Fitzpatrick (2002b) conceptualized that conformity and conversation orientations contribute significantly to an individuals' development. This suggest that the use of these orientations will likely inform how the communication within a family leads to social networking usages among young adults in Nakhon Ratchasima region.

Madge and her colleagues (2009) sought to understand how pre-registering for Facebook affect the participants post-registration's social interactions and networks. The researchers used an online survey to understand and analyze how Facebook affects first year undergraduates at a British University. It was found that students specially used Facebook to gain new friends at the University and as method to keep in touch with various people. Facebook made coping with this new period of their lives easier. However, the role of Facebook stops here. Students deemed that Facebook was more often utilized for social purposes, and they do not think it's appropriate or the right venue to have formal lessons, even if there are occasions where it is used to talk and discuss academic lessons and activities. They proposed two dimensions that are integral to the family communication patterns: socio-orientation and concept-orientation. These two views of family communication patterns were later on renamed as conformity orientation and conversation orientation, respectively (Ritchie & Fitzpatrick, 1990). Socio- orientation (conservation orientation) within a family is reflected in the family's ability to maintain harmonious relationships (McLeod & Chaffe, 1972). The concept-orientation (conformity orientation) within a family is reflected in the open flow of emotions, ideas and other

expressions found in the family. Through the concept oriented pattern, they argued that children are expected to share their ideas freely with anyone including their parents.

H1.1: Adolescent interacted in the laissez-fare family communication pattern as perceived by their parents will have significantly "active" or "very active" social networking usage."

The study also found out that there is no significant association between laissez-faire family communication pattern as perceived by parents and sample social networking usage per week. However, the findings of Crosstab showed that out 20 samples who were interacted in the laissez-faire family communication, 55 % (N= 11) of the samples perceived themselves as "almost inactive" social networking user (using social networking less than 10 hours per week) and 45% of the samples (N= 9) perceived themselves as "active" social networking user (using social networking 10-20 hours per week). However, none of the sample perceived as "very active" social networking user (using social networking more than 20 hours per week). Thus, the finding suggests that out of 20 samples who are interacted in the laissez-faire family communication pattern, the sample perceived themselves to be "almost inactive" users, "active" social networking users, and "very active" social networking users with the ratio of 5.5: 4.5: 0.

However, the findings suggested that 45% of those who had Laissez-Faire Family Communication Pattern had social networking usage for 10 to 20 hours per week while 55% had usage for less than 10 hours per week which was not statistically significant. Therefore, we can conclude that the adolescents who interacted in the laissez-fare family

pattern as perceived by their parents did not have a significant active or very active social networking usage.

According to the literature review it is evident that the perceptions adolescents hold about their family communication patterns are likely to affect their willingness to express opinions about their social networking usages. As Ritchie and Fitzpatrick (1990, p. 525) noted, "…families have varying communication environments, which involve norms of control and supportive messages," that affect the level to which family members share their personal opinions or hide given information (Fitzpatrick & Ritchie, 1994). The extent to which young people might develop the drive to use social networking media and how to use that particular chosen media will be significantly influenced by their willingness to engage in family discussions about the same. This concept suggests that the use of the family communication theory will most significantly inform the communication patterns adopted by Nakhon Ratchasima families that influence their young adults' social networking usages. This was not so because the study obtained negative results.

H1.2: Adolescents in Nakhon Ratchasima Province interacted in the protective family communication pattern as perceived by their parents will have significantly "less active" or "almost inactive" social networking usage

The study found that there is no relationship between protective family communication pattern as perceived by their parents and social network usage. Moreover, 60% of those who had protective family communication pattern had social networking usage for 10 to 20 hours per week while 33.3% had usage for less than 10 hours per week.

Although Koerner and Fitzpatrick (2002b, p. 85) presented the conformity orientation dimension of family communication as "the degree to which family communication stresses a climate of homogeneity of attitudes, values, and beliefs" while the conversation orientation dimension as "the degree to which families create a climate in which all family members are encouraged to participate in unrestrained interaction about a wide array of topics." Different researches done on the willingness to share have shown that on a general platform, family discussions and willingness of family members to share their opinions occurred in families valuing conversation orientation more than in families perpetuating the conformity orientation (Liebes & Ribak, 1992). It has also been found that many young adults (teenagers) prefer the conversation orientation as the channel for integrating and compromising methods of addressing conflicts with their parents while they prefer the conformity orientation as the best method for avoiding and obliging to communication with their parents (Shearman & Dumlao, 2008).

H1.3: Adolescents in Nakhon Ratchasima Province interacted in the pluralistic family communication pattern as perceived by their parents will have significantly "slightly active" social networking usage

According to Chen and Bryer (2012), social networks have little or no integration into formal learning environments. The course management systems (CMS) such as black board cannot be fully integrated or used to its highest potential because of security or privacy restrictions (Chen and Bryer, 2012). The CMS cannot be shared with other institutions and cannot be used for more than one semester at a time (Chen and Bryer,

2012). Students like to use social network or media, but it appears that they are using it for personal everyday use and not educational reasons. According to Chen and Bryer (2012), 90% of students used social networking services but only 30% used it during the quarter or semester when it was time for the annual surveys.

H1.4: Adolescents in Nakhon Ratchasima Province interacted in the consensual family communication pattern as perceived by their parents will have significantly "averagely active" social networking usage.

A study by Koesten (2004) found out that most teenagers brought up in families with higher conversation orientation showed higher competence skills in their interpersonal communication relationships. This will therefore give more insight in how families practicing the concept orientation communication pattern can influence their adolescent children to engage in social networking usage as a tool that enhances communication between people. This study did not report the same findings since the findings were insignificant in the sense that the consensual family communication patterns did not influence the social network usage.

H2: There is a significant relationship between family communication patterns as perceived by their parents and adolescents' self-perceived parental control.

The study found out that there is no any significant association between any of the communication patterns and the network usage. The p value shows a value that is not less than 0.05 the level of significance. This implies that the communication patterns do not explain the networking usage.

