

Albert Laurence School of Communication Arts,

Research Committee 2020

Creative work manuscript

1. Creative work name

In English: “Uni Like Uni Link” Infographic Board

In Thai: อินโฟกราฟิกส์บอร์ด “สื่อที่โดนใจ เชื่อมโยงคนที่ใช่”

2. Name of contributors

- Dr. Parichart Wongweeranonchai

Full-Time Lecturer, Department of Advertising, Albert Laurence School of Communication Arts, Assumption University

- Dr. Chulamani Aggadhamvong

Full-Time Lecturer, Department of Advertising, Albert Laurence School of Communication Arts, Assumption University

- A. Narudon Narunorasade

Full-Time Lecturer, Department of Advertising, Albert Laurence School of Communication Arts, Assumption University

3. Background or significance of the project

As living in the era of online media, a higher education institution needs to understand their students' online media consumption behavior in order to get connected and maintain good relationship with them by selecting the right social media platforms. During semester 1/2020 (August-October 2020), the online survey was designed on Google Forms to study the online media behaviors of the high school (M4-M6) students (as a part of the AD3119 Advertising and Marketing Communication subject). The quantitative research employed 70 high school students who are interested in studying international program in university. The study used the purposive sampling procedure to recruit the samples who are high school students. Therefore, this sample possesses the characteristic which corresponds with the research problem. The brief demographics of the sample are as follows: The sample comprises 50% of M6 high school students, 40% of M5 high school students, and 10% of M4 high school students. The sample has

the income from 10,000-20,000 baht (40%), less than 10,000 (32.9%), and more than 20,000 baht (11.14%). However, 15.7% of the sample has no income.

The findings revealed that most high school students have searched for information about universities (85.7%) and some have not searched for the information (14.3%). They used Instagram (58.6%) the most. It was followed by Facebook (28.6%), YouTube (8.6%) and Twitter (4.2%) respectively. For the time spent on social media per day, 54.3% of the sample used social media more than 5 hours. 30% of the sample used social media between 3 to 5 hours. 15.7% of the sample used social media in less than 3 hours. For the duration of the day that the sample used the social media the most was before bedtime (60%). It was followed by evening time (22.9%), afternoon time (10%), and morning time (7.1%) respectively. The results also showed that the high school students used to use social media to find information about university (85.7%). While only 14.3% of the high school students had never used social media to find information about university. Lastly, for the social media or website that the high school students used to find information about university were Facebook (65.7%), Pantip (47.1%), Instagram (38.6%), Dek-D 34.3%, and Twitter (24.3%). For this survey question, more than one answer could be applied. Therefore, the total percentage is not a hundred.

The creative work, therefore, has applied the research process and the analysis of online media consumption behaviors into “Uni Like Uni Link” infographic board. The contributors have applied statistical based infographicsⁱ along with logos, icons, sizes, fonts, numbers and colors to create the work to support the “relationship” theme of CA Creative Work 2020.

4. Project Objective

1. To showcase research process and demographic information and online media consumption of high school students
2. To showcase the complicated statistical data into a quick and clear graphics
3. To display and disseminate the work to the public.

5. Concept

“Uni Like Uni Link” Infographic Board or อินโฟกราฟิกสับบอร์ด “สื่อที่โดนใจ เชื่อมโยงคนรุ่นใหม่” is the work that showcases infographic designed from the

research process and statistical data of the demographic information and online media consumption of high school students. The work applies statistical based infographics to review statistical information with visual representation. The work aims at using infographics to help viewers understand the research about current online media consumption of high school students in finding information about universities.

6. Process of art or design works

1. Conduct research to study demographic information and online media consumption of high school students in finding information about universities.

A survey instrument was designed to collect the data. Due to covid-19 outbreak, an online questionnaire was designed on Google Forms and was sent to 70 high school students who are interested in studying in universities. The close-ended questions were developed to retrieve demographic information and online media consumption. The data was then analyzed by Google Forms.

2. Use the statistical information to review the demographic information and online media consumption with descriptive analysis.

The brief demographics of the sample are as follows.

