A STUDY OF LEARNER BEHAVIORS AND CONTENT ON LEARNING WEBSITE

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Abstract - Analysis of person personality is a cluster of individual differences behaviors comprise concepts, sentiments and actions. The behaviors presents person characteristic and execution of them. Learning web application is a website which have various content for learner and there are abundant type of content on that. There are many type of content file format for learner on the website. Learner behavior influences of the content which they choose for study on the website. Behaviors is personality of person and there are personality analysis about grouping of individual differences behaviors consist of concept, sensibility and execution and that behaviors shows typically of person and action of them. Explanation of deportment is a composition of personality theory too. Then, person personality may have an influence in content file on any lesson in learning website. This paper aim to find the relationship between person personality and content file format on learning website.

Index Terms - Personality, Big Five, Behavior, Content, Content Format, Learning Website

I. INTRODUCTION

The Five-Factor Model (The Big Five) is a theory about person characteristic or personality which illustrates nature of person characteristic in a systematic way. The Big Five Model is the theory of McCrae and Costa's. [4] The McCrae and Costa's personality classification is very famous and widely known. The five factor model is categorized into 5 components. Extraversion or Dominance Submissiveness is define person who have relationship between a person, give the most of time to society, the person who have highly leadership, be full of self confidence, be enthusiastic, energetic and optimistic. Agreeableness is the characteristic of person who is a social adaptability or likeability person [1]. This personality defines the norms of a person's lifestyle, the person who sees the worth of other, comprehend others, aspire to help everyone, ability to adapt and follow people demand. Conscientiousness or Dependability is a person who can incitement control, and person who will be achieved, self discipline, the person who can be organized in good time and eager. Neuroticism is opposite of Adjustment or Emotional Stability. There is inclination 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

II. LITERATURE REVIEW

The article of Kamolrat [4] show differentiate of personality and human perception. There are different react in understanding of information due to individual characteristics or emotion attributes. Moreover, this research has studied the relationship between customer personality, website quality and strong relationships between organizations and customer in context of life insurance business by using the Big Five: BFI and E-qual tools. E-qual tools is a website quality assessment tools of Barnes and Vidgen. It can evaluate rebound of user requirement in information, services and interactions. The result of the paper which use website quality assessment is the person who have emotional stability have high performance in develop relationship with organization when they use high quality website.

Marjan Krašna and et.al [3] are developed website content for teaching found the most frequently used content type which user selected on e-learning website

are PDF file, Microsoft Word, and Microsoft PowerPoint. In addition, the most of students take notes and study their lesson by using slides presentation of Microsoft PowerPoint, and it is an easily tool on learning website for student which have different learning styles and difference resources format such as text, audio and video, etc.

Article of S.Malik and A.Agarwa [5] studied about multimedia using in educational. They found the best of content for learning is multimedia because it is a new education tool, high performance, attractive and flexible for learner due to multimedia resources consist of images, animation, sound and colorful, then, multimedia is the most popular learning tools and it is educational technology presently.

III. METHODOLOGY