Individuals do not just get the latest updates on these networks but also information on other individuals, companies, groups, and even schools. The information that is put on these networks or used from these networks can become an issue as well. Individuals can use the information on these networks to bully individuals. This type of bullying is called cyber bullying. Individuals can also have information put on the Internet about them that they do not even know about as well. Cyber bullying and unwanted information that is put on the Internet on individuals can cause different types of problems for each individual. There can be psychological trauma and even paranoia. These individuals were not asked permission for their information to be put on the Internet and people that they know and do not know are seeing this information and possibly judging, bullying, and even gossiping about them.

This study is supported by Kaplan (1991), Miller (1987), and Santrock (1994), parents are the primary and important influence on the gender roles development. It is evident that parents potentially influence the adolescents especially in choice of various activities and occupational identities.

Various scholars indicated that there are positive association between parents' perceptions and academic skills and adolescents' self-concepts abilities (Alexander & Entwisle, 1998). According to Mesch (2006, p.123), a family is social system that has a collective identity. To share the ideas properly communication is essential (Smith et al. 2009:79) since it plays a major role in ensuring proper functioning of the family.

Mesch (2006) went further and indicated that the families that spend time together "in common activities enjoy a higher quality of communication". According to

Buckingham (2000) new media especially the electronic media has a negative effect on the children as being "the death of childhood" (p. 41).

Although Facebook has a privacy control settings wherein the students can customized what can be seen in public, Facebook, predisposes its users to have their private lives present in public spaces (Davies and Merchant 2007, p. 177). Results of Selwyn's (2011) study yielded five main themes from the data posted such as: (1) memories of the subjects' university experience- different experiences during their tenure in the university; (2) exchange of practical information-concerning school attendance, school activities etc; (3) exchange of academic information-concerning on the coverage of exams, date of examinations; (4) displays of supplication and/or disengagement; and (5) 'banter' (i.e. exchanges of humour and nonsense) (Selwyn,

2010). Earlier, a study was done among Facebook members at Pennsylvania State University by Kosik (2007). It was found that students showed few reservations regarding what they're posting online, most of the times choosing less privacy. In online interaction, Dweyer et al., (2007) found that trust isn't a necessity in forming new relationships as it is in real world encounters.

H3: There is a significant relationship between adolescents' self-perceived parental control and their self-perceived social networking usage.

The study found out that there is no significant association between adolescent's self-reported parental control on the social networking at home and their self-reported social networking usage.

This study is supported by Willard (2006) who described online social networks as highly attractive online phenomena that establish communication among people; and she even expressed the positive effects of social networking.

Willard (2006) noted that many parents are not paying sufficient attention to what teens are doing online due to insufficient knowledge and technical skills to keep up with young Internet users. Or parents may be very busy and are not often around to supervise online activities.

Parents may also believe they need to respect their children's privacy and fail to understand that the Internet is a public place where their children are at great risk of engaging in inappropriate and even illegal behaviour. Some parents may simply be ignorant of the dangers and concerns of the Internet.

Conclusion of the Research

The study found out that majority of the youths aged between 15-24 years used internet frequently between 1-4 days per week. This implied that the internet has gained some significant popularity among the Thai population. Concerning the uses of internet, it is established that in 2009, the internet was basically used to search for information, playing game via internet and sending/receiving e-mail. The study is supported by Bennet (2009) because social networking sites are websites that allows individuals to put up profiles, post comments, joint networks, add friends, and connect with others. Social networking can be used to find individuals as friends; companies can find new employees, and school classmates. Social media is used by millions of people worldwide; it is now

infiltrating the educational arena and is increasingly being used by college students and even instructors (Chen and Bryer, 2012).

The study also found out that parents control most of the internet activities. High frequency communication is common among many families. The study also found out that consensual family communication pattern had the highest communication pattern followed by pluralistic family communication pattern. According to Fitzpatrick & Ritchie (1994), families have varying communication environments, which involve norms of control and supportive messages that affect the level to which family members share their personal opinions or hide given information.

The study also revealed that there is insignificant relationship between parents' self-perceived family communication patterns and adolescents' self-reported social networking usage, which were categorized in three groups including laissez-faire, protective, pluralistic and consensual family patterns. There is also insignificant relationship between parents' self-perceived laissez-faire communication, protective, pluralistic, consensual and adolescents' social networking usage. It was also evident that there is no significant association between protective, laissez-faire, pluralistic and consensual family communication pattern and parental control of internet.

This was supported by Willard (2006) who noted that many parents are not paying sufficient attention to what teens are doing online due to insufficient knowledge and technical skills to keep up with young Internet users; parents may be very busy and are not often around to supervise online activities; parents also believe they need to respect their children's privacy and fail to understand that the Internet is a public place where their

children are at great risk of engaging in inappropriate and even illegal behaviour; and some parents may simply be ignorant of the dangers and concerns of the Internet.

The results of the study is supported by the theory of technological determinism which highlights that as technology advances the culture and the society at large is also affected immediately (McLuhan, 1964). Because of the technology Thai culture is not left behind because technology has come to be one of the most influential factors among those that are mentioned, especially in this age where upgrades come constantly and rapidly.

Limitations of the Study

Because of the limited time and knowledge in research and experience in conducting the fieldwork there were several limitations related to the study. These limitations are as highlighted below:

First, literature review indicated various theories and strategies indicating the relationship between the perceived adolescents' social networking usages and family communication patterns as perceived by parents. In order to overcome the inadequate time as a limitation, the further study will be conducted with the bigger number of theories and literature on perceived adolescents social networking usages and family communication patterns as perceived by parents.

Another limitation of this study is that the sample size composed of 250 respondents composing of parents' perception and adolescents' perception. For further research the study on the perceived adolescents' social networking usages and family

communication patterns as perceived by parents, the sample size will be expanded in terms of number and locations.

The study population comprised of teenagers between the age of 15 -24 years and thus the results of the study was skewed towards the age group.