- Who are they? (Education Level): The sample consists of 50 % M6 high school students, 40% M5 high school students, and 10% M4 high school students.
- How much is their income? (Income): The sample has the income from 10,000-20,000 baht (40%), less than 10,000 (32.9%), and more than 20,000 baht (11.14%). However, 15.7% of the sample has no income.

The information of online media consumption is as follows.

- Have they ever searched for information? (Information Search): Most high school students have searched information about universities (85.7%) and some have not searched the information (14.3%).
- Which social media do they use? (Students' Social Media Platform): The high school students used Instagram (58.6%) the most. It was followed by Facebook (28.6%), YouTube (8.6%) and Twitter (4.2%) respectively.

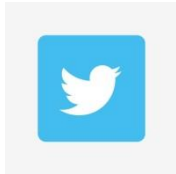
- How long do they spend? (Time Spent on Social Media Per Day): 54.3% of the sample used social media more than 5 hours. 30% of the sample used social media between 3 to 5 hours. 15.7% of the sample used social media in less than 3 hours.
- When do they search? (The Duration of the Day of Social Media Usage): The samples used the social media the most before bedtime (60%). It was followed by evening time (22.9%), afternoon time (10%), and morning time (7.1%) respectively.
- Where do they search? (Social Media or Website Students Used to Find Information about University): The high school students searched on Facebook (65.7%), Pantip (47.1%), Instagram (38.6%), Dek-D (34.3%), and Twitter (24.3%). For this survey question, more than one answer could be applied. Therefore, the total percentage is not a hundred.

3. Select the type of infographics to review statistical data.

This creative work uses an infographic board to represent research process and statistical data. According to Cleveland, W. S. and Schmiege, G. M. (1987), human brain is more able to notice and understand relationships and patterns if data is encoded into visual formsⁱⁱ. Infographics is graphic visual representations of information, data or knowledge intended to show, classify and integrate difficult information quickly and clearlyⁱⁱⁱ. This creative work has applied one of the types of infographics named “statistical based infographics” to review statistical information. This way, the result of the research will be shown in numbers and different sizes of graphical symbols will be designed to represent demographic data and media consumption on social media/online platforms.

4. Assign logos, fonts, colors, numbers and icons

The infographic board of this creative work was created using PowerPoint software. Whereas, fonts, numbers and colors were created and chosen from the software, logos and icons were chosen from their official websites to construct the infographic board. This list of logos and icons of online platforms are shown in the following.



5. Design an infographic board to explain demographic information and online media consumption of high school students.

5.1) Give it a name: The research was done in order to investigate how high school students use online media to find information about universities. The infographic board is designed to present statistical data about high school students' demographic information and their online media consumption in finding information about universities. Therefore, the infographic board is called "Uni Like Uni Link" to reflect the benefit of this infographic board. The better the brand (Albert Laurence School of Communication Arts) understand high school students' online media consumption, the higher likelihood of the brand can link with high school students.

5.2) Sketch it out: The sketch of infographic board was created to see how the main components could be created. Research process (rationale of the research, research objectives, research finding and conclusion) was applied to the infographic board in a correct manner. The example of the sketch is shown in Picture 1.

Picture 1: The Sketch of Infographic Board

Heading	
Rationale	Research Objectives
Findings	Conclusion

5.3) Choose mood and tone: To provide the sense of being related to the brand (Albert Laurence School of Communication Arts), pink, grey and black colors are the main colors that are used on a white background of the infographic board because they are the colors of the brand. Moreover, these colors are used to help viewers see the visual graphic on the board easily.

5.4) Lay it out with styles: At this step, we add everything together. The final sketch is designed upon a decent arrangement of research process. Logos, fonts, numbers, colors, sizes and icons are arranged together with each research data to present clear visual graphics to viewers.

