

Exploring Thai Undergraduate and Graduate Students' Digital Reading Behaviors

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Abstract

This study investigates the digital reading behaviors of Thai undergraduate and graduate students. Data were collected through an online survey of 40 five-point Likert scale items examining students' digital reading habits and content preferences. A total of 234 students participated, including 97 undergraduates and 137 graduates enrolled in English skill development courses at a public university in Thailand. The findings revealed both similarities and differences between the two groups. Undergraduates spent more time reading online and preferred smartphones and tablets, whereas graduates used a wider range of devices, including tablets and laptops. Desktops were least preferred by both groups. Undergraduates engaged more frequently with most types of digital reading materials, though e-books, news articles, and magazines were among the least prioritized by both groups. Regarding content, entertainment was most popular, while spiritual beliefs and horoscopes were least favored. Blogs, lifestyle, travel, politics and global issues, technology, and product reviews were also popular, whereas cooking, home maintenance, and business and finance were least preferred. Graduates showed greater interest in education, exercise, and relationships, while undergraduates favored language learning, food, and beauty and fashion. Overall, the results indicate that undergraduates, as Gen Zers who are digital natives (Selingo, 2018), exhibit distinctive digital reading behaviors compared with previous generations. Therefore, English language instructors should recognize these evolving habits and adapt teaching practices to sustain motivation and enhance students' digital reading proficiency (Adungdejjaroon & Chinwonno, 2023).