Recommendation for Future Application

1. Recommendation for Practitioners

The research finding indicates that there is no significant relationship between the perceived relationship between adolescents' social networking usages and family communication patterns as perceived by parents. Based on the research findings, the author would like to propose some recommendations as follows:

The study found out that majority of the internet users are adolescents between the age of 15-24 years therefore it is important for the practitioners and teachers to ensure that they guide their children so that the internet use does not affect their children school performance.

Playing games is also one of the activities which adolescents do when they are on internet thus teachers and parents should ensure that adolescents spend most of time searching for information which are useful to their life.

2.   <u>Recommendation for the Parents</u>

1)   The type of family communication pattern does not really affect the usage of the internet among the adolescents and thus the parents should be able to use other methods to control the use of internet.

2)   The study found out that majority of the internet users are adolescents between the age of 15-24 years therefore it is important for the parents to ensure that they guide their children so that the internet use does not affect their children school performance.

3)   Recommendations for academia in communication discipline. Those in academia should ensure that they discipline the adolescents so that they do not spend most of their time in internet doing things which may affect their studies and destroy their career.

<u>Recommendation for the Future Research</u>

1. The studies should be conducted taking into consideration more literature review and theoretical framework so that to get more information about the family communication patterns and its effect on social network usage because this study had limited time to conduct literature review extensively.

2. Study design can be changed so that the studies can use interview schedules rather than survey only so that to ensure that the results of the study are supported by other studies.

3. More subjects must be considered in order to improve the findings of the study and allow representation of the findings and generalization because the study comprised of only teenagers between the age of 15-24 years.

4. Future research may use this research methodology to examine the relationship between parents' perspective and adolescent's perspective and focus on other variables that affect the family communication patterns and usage of social network. This will increase the value of the research because a variable like poverty level determines the family communication pattern and usage of social network.
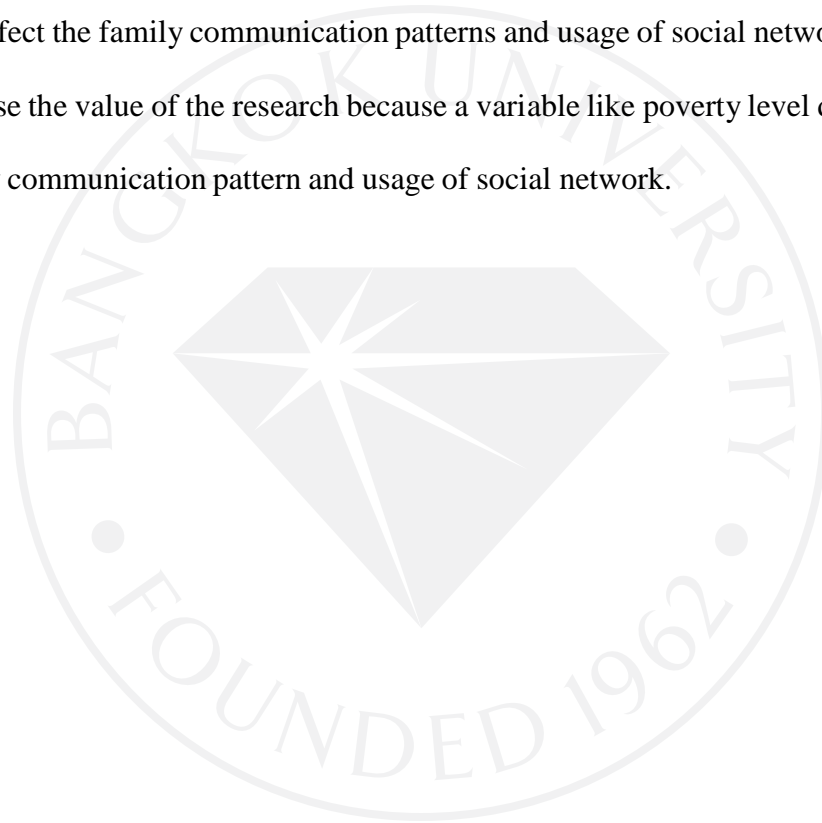
BIBLIOGRAPHY

Alexander, K. L., & Entwisle, D. R. (1988). Achievement in the first two years of
school: Patterns and process. *Monographs of the Society for Research in
Child Development, 53*, 2.

Barbato, C. A., Graham, E. E., & Perse, E. M. (2003). Communicating in the
family: An examination of the relationship of family communication
climate and interpersonal communication motives. *Journal of Family
Communication, 3*, 123-148.

Baxter, I. A.,& Clark, C. I. (1996). Perceptions of family communication
patterns and the enactment of family rituals. *Western Journal of
Communication, 60,* 254-268.

Beer, D., & Burrows, R. (2007). *Sociology in Web 2.0: Some initial considerations*.
Retrieved from http://www.socresonline.org.uk/12/5/17.html

Bennet, S. C. (2009). Ethics of lawyer social networking. *Albany Law Review,
73*(1), 113-137.

Bower, M., Woo, K., Roberts, M., & Watters, P. (2006). Wiki pedagogy - A tale
of two wikis. In *Proceedings of the International Conference on
Information Technology Based Higher Education and Training (ITHET
06),* (pp.191-202), Sydney, Australia.

Boyd, D., & Heer, J. (2006). *Profiles as conversation*. Paper presented at the
proceedings of the Hawaii international conference on System Sciences,
January 4–7, in Kauai, USA.

Boyd, D., & Ellison, N. (2007). Social network sites: Definition, history, and scholarship. *Journal of Computer-Mediated Communication 13*(1). Retrieved from http://www.oreillynet.com/lpt/a/6228

Brace, N., Kemp, R., & Snelgar, R. (2006). *SPSS for Psychologists: A Guide to data analysis using spss for windows versions 12 and 13* (3rd ed.). New Jersey: Lawrence Erlbaum Associates, Inc.

Bradshaw, J. (1988). *Bradshaw on: the family – a revolutionary way of self-discovery.* Deerfield Beach, FL: Health Communications.