7. Material and techniques of art or design works

1. "Uni Like Uni Link Infographic Board"

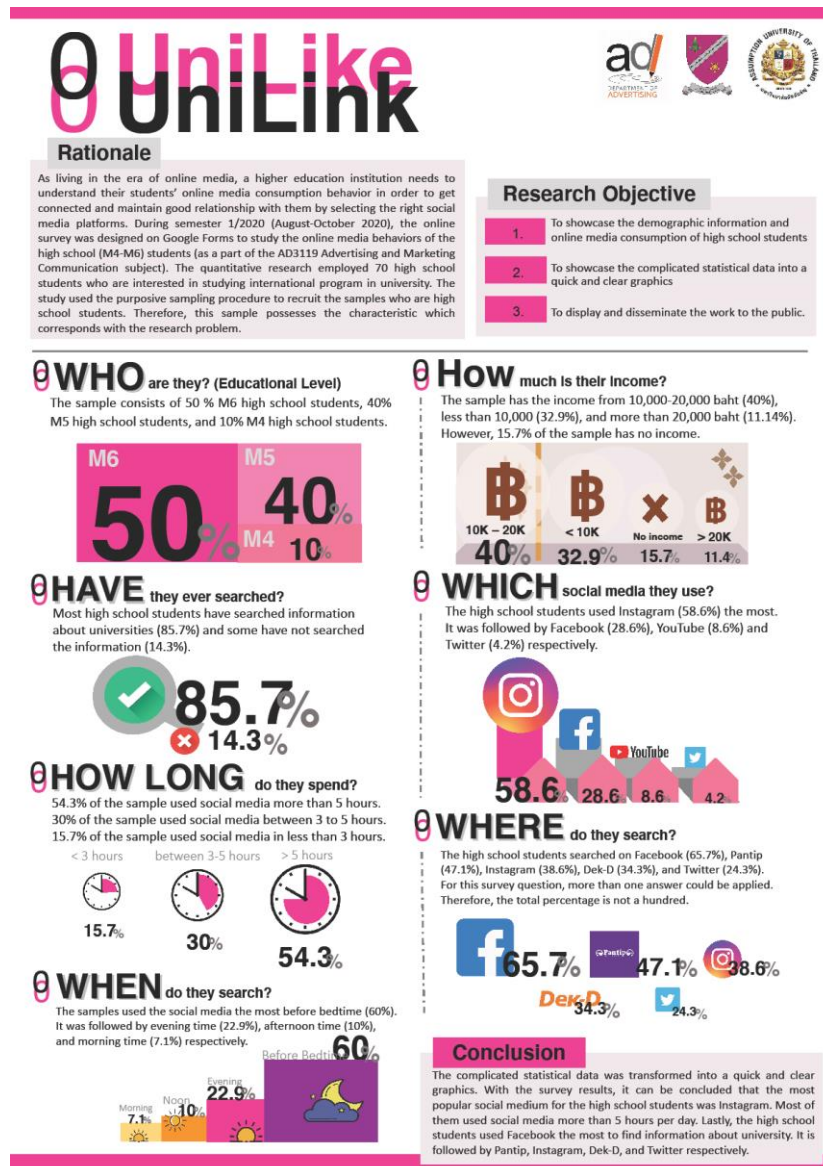
The infographic board is designed by PowerPoint software to illustrate the research process and statistic information about high school students' demographic information and online media consumption in finding information about universities.

8. Pictures of art or design works

1. “Uni Like Uni Link” Infographic Board

The design work of infographic board is shown in the Picture 2.

Picture 2: Uni Like Uni Link Infographic Board



9. Knowledge after finished produce art or design works

The idea of this creative work is to showcase research process and statistical data into a visualized form. Although there are a lot of information to convey to viewers, appropriate size of research process, logos, fonts, numbers, colors, sizes, icons and their arrangement were carefully adjusted to best represent research process and statistical

data. This statistic based infographic technique helps people understand research process and data quickly and efficiently.

ⁱ Siricharoen, W. V. (2013, May). Infographics: the new communication tools in digital age. In *The international conference on e-technologies and business on the web (ebw2013)* (pp. 169-174).

ⁱⁱ Cleveland, W. S., & Schmieg, G. M. (1987). The elements of graphing data. *AmJPh*, 55(8), 767-767.

ⁱⁱⁱ Smiciklas, M. (2012). *The power of infographics: Using pictures to communicate and connect with your audiences*. Que Publishing.