



การใช้งานโปรแกรมประยุกต์คอมพิวเตอร์แท็บเล็ตของเบบี้บูมเมอร์

(Baby Boomers' Use of Tablet Computer Application)



สำนักหอสมุด มหาวิทยาลัยราชภัฏสุรินทร์
วันลงทะเบียน.....
เลขทะเบียน..... 1044843
เลขเรียกหนังสือ... ๑ ๐๓
๗๖
๖๘๙๓
๐๖๖๓

คณะบริหารธุรกิจ เศรษฐศาสตร์และการสื่อสาร

มหาวิทยาลัยราชภัฏสุรินทร์

บทคัดย่อ

เบบี้บูมเมอร์เป็นกลุ่มคนที่มีความแตกต่างกับคนกลุ่มอื่นหลายอย่าง การศึกษาครั้งนี้มุ่งที่จะศึกษาการใช้งานคอมพิวเตอร์แท็บเล็ตของเบบี้บูมเมอร์ การศึกษาครั้งนี้ใช้การสุ่มตัวอย่างแบบเจาะจงโดยศึกษาเบบี้บูมเมอร์จำนวน 8 คน โดยกลุ่มตัวอย่างทั้งหมดล้วนแล้วแต่เป็นผู้ประกอบการซึ่งเป็นกลุ่มที่มีความสำคัญ การศึกษาครั้งนี้ใช้การสังเกตและการสัมภาษณ์ในการเก็บข้อมูล จากการทำโปรแกรมประยุกต์คอมพิวเตอร์แท็บเล็ตแบ่งได้เป็น 2 ประเภทใหญ่ๆ ได้แก่ โปรแกรมประยุกต์บนเครื่องและโปรแกรมประยุกต์บนเว็บ นักวิจัยจึงได้สังเกตการใช้งานโปรแกรมประยุกต์คอมพิวเตอร์แท็บเล็ตทั้งสองประเภทแล้วจึงทำการสัมภาษณ์เพื่อให้กลุ่มตัวอย่างได้เปรียบเทียบโปรแกรมประยุกต์บนเครื่องและโปรแกรมประยุกต์บนเว็บ ผลการศึกษาพบว่าเบบี้บูมเมอร์มีการใช้งานคอมพิวเตอร์แท็บเล็ตที่แตกต่างกับกลุ่มอื่นหลายอย่าง เช่น ใช้เวลามากกว่าในงานที่กำหนดให้ นอกจากนี้ยังพบว่าเบบี้บูมเมอร์ส่วนใหญ่ในการศึกษาครั้งนี้ชอบโปรแกรมประยุกต์บนเครื่องมากกว่าโปรแกรมประยุกต์บนเว็บ



ABSTRACT

Baby boom generation is quite unique and different from other generations in many ways. This study aims to investigate how baby boomers use tablet computer application. Eight baby boomers of Thailand were chosen by purposive sampling to participate in this study. All are businesspersons which are important cases. Observation and interviews were used as data collection methods. Since there are two main types of tablet computer application comprising native and web applications, the researcher observed baby boomers use of both types of tablet computer application and then interviewed to let them compare between web and native applications. The findings show that baby boomers use tablet computer application different from other generations in many aspects such as taking a long time to complete given tasks. Furthermore, most baby boomers in this study prefer the native application to the web one.



สารบัญ

บทคัดย่อ.....	ข
ABSTRACT.....	ค
สารบัญ.....	ง
สารบัญตาราง.....	จ
บทที่ 1.....	6
บทที่ 2.....	7
บทที่ 3.....	8
บทที่ 4.....	9
บทที่ 5.....	10
อ้างอิง.....	11



สารบัญตาราง

ตาราง 1 Research Results..... 9



บทที่ 1

บทนำ

Baby boomers are ones who were born in between 1946-1964. Baby boom generation is quite unique and different from other generations in many ways. For example, most baby boomers are workaholic [1].

Regarding technology, baby boomers have limited computer literacy because computer technology is expensive and difficult to access during their education age. Most baby boomers have to learn technology beyond classroom if they want to increase their computer literacy.

Previously, it takes a lot of time for baby boomers to be good in using technology because technology is difficult to use in that time. However, with the coming of smartphone and tablet computer, the gap between baby boomers and technology is closing because smartphone and tablet computer is easy to use. Baby boomers can now take less time to be good in using the technology. Thus, there are many baby boomers uses smartphone and tablet computer nowadays.

Because baby boom generation is unique, baby boomers' use of technology is likely to be different from other generations. Smartphone and tablet computer are similar except for their screen size. Tablet computer, which typically is bigger than smartphone, is better for some baby boomers who have visual impairment. Thus, this study aims to investigate how baby boomers use tablet computer application.

บทที่ 2

เอกสารและงานวิจัยที่เกี่ยวข้อง

2.1 Tablet Computer Application

For tablet computers and also smartphones, there are two main types of applications including web application and native application [2]. There are differences between web application and native application. For example, there is no need to install the web applications onto tablet computers while native application need be downloaded and installed before using it. Moreover, web application is a cross-platform application whereas native application can run only on its specific platform. There are many platforms for tablet computer nowadays such as IOS, Android, etc. In each platform, the programming language and development environment are different from each other [2]. Among all tablet computer platforms, Android is the most popular platform, according to IDC [3]. Thus, this study chose Android as platform of native application.