Bragg, A.B. (2007). *Reflections on pedagogy: Reframing practice to foster informal learning with social software.* Retrieved from http://matchsz.inf.elte.hu/TT/docs/Anne20Bartlett-Bragg.pdf

Chaffee, S., McLeod, J.,& Wackman, D. (1973). Family communication patterns and adolescent political participation.In J. Dennis (Ed.), *Socialization to Politics: A Reader.* New York: Wiley.

Charoenthaweesub, M. (2002). *Communication approach on sex education in family.* Unpublished master's thesis, Chulalongkorn University, Bangkok, Thailand.

Charoenthaweesub, M., and Hale, C. (2011).*Thai family communication patterns: parent- adolescent communication and the well-being of Thai families.*Thailand: First international conference on interdisciplinary research and development.

Chen, B. & Bryer, T. (2012). Investigating instructional strategies for using social media in formal and informal learning. *International Review of Research in Open & Distance Learning. 13*(1), 87-104.

Corr, C. A., Nabe, C. M., & Corr, D. M. (2009). *Death and Dying, Life and Living* (7th ed.). Belmont, CA: Wordsworth Cengage.

Cranston, P., & Davies, T. (2011). Future connect: A review of social networking today, tomorrow and beyond – an analysis of the challenges for AIDS communicators. *Communication for social change consortium.* Retrieved from http://www.communicationforsocialchange.org/publications/future-connect?articleid=35

Donati, P. (1998), Manuale di sociologia della famiglia, Editori Laterza, Roma-Bari.

Elliot, S. & Gray, A. (2000). *Family structures: A report for the New Zealand Immigration Service.* New Zealand: Immigration Service.

Fitzpatrick, M. A., & Ritchie, L. D. (1993). Communication theory and the family: In P. Boss, W. Doherty, R. LaRossa, W. Schumm, & S. Steinmetz (Eds.), *Sourcebook of family theories and methods: A contextual approach* (pp.565-585). New York: Plenum.

Fitzpatrick, M. A., & Ritchie, L. D. (1994). Communication schemata within the family: Multiple perspectives on family interaction. *Human Communication Research*, *20*, 275-301.

Fitzpatrick, M. A.,& Rithcie, L. D. (1994). Communication schemata within the family: Multiple perspectives on family interaction. *Human Communication Research, 20,* 275-301.

Forte, A., & Bruckman, A. (2007). *Constructing text: Wiki as a toolkit for (collaborative?) learning*. Retrieved from http://citeseerx.ist.psu.edu/viewdoc/download?doi=10.1.1.105.5460&rep=rep1

&ty pe=pdf.htm

Haiwang, Y., & Rosemary, M. L. (2006). Information Innovations: From the Web to the Blog: A Case Study. *Library Hi Tech News*, *23*(7), 22-25.

Harris, S., & Zeng, X. (2008). *Using wiki in an online record documentation systems course perspectives.* Retrieved from

http://www.pubmedcentral.nih.gov/articlerender.fcgi?artid=2242345

Hinton, P. R., Brownlow, C., McMurray, I. , & Cozens, B. (2004). *SPSS Explained*. New York: Routledge, Inc.

Hofstede, G. (1991). *Cultures and organizations.* London: McGraw-Hill Book.

Hughes, A. (2009). *Higher education in a Web 2.0 World. Report of an independent Committee of Inquiry into the impact on higher education of students' widespread use of Web 2.0 technologies.* Retrieved from http://clex.org.uk/CLEX_Report_v1-final.pdf

Kaplan, P. [1991]. *A Child's Odyssey*. St. Paul: West Publishing.

Koerner, A. F., & Cvancara, K. E. (2002). The influence of conformity orientation on communication patterns in family conversations. *Journal of Family Communication, 3,* 133-152.

Koerner, A. F., & Fitzpatrick, M. A. (2002a). Understanding family communication patterns and family functioning: The roles of conversation orientation and conformity orientation. *Communication Yearbook,* 26, 37-69.

Koerner, A. F., & Fitzpatrick, M. A. (2002b). Toward a theory of family communication. *Communication Theory, 12*, 70-91.

Koesten, J. (2004). Family communication patterns, sex of subject, and communication competence. *Communication Monographs, 71*,

226-244.

Leiner, B. M., Cerf, V. G., Clark, D. D., Kahn, R. E., Kleinrock, L., & Lynch, D. C.,

    (2009). A brief history of the internet. *ACM SIGCOMM Computer*

    Communication Review, 39(5), 22-31.

Licklider, J. C. R., & Clark, W. E. (1962). *Online man computer*

    communication. New York: ACM New York.

Liebes, T., & Ribak, R. (1991). Democracy at risk: The reflection of political

    alienation in attitudes towards the media. *Communication Theory*, *1*,

    239-252.

Lim S. J., Khan A. M., De Silva M., Lim K. S., Hu Y., Tan C. H.,& Tan T. W.

    (2009).The Implementation of e-learning tools to enhance undergraduate

    bioinformatics teaching and learning: a case study in the National University

    of Singapore. BMC Bioinformatics, 10(Suppl 15):S12

Limanonda, B. (1995). Families in Thailand: Beliefs and realities. *Journal of*

    Comparative Family Studies, 26(1).

Mamaril, K. (2006). *Online media on cultural dynamics of Baguio.* Unpublished

    master's thesis, University of the Cordilleras, Baguio city, Philippines.

MarketingByte.com. (2011). *Total facebook users in Thailand.* Retrieved from

    http://www.marketingbyte.com/topic/%E0%B8%AA%E0%B8%96%E0%B

    8%B4%E0%B8%95%E0%B8%B4%E0%B8%A5%E0%B9%88%E0%B8%

    B2%E0%B8%AA%E0%B8%B8%E0%B8%94%E0%B8%84%E0%B8%99

    %E0%B9%83%E0%B8%8A%E0%B9%89facebookE0%B9%83%E0%B8

    %99%E0%B8%9B%E0%B8%A3%E0%B8%B0/

Martínez Alemán, A. N., & Wartman, K. L. (2009). *Online social networking on campus: Understanding what matters in student cultures*. New York: Routledge.

Mazer, J. P., Murphy, R. E., & Simonds, C. J. (2007). I'll see you on "Facebook": The effects of computer-mediated teacher self-disclosure on student motivation, affective learning, and classroom climate. *Communication Education, 56*(1), 1 -17.

Mazer, J.P., R.E. Murphy, & Simonds, C. J. (2007). I'll see you on 'Facebook': The effects of computer-mediated teacher self-disclosure on student motivation, affective learning, and classroom climate. *Communication Education 56*: 1–17.

McLeod, J. M., & Chaffee, S. H. (1972). The construction of social reality. In J. Tedeschi (Ed.), *The social influence process* (pp. 50-99). Chicago: Aldine-Atherton.

McQuail, D. (1994). *Mass communication: An introduction* (3rd ed.). London: Sage.

Miller, C. L. (1987). Qualitative differences among gender-stereotyped toys: Implications for cognitive and social development in girls and boys. *Sex Roles, 16,* 473- 488.

Minocha, S., & Thomas, P. (2007). Collaborative learning in a wiki environment: Experiences from a software engineering course. *New Review of Hypermedia and Multimedia, 13*(2), 187-209.

Moreno, M., N. Fost, and D. Christakis. (2008). Research ethics in the MySpace era. *Pediatrics 121,* (1): 157–61.

Nie, N. H., & Ebring, L. (2000). *Internet and society: A preliminary report*. Stanford: Stanford Institute for the Quantitative Study of Society.

Pinyuchon, M., & Gray, L. A. (1997). "Understanding Thai families: A cultural context for therapists using a structural approach". *Contemporary Family Therapy, 19*(2), 209-228.

Rajani, M. K., & Chandio, M. S. (2004). *Use of Internet and its effects on our society.* Retrieved from http://www.szabist.edu.pl/ncet2004/Docs/Session%20VIII%20Paper%20No%202%20%28P%20157-161%29.pdf

Ritchie, L. D. (1991). Family communication patterns: An epistemic analysis and conceptual reinterpretation. *Communication Research, 18,* 548-556

Ritchie, L. D., & Fitzpatrick, M. A. (1990). Family communication patterns: Measuring intrapersonal perceptions of interpersonal relationships. *Communication Research, 17*, 523-544.

Rosenbaum, T.Y. (2009). Applying theories of social exchange and symbolic interaction in the treatment of unconsummated marriage/relationship. *Sexual and Relationship Therapy, 24*(1), 38-46.

Rucker, J. D. (2011). *The History of social networking.* Fast Company. Retrieved from http://www.fastcompany.com/1720374/the-history-of-social-networking.htm

Russell, J. (2010). *Confirmation: Facebook now Thailand's dominant social network*. Retrieved from http://asiancorrespondent.com/37160/htm

Santos, M. (August 04, 2009). Family communication in the light of globalization. *The Baguio Midland Courier,* pp 3.

Santrock, J. (1994). *Child development* (6th ed.). Madison: Brown &

    Benchmark.

Sawhney, N.,& Gomez, H. (2000). *Communication patterns in domestic life:*

    Preliminary ethnographic study Paris: University of Paris.

Schrodt, P., & Ledbetter, A. M. (2007). Communication processes that

    mediate family communication patterns and mental well-being: A

    mean and covariance structures analysis of young adults from

    divorced and nondivorced families. *Human Communication*

    Research, 33, 330-356.

Selwyn, N. (2007). Screw blackboard… do it on Facebook!: An investigation of

    students educational use of Facebook. *Paper presented to the Pole 1.0 –*

    Facebook social research symposium, November 15, at University of London.

    http://www.scribd.com/doc/513958/ Facebook-seminar-paper-Selwyn

Selwyn, N. (2009). Faceworking: exploring students' education-related use of

    Facebook. Learning, Media and Technology, 34 (2). pp. 157-174. ISSN 1743-

    9884

Shearman, S. M., & Dumlao, R. (2008). A cross-cultural comparison of family

    communication patterns and conflict between young adults and parents.

    Journal of Family Communication, 8, 186-211.

Slavin, R. E. (1995). Research on cooperative learning and achievement: What we

    know, what we need to know. *Contemporary Educational Psychology,*

    21(1), 43-69.

Stockdale, C., & McIntyre, D. A. (2011). *The ten nations where facebook rules the*

    internet. 24/7 Wall Street. Retrieved from

http://247wallst.com/2011/05/09/the- ten-nations-where-facebook-rules-the-internet.

Taylor, D., & Altman, I. (1987). *Communication in interpersonal relationships: Social Penetration Theory. In M. E. Roloff and G.R. Miller* (Eds.), Interpersonal processes: New directions in communication research (pp.257-277). Newbury Park, CA: Sage.

Thailand National Statistics Office. (2009). *Population aged 6 years and over by information and communication technology using province in North-Eastern region and area. The information and communication technology survey on household:* Bangkok: TNSO.

Thelwall, M. (2008). *MySpace, Facebook, Bebo: Social networking students.* Retrieved from http://newsletter.alt.ac.uk/ e_article000993849.cfm

Velasco, J. (2011). *Parented emotion: A study of adult-children's emotion socialization and family communication patterns.* Denver, CO: University of Denver.

Vygotsky, L. S. (1978). *Mind in society.* Cambridge, Harvard University.

Willard, N. (2006). *A briefing for educators: Online social networking communities and youth risk.* Eugene, OR: Center for Safe and Responsible Internet Use.

APPENDIX

APPENDIX A

COVER   LETTER   FOR   QUESTIONNAIRES

[MM/DD/YYYY]

Dear Sir/Madam:

Greetings and a very pleasant day to you and your household!

