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Media use of nursing students in Thailand

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Abstract
This study investigated media use behavior of nursing students enrolled in Nursing Colleges under Thailand Ministry of Public Health. Participants consisted of 3,574 undergraduate nursing students, 1st-4th year, from 19 colleges randomly selected across regions. Data collection was conducted through online survey in April - May 2014. Female participants were 91.9% with mean age 20.40 (S.D. = 1.18). Results showed frequent channels of media exposure through Facebook, Line, Instagram, and TV. Students reported of having Internet connection through Smartphone, at dormitory and home. The most reason of media use was for entertainment and Internet surfing. The majority of students spent time for each activity including 1-2 hours for online communication and less than 1 hour for online entertainment and online study/homework assignment. © 2015 IEEE.

Author Keywords
Mass media; Nursing student; Online social media; Undergraduate

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