Furthermore, applications for tablet computers can be classified into five categories: (1) broadcast, (2) information, (3) transaction, (4) operation, and (5) collaboration [2]. The experimental applications in this study are inventory management which is in the operation category. Unlike inventory management in desktop versions which can carry out a number of functions, the experimental application in this study will be developed as a lite version to do only basic functions comprising search and display information.

2.2 2.2. Usability

In Human-computer Interaction (HCI), there is a concept called usability that was defined as effectiveness, efficiency, and satisfaction with which users can achieve goals in particular environments [4]. The ultimate goal of any information system development is to maximize usability. This study adopted this concept as lens to investigate baby boomers' use of tablet computer applications.

บทที่ 3

วิธีดำเนินงานวิจัย

This study used observation and interviews as data collection methods. Observation was used to observe behavior of baby boomers during use of tablet computer application. Each baby boomer was assigned to use both types of tablet computer application comprising native and web application. Then, the researcher interviewed to let them compare usability between web and native applications and asked them to provide reasons why they prefer one to another as well. Thematic analysis was used to analyze data.

Eight Thai baby boomers were chosen by purposive sampling to participate in this study. All sample are businesspersons. Baby boomer who is businessperson can use tablet computer application to support their businesses, thus these cases are important cases. Furthermore, tablet computer applications in this research are simple inventory management.

Each baby boomer was randomly assigned to two groups. With counterbalancing, the first group firstly used native application and then used web application while the second group firstly used web application and then used native application. They were assigned the given tasks. Tasks in web app is the same as task in native app. It takes about 10 minutes to complete the given tasks.

บทที่ 4

1044843

ผลการวิจัย

ตาราง 1 Research Results

No.	Born in Year	Gender	Use of Tablet Computer Application	Native vs. Web application: Which is preferable?
1	1937	Male	Slowly	Native application
2	1949	Male	Fluently	No preference
3	1953	Female	Slowly	Native application
4	1954	Male	Fluently	Native application
5	1956	Female	Moderately	Native application
6	1956	Female	Fluently	Web application
7	1956	Female	Moderately	Native application
8	1962	Female	Fluently	No preference

Regarding fluency in using tablet computer application, four of eight persons used application fluently. For the remainder, two persons used application moderately and the other two persons used applications slowly.

The results seem to show that baby boomers who are younger are likely to have more fluent level. Furthermore, the fluent level seems depend on their health problems. Vision impairment is the major health problem that affects use of application. All of persons who use application slowly have vision impairment. They said that it is difficult to see text in the application and asked for glasses. Furthermore, a person who use application moderately asked for reduction of screen brightness.

Most baby boomers in this study take a long time to complete each task. This may due to their aging with slow brain processing speed. Moreover, this may due to unique characteristics of their generation. For example, baby boomers are typically strictly comply with the rules. Thus, they hardly ever try to use application by trial and error.

Regarding preference between native and web applications from interview data, six persons have a preference while two persons have no preference. Of six persons who have a preference, five persons prefer native application while only one person prefer web application. Reasons for native application preference are ease-of-use and bigger text size while web app is preferred because of its trustworthiness.

บทที่ 5

สรุป อภิปรายผล และข้อเสนอแนะ

5.1 สรุป

Regarding preference between native and web applications from interview data, six persons have a preference while two persons have no preference. Of six persons who have a preference, five persons prefer native application while only one person prefer web application. Reasons for native application preference are ease-of-use and bigger text size while web app is preferred because of its trustworthiness.

5.2 อภิปรายผล

According to the result, application developers should pay attention to baby boom generation if baby boomers are one of their application users.

5.3 ข้อเสนอแนะ

There are some limitations in this study that should be addressed in future studies. First, samples used in this study is only small subgroup of Thai baby boom generation. Moreover, the tablet computer applications used is just simple inventory management. Finally, each informant has a chance to use the applications for such a short time. Thus, there is a limitation in generalizing the results.

อ้างอิง

- [1] WILLIAMS, Kaylene C., et al. Multi-generational marketing: Descriptions, characteristics, lifestyles, and attitudes. *The Journal of Applied Business and Economics*, 2010, 11.2: 21.
- [2] Sambasivan, D., John, N., Udayakumar, S. and Gupta, R., “Generic framework for mobile application development,” In *Internet (AH-ICI)*, 2011 Second Asian Himalayas International Conference on IEEE, 2011, pp. 1-5.
- [3] idc.com., “Tablets Shipments Continue to Decline, Down 13.5% as Apple and Huawei Are the Only Top Companies Showing Growth in the Second Quarter, According to IDC” [online]. 2018. Available from:
<https://www.idc.com/getdoc.jsp?containerId=prUS44191918>
- [4] ISO, 1998. Ergonomic requirements for office work with visual display terminals (VDTs)- Part 11: guidance on usability—Part 11: guidance on usability (ISO 9241-11:1998).