I, the undersigned, am currently conducting my Master Thesis entitled, "The Assessment of Social networking usages of Teens as a Factor Influencing Family communication among Parent-Adolescent Relationships in Thai Families". This study intends to determine the effects of online media means on family communication in the Thai society and to note the implications of such in our world.

To further establish the results of this study, I have resorted to a questionnaire survey method as a means of gathering the needed data for our analysis. As such, I am here to ask for your kind consideration to take part in this research study by answering the questionnaires that are attached.

These questionnaires will only take about 5 to 7 minutes to fill and I would like to thank you in advance for the time you invest on the answers that you are to give. The questionnaires are to be answered by one parent and one adolescent or teen daughter or son in the family only.

Attached are two questionnaires, one of which is to be answered by the adolescent or teen respondent (Questionnaire A), and the second is to be answered by the parent respondent (Questionnaire B).

I'd like to guarantee that any information you provide on these questionnaires will be strictly used for the purposes and objectives only of this study and will not be disclosed in any other manner. Your confidentiality as well is our priority and will be protected accordingly.

Thank you for the assistance that you have lent to this study and to its success. May your family be blessed and guided in everything!

Respectfully yours,
The researcher
Noted by: Instructor/Professor
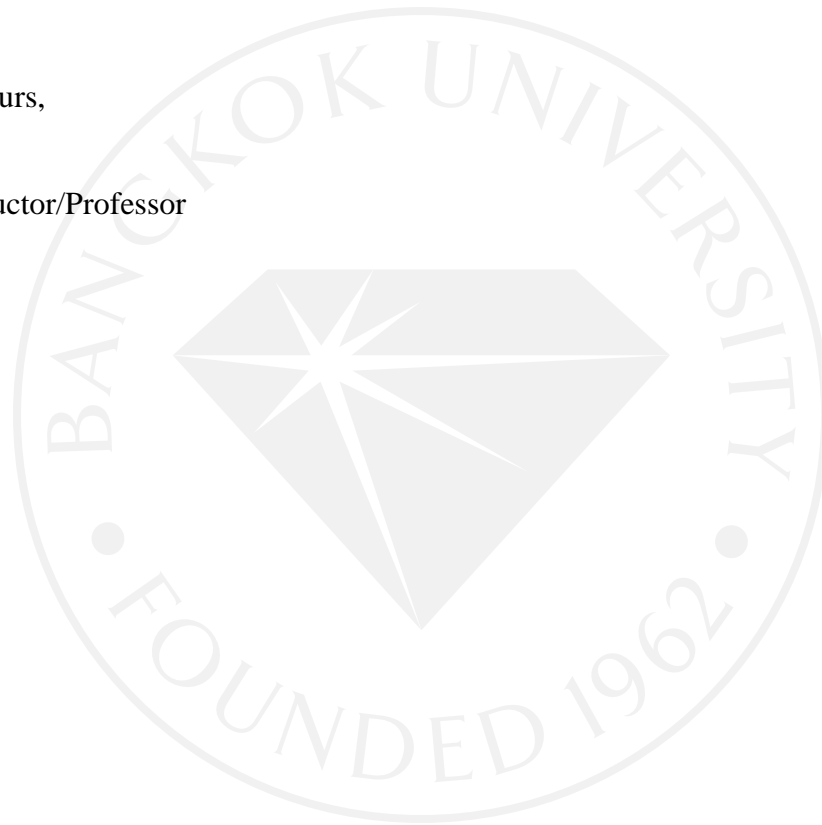
APPENDIX B

QUESTIONNAIRE (Respondents:

Adolescent/ Teens)

Title: Social Networking Usages Survey
Questionnaire

Name (optional):

Age: _____ Gender: ___M ___ F

General Instructions: Please answer the following questions below by putting a check mark

(✓) on the circle found before your desired answer or on the spaces provided. For open

questions, please answer on the spaces provided.

A. Preliminary
Questions

1. Do you own your own laptop/PC or do you share a common laptop/PC

    at home with your parents and
        siblings?

☐ I own my own laptop/PC

☐ We share a common laptop/PC

2. Do your parents usually control your internet activities or have

they established rules that are to be followed when using the laptop/PC?

☐ Yes they control my internet activities and have established rules in using

the laptop or PC.

☐ No they don't control my internet activities and they haven't established any

rules in using the laptop or

C.B.   Social networking usages

1.   How many hours within a week do you go online or do you use the

internet?

⭘ 1-5 hours weekly   ☐ 20–25 hours weekly

☐ 5-10 hours weekly   ☐ 26 hours and above weekly

☐ 10-15 hours weekly

☐ 15-20 hours weekly

2.   Within those hours, how many are spent weekly on social networking

sites such as Facebook, Twitter or Thailand Friends?

⭘ 1-5 hours weekly   ☐ 20–25 hours weekly

☐ 5-10 hours weekly   ☐ 26 hours and above weekly

☐ 10-15 hours weekly

☐ 15-20 hours weekly

3.   What social networking sites are you active in or are you a member of?

Please check all that apply

⭘   Facebook   ☐   Google Plus

⭘   Twitter   ☐   Thailand Friends

⭘   MySpace   ☐   Thailand Social

○   Xanga   ☐ Others *(please specify):-*

_____

4.   From a scale of 1 to 5, #1 being the highest and #5 being the lowest,

how do you rate your activeness on these social networks?

○ Almost inactive (1-5 hours weekly)

☐ Less active (5-10 hours weekly)

☐ Slightly active (10-15 hours weekly)

☐ Averagely active (15-20 hours weekly)

☐☐☐ Active (20–25 hours weekly)

 ☐☐☐ Very active (26 hours and above weekly)

        ○   1 (very active)

        ○   2 (active)

        ○   3 (average)

        ○   4 (slightly active)

        ○   5 (inactive)

5.   Among the social networking sites that were chosen in question 3, which

site are you active in the most?

6.   Among the social networking sites that were chosen in question 3, which site are you active in the least?

_____

1. What are the activities that you usually do when logged in on a social network?

   Please check all that apply.

   ○   Update my status and my profile

   ○   Chat with my friends

   ○   Comment on others' status, profiles, pictures or videos

   ○   Post or Upload pictures, videos and links

   ○   Post and read blogs or notes

   ○   Discuss in group forums

   ○   Others *(please specify):*_____

8.   Among the social networking usages that were chosen in question 7, which activity do you spend time on the most?

_____

9.   Among the social networking usages that were chosen in question 7, which activity do you spend time on the least?

_____

10.   Do you also access these social networking sites with your mobile phone? (E.g.: updating status through SMS)

   ☐ YES   ☐ NO

APPENDIX C

Revised Family Communication Pattern Instrument

(Respondents: Parents)

Name (optional):_____

Age: _____

Gender: ___ M ____F

General Instructions: Please answer the following questions below by putting a check (✓) under the category of your desired answer. Please be advised of the corresponding values for each answer:

5 – Always (if the behavior happens every day)

4 – Frequently (if the behavior happens 5-6 times a week)

3 – Sometimes (if the behavior happens 3-4 times a week)

2 – Rarely (if the behavior happens 1-2 times a week)

1 – Never (if the behavior never occurs each week)

Please answer these questions with reference and assessment of your child's internet and social networking usages.

A. *Conversation Orientation*					
Questions	5	4	3	2	1
1.In our family we often talk about topics like politics and religion where some persons disagree with others.					
2.I often say things like "Every member of the family should have some say in family decisions"					

	5	4	3	2	1
3. I often ask my child's opinion when the family is talking about something					
4. I encourage my child to challenge my ideas and beliefs.					
5. I often say things like "You should always look at both sides of an issue."					
6.My child usually tells me what s/he is thinking about things.					
7. My child can tell me most anything.					
8.In our family, we often talk about feelings and emotions.					
9. My child and I often have long, relaxed conversations about nothing in particular.					
10. I think my child really enjoys talking with me even when we disagree.					
11. I encourage my child to express his/her feelings.					
12.I tend to be very open about my emotions.					
13. We often talk as a family about things we have done during the day.					
. 14. In our family, we often talk about our plans and hopes for the future.					
. 15. In like to hear my child's opinion, even when s/he doesn't agree with me.					

B. Conformity Orientation

Questions	5	4	3	2	1
. 1. When anything really important is involved, I expect my child to obey me without question.					
2. In our home, the parents usually have the last word.					
3. I feel that it is important for the parents to be the boss.					
4. I sometimes become irritated with my child's views if they are different from mine.					
5. If I don't approve of it, I don't want to know about it.					
6. When my child is at home s/he is expected to obey the parents' rules.					

7. I often say things like "You'll know better when you grow up."					
8. I often say things like "My ideas are right and you should not question them."					
9. I often say things like "A child should not argue with adults."					
10. I often say things like "There are some things that just shouldn't be talked about."					
11. I often say things like "You should not give in on arguments rather than risk making people mad."					
12. I often say things like "You should listen to what I'm saying"					
13. I always remind my children that we have rules in the house					
14. I punish my children if they disobey or break my rules.					
15. Only me and my husband/wife can change and implement the rules in our house.					
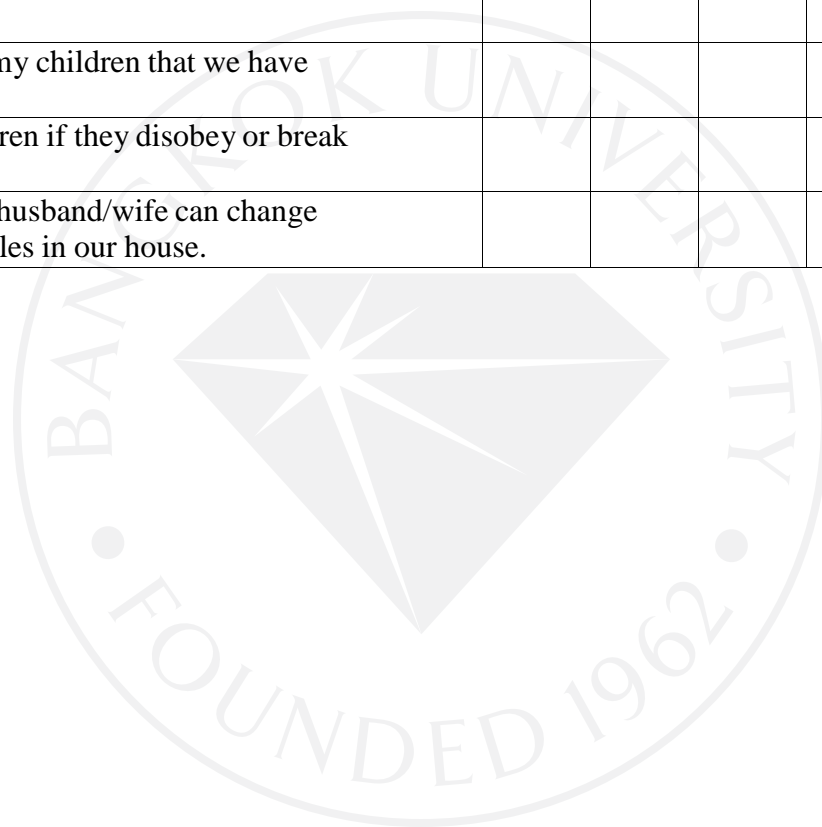
BIODATA

Name – Surname: Anand Gulati

Address: 726/4 Soi Somchai, Charansanitwong Soi 3,

                                                    Thapra, Bangkok Yai, Bangkok 10600

                                                    Thailand

Contact Number: +91 8586939195

Email: anshikha17@gmail.com

Educational Background:

2010

-    Certificate in Professional Business Presentation, SASIN Graduate School of

     Business, Chulalongkorn University

-    Certificate in Advanced Business Report Writing (Business English), SASIN

     Graduate School of Business, Chulalongkorn University

-    Certificate in Professional Teaching Development and Thai Culture, United

     Language School, Bangkok

-    ELLIS score: 11 (advanced level)

2007

-    Achieved a TUGET score of 900

2005

- University of Cambridge (ESOL Examinations – The UK), Certificate in

   Teaching English to Speakers of Other Languages (CELTA)

- Institute of information Technology (NIIT)

  - Web Designing with Dreamweaver and Flash

  - Microsoft Office (professional level)

2000-2004

- Mahidol University International College (MUIC)

  - Bachelors in Business Administration – Majored in International Business

    Management

  - Cumulative GPA of 3.4

  - Achieved a scholarship from UMAP and a monetary grant from MUIC to

    participate in a year's educational program at La Trobe University,

    Melbourne, Australia.

