

Research Title	Behavior and Requirement of Using Tablet of the University Students in Bangkok
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The objectives of this research are (1) to study behavior and requirement of using tablet of the university students in Bangkok (2) to study the relationship of behavior of using tablet and requirement of using tablet for education of the university students in Bangkok and (3) to suggest the guideline to develop the application program for education on tablet. This research population is the university student in Bangkok. The sample size is 400 students who have been use tablet; this number is calculated by the Taro Yamane table with the confidential level 95%. The collected data is analyzed by the statistic application program to calculate percentage, frequency, mean, standard deviation, one-way ANOVA and Pearson's correlation. The research result can be summarized that most of the informant is male (56%). 32.50% of informant is the junior students. Most of them study in Business, Law & Social program. 43% of the them has income between 5,000-10,000 baht.

The behavior of using tablet of the university students in Bangkok found out that the majority of the sampling use iOS and Android respectively. Brand is the most influence factor to the decision making. The main objective of using tablet is for communicating. Most of them use tablet about 3-6 hours per day. They mainly use tablet at home or dormitory, and connect the internet via Wi-Fi at home or dormitory too. Almost all of them significantly use free application program. Most of them use the social network such as Facebook Twitter and Instagram (4.47 ± 0.77). The secondly is communicating via application such as LINE WeChat and WhatsApp (4.44 ± 0.75). On the other hand, the result of the requirement of using tablet for education found out that they mostly want to use tablet to communicate with friends (4.22 ± 0.85). The next requirement is to sent report or homework (3.98 ± 0.89) and to use for education administrate system (3.91 ± 0.86) consequently. When the

researchers analyze in detail, it found out that the requirement of using tablet for education of the students in government universities and private universities is more than the students in rajabhat universities and ratchamongkol university with the confidential level 95%.

Moreover, the behavior of using tablet of university student in Bangkok has the positive relationship with the requirement of using tablet for education. The sampling, who has requirement to use tablet for education in retrieving the general information of university, retrieving the data to do the homework, report, research, and send the homework or report, will have the behavior to use the tablet for searching the data to do homework or report. While the one, who want to read the electronic book (e-Book) on tablet, will have the behavior to read the book or magazine on tablet too. Moreover the one, who want to use tablet to download the online lesson to study, accessing the online library, recording the study activities, or searching the education plan or scholarship will have the behavior to use the tablet for electronic learning (e-Learning).

The research result can be use as the guidelines to develop the application programs on mobile and education strategic plan. The software developers should to develop the multi-language educational app on both iOS and Andriod. It should to response the class activities and participations. The apps should to allow the student to access the learning content for free as well as the apps themselves. The software companies can identify the marketing strategy in order to define the real target market of student. The education institutes/universities or ministry of education or related institute can apply to the education strategic plan. The Ministry of Education and program developer will have the guideline to develop the suitable learning content on applicaton program for students in Bangkok and Thailand. They should to encourage the educational personnel to create the electronic media for studying. The university should to introduce the electronic or digital content or database to the students.