THE STUDY OF RELATIONSHIP BETWEEN PERSONALITY AND CONTENT FORMAT ON LEARNING WEB APPLICATION

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Abstract - Personality analysis is a grouping of individual differences behaviors consist of ideas, feelings and actions and that behaviors shows characteristics of person and action of them. Theory of personality should define deportment of them. Personality assessment results effect to person behavior such as internet using time, website information perceptions. Then, the objective of this article is study relationship between personality and behavior of them about learning content type which they like to use in learning web application.

Index Terms - Personality; Big Five; Behavior; Content; Learning Content.

I. INTRODUCTION

The personality theory is effective of person perception about their behavior on the Internet, for example, the study of personality from five-dimensional models and time of surfing on the internet, they found person who have behavior like Openness use a little time on the internet but Conscientiousness person does not use internet when they have free time. Therefore, from the study of personality from five-dimensional models and time of surfing on the internet paper is the cause to find the relationship between personality and resources which they like on the internet. This paper aim to study about personality and behavior of them about learning content which they like on website.

II. LITERATURE REVIEW

The Five-Factor Model (The Big Five) is a personality theory that describes personality traits in a systematic way, from McCrae and Costa's [4] and is the most widely known personality classification. Personality is divided into 5 components. Extraversion or Dominance Submissiveness is the relationship between a person and a person. Spending most of the time in society, high leadership, self confidence, be active, energetic and optimistic. Agreeableness or is social adaptability or likeability [1]. This personality defines the norms of a person's lifestyle, the person who sees the benefit of others, understand others, desire to help, ability to adapt and follow the needs of most people. Conscientiousness or Dependability, Impulse Control, and will to Achieve, self discipline, can be organized in good time and ambitious. Neuroticism is the opposite Adjustment or Emotional Stability. There is a tendency for people with negative experiences such as panic, sadness, anger, feeling guilty, etc., this personality is likely to think unreasonable. Lack of ability to control and unable to cope with stress. Openness, in this personality, There are different names for different cultures such as Culture, Intellect, Intellectual Interest, Intelligence, and Imagination. A distinguishing feature of the aesthetic. Curious Imagine understand things deeply, have initiative, and have wide interests. Person's personality classification use the scoring method for each question and score of some questions is reversed because of it is opposite of the personality which question placed in the group and the score in personality shown in Figure 1. For example, question 6 is reserved score to be in Extraversion personality.

BFI Scale scoring ("R" denotes reverse-scored items):	
Extraversion:	1, 6R, 11, 16, 21R, 26, 31R, 36
Agreeableness:	2R, 7, 12R, 17, 22, 27R, 32, 37R, 42;
Conscientiousness:	3, 8R, 13,18R, 23R, 28, 33, 38, 43R
Neuroticism:	4, 9R, 14, 19, 24R, 29, 34R, 39
Openness:	5, 10, 15,20,25,30,35R, 40,41R, 44

Figure 1. Personality Score

The research conceptual of Kamolrat Kitikannakorn [5], is personality and perception of human are differentiate. There are different responds in perception of information because of individual characteristics or dispositional attributes. Then, this research has studied the relationship between customer personality, Website quality and solid organizations relationships in context of the life insurance business by using the Big Five: BFI and use E-qual tools, the website quality assessment tools of Barnes and Vidgen. E-qual tools evaluate the responding of user requirement in information, services and interactions. The result of website quality assessment is person who have emotional stability have high performance in develop relationship with organization when they use high quality website.

Developing website content for teaching based on the concept of research by Marjan Krašna and et.al [3] found the most frequently used of website content of e-learning are PDF, Microsoft Word, and Microsoft PowerPoint. In addition, most students take notes and learn the content of the lesson from the slides of Microsoft PowerPoint, and the things will help student to easily study are adapting content of their website to different learning styles, like text, audio and video, etc. S.Malik and A.Agarwa [6] studied about multimedia using and they found multimedia is the tools of new education technology, high performance and flexible then there are the reason of multimedia is the popular learning tools. The relationship between customer personality, website quality and solid relationships between organizations and customers in the context of life insurance business show difference of personality and information perception of user. This paper aim to study about relationship between personality and type of website content in learning website.

III. METHODOLOGY

A. Population and Sample

Sample of this article is 100 learner from difference faculty in Dhurakij Pundit University.

B. Research Tools

The tools which use in this paper are questionnaire with learner demographic and personality testing questions from The Big Five Inventory: BFI Theory and the data from learning website.

C. Objectives

Difference personality learners satisfy difference type of content on learning website.

IV. FINDING AND DISCUSSION

The questionnaire which personality testing questions from The Big Five Inventory: BFI Theory are developed and display on learning website. On first time when learner visit learning website, they have to give their data and do the questionnaire. Example of personality testing questions on learning web application are shown on Figure 2.