  - Successfully selected as a candidate to tour Germany on an academic trip

    sponsored by DAAD, German Academic Services Office, Germany

- Achieved a TOEIC score of 930

1998-1999

- GCE London Examination (O level) at the British Council

- Achieved a TOEFL score of 570

1990-1999

The Bishops High School, Maharashtra, India – ICSE certificate awarded

Work Experience:

November 2013 – Present

- Currently working as a Manager – Business Development (Marketing & Training) at FICCI RESEARCH & ANALYSIS CENTRE (FRAC), plot 2A, Sector 8, Dwarka, New Delhi, India

2011 – October, 2013

- Worked as a contracted part-time teacher at the following places:

  ➢ Anuban Nakhontratchasima School – Intensive English Communication Program (IEC)

  ➢ Marieraksa School – Head Program Coordinator of the kindergarten section (K1 – K3)

  ➢ ECC, The Mall, Korat - Part time English and Business English teacher for all levels

2011

- Worked as a full-time teacher at ECC, The Mall, Korat.

- Taught at Anuban Nakhonratchasima School – English Program (EP).

- Taught at Ratchasima School 2 (Matthayom 4,5 and 6)

Early 2005 – 2010

- Worked as a full time English teacher at ECC Language School, The Mall,

  Bangkhae – the largest and busiest branch of the ECC franchise.

- Areas of Teaching Proficiency include:

  - General English Writing and Conversation

  - Academic Writing

  - Business English Writing and Conversation

  - Basic to Advanced English Grammar

  - Exam preparation for TOEFL (IBT and paper based formats), IELTS,

    TOEIC, ELLIS

  - Preparation for University Entrance Examinations and Interviews –

    Thammasat University's TUGET, Chulalongkorn University's CUTEP,

    Mahidol University's MUIC exam and others.

  - English for GCE London Examination (O level and A level), British

    Council.

  - Business subjects – Marketing, Economics, Commerce and more

  - Developing and customizing courses to suit individual needs

- Strategic planning of lessons by implementing a wide variety of teaching aids, themes and resources to ensure improvement in the student(s)' performance.

- Proficient in teaching Beginner, Elementary, Pre-Intermediate, Intermediate, Upper-Intermediate and Advanced level students of all ages in groups and as privates.

2007 – 2010

- Also worked as a part-time Primary Teacher at Waleerat Wittaya School, Petkasem 48

- Areas of teaching proficiency include:

    - Instructing primary and kindergarten students

    - Planning semester curriculums to accommodate the school's needs

    - Establishing an enjoyable learning environment to meet and enhance the students' intellectual, social and creative abilities.

Early 2005 – 2010

- Worked as a part-time and Substitute English Teacher for ECC branches at Central Rama 2; The Mall, Thapra; Central Rama 3

    - Accepted fill-in assignments for teachers at several grade levels

    - Instructed according to the requirements for each assignment

2008

- Worked as a part-time English Teacher at Darawee Bilingual School, Petkasem Soi 54.

More professional work experience:

- Worked as a Marketing Analyst at Supreme Products Co., Ltd. (September to December 2004)

- Trained as a Research Analyst at ING Securities (January to March 2004)

- Jointly managed an educational workshop called the "Kids Weekly Club." (2002-2004)

Bangkok University

License Agreement of Dissertation/Thesis/ Report of Senior Project

Day _27_ Month ___11___ Year _2015_

Mr./ Mrs./ Ms _Anand Gulati_ now living at _Nakhon Ratchasima_
Soi _Sirichinda_ Street _Chompol Road_
Sub-district_____ District _Muang Korat_
Province _Korat_ Postal Code _30000_ being a Bangkok
University student, student ID _7520301248_
  Degree level   ☐ Bachelor   ☑ Master   ☐ Doctorate
Program _M. Com. Arts_ Department ___-___ School _Graduate School_
hereafter referred to as "the licensor"

Bangkok University 119 Rama 4 Road, Klong-Toey, Bangkok 10110 hereafter referred to as "the licensee"

Both parties have agreed on the following terms and conditions:

1. The licensor certifies that he/she is the author and possesses the exclusive rights of dissertation/thesis/report of senior project entitled

The Relationship between Parents' Self-perceived Family Communication Patterns and their Adolescent' Social Networking Usage in Nakhon Ratchasima, Thailand.

submitted in partial fulfillment of the requirement for _M. Com. Arts_
of Bangkok University (hereafter referred to as "dissertation/thesis/ report of senior project").

2. The licensor grants to the licensee an indefinite and royalty free license of his/her dissertation/thesis/report of senior project to reproduce, adapt, distribute, rent out the original or copy of the manuscript.

3. In case of any dispute in the copyright of the dissertation/thesis/report of senior project between the licensor and others, or between the licensee and others, or any other inconveniences in regard to the copyright that prevent the licensee from reproducing, adapting or distributing the manuscript, the licensor agrees to indemnify the licensee against any damage incurred.

This agreement is prepared in duplicate identical wording for two copies. Both parties have read and fully understand its contents and agree to comply with the above terms and conditions. Each party shall retain one signed copy of the agreement.

_____ Licensor

(_Anand Gulati_)

_____ Licensee

(Director, Library and Learning Center)

_____ Witness

(Dean, Graduate School)

_____ Witness

(Program Director)