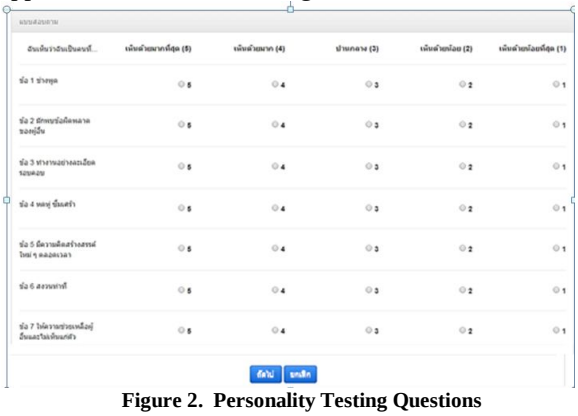


Figure 2. Personality Testing Questions

Table 1 show quantity and gender of 100 participants from 5 college and 6 faculty in Dhurakij Pundit University.

Table 1. Learner information

Faculty	Male	Female
College of Innovative Business and Accountancy	4	6
College of Integrative Medicine	1	5
College of Innovative Technology and Engineering	5	7
College of Aviation Development and Training	2	8
College of Creative Design and Entertainment Technology	2	6
Faculty of Law Predeepanomyong	1	6
Faculty of Arts	2	6
Faculty of Communication Arts	3	8
Faculty of Fine and Applied Arts	2	7
Faculty of Public Administration	5	5
Faculty of Tourism and Hospitality	2	7
Total	**29**	**71**

From Table 1, we have 29 males and 71 females from different college and faculty to visited learning web application and classification of personality of them are presented on Table 2.

Table 2. Classification of Personality

Personality	Quantity
Extraversion	18
Agreeableness	27
Conscientiousness	19
Neuroticism	12
Openness	24
Total	**100**

From Table 2, the result from personality testing questions consist of 18 learners are Extraversion, 27 are Agreeableness, 19 Conscientiousness, 12 are Neuroticism and 24 are Openness. Table 3 show classification of personality group by college or faculty.

Table 3. Classification of Personality group by College or Faculty

Faculty	Extra-version	Agree-ableness	Conscien-tiousness	Neuro-ticism	Open-ness	Total
College of Innovative Business and Accountancy	3	2	1	1	3	**10**
College of Integrative Medicine	0	2	1	1	2	**6**
College of Innovative Technology and Engineering	3	3	3	2	1	**12**
College of Aviation Development and Training	1	3	3	0	3	**10**
College of Creative Design and Entertainment Technology	1	3	0	2	2	**8**
Faculty of Law Predee-panomyong	0	2	2	0	3	**7**
Faculty of Arts	1	3	1	1	2	**8**
Faculty of Communication Arts	2	3	2	2	2	**11**
Faculty of Fine and Applied Arts	2	2	1	1	3	**9**
Faculty of Public Administration	3	2	3	1	1	**10**
Faculty of Tourism and Hospitality	2	2	2	1	2	**9**
Total	**18**	**27**	**19**	**12**	**24**	**100**

Learning web application is the web portal of learning resources, Type of content in that consist of PDF File, Video Clip and Interactive Multimedia file. The total number of viewer about different file and personality are shown on Table 4

Table 4. The Total Content View of Differentiate File and Personality.

Faculty	PDF File	Clip Video	Interactive Multimedia File	Total
Extraversion	35	15	7	**57**
Agreeableness	42	24	16	**82**
Conscientiousness	48	12	12	**72**
Neuroticism	22	17	5	**44**
Openness	30	28	21	**79**
Total	**177**	**96**	**61**	**334**

From Table 4, learner who have personality like dominance submissiveness, have a good relationship between a person and a person, spending most of the time in society, look high leadership, self confidence, be active, energetic and optimistic view and download PDF File more than other content. The most type of content which all learner personality is PDF File, next is Clip Video and the last one is Interactive multimedia File.

Table 5. Percentage of Content View of Differentiate File and Personality.

Faculty	PDF File	Clip Video	Interactive Multimedia File	Total
Extraversion	19.77%	15.63%	11.48%	**17.07 %**
Agreeableness	23.73%	25%	26.23%	**24.55 %**
Conscientiousness	27.12%	12.5%	19.67%	**21.56 %**
Neuroticism	12.43%	17.71%	8.20%	**13.17 %**
Openness	16.95%	29.17%	34.43%	**23.65 %**
Total	**53%**	**28.74 %**	**18.26%**	**100%**

From Table 5, The most view of all content is Agreeableness personality, they have behavior like social adaptability, likeability, the person who sees the benefit of others, lifestyle, understand others, desire to help, ability to adapt and follow the needs of most people. This personality defines the norms of a person's too.

CONCLUSION

As the result from learning web application, we found, the person who is Extraversion personality and Conscientiousness view PDF File as the first type, Agreeableness and Neuroticism personality use interactive multimedia file more than other content type and the last one is Openness personality use Clip Video for their learning. Therefore, the person who have behavior like dominance submissiveness, have a good relationship between a person and a person, spending most of the time in society, look high leadership, self confidence, be active, energetic and optimistic and the person who is dependability, impulse Control, will to Achieve, self discipline, can be organized in good time and ambitious are using the same content on learning web application. While the person who is opposite adjustment or emotional stability. negative experiences, think unreasonable and lack of ability to control and unable to cope with stress like using video clip for learning. The last one of content type which person who have personality like social adaptability, likeability, the person who sees the benefit of others, understand others, desire to help, ability to adapt and follow the needs of most people and the person who have behavior like intellectual interest, intelligence, and imagination, distinguishing feature of the aesthetic, curious imagine understand things deeply, have initiative and have wide interests like to use multimedia file for learning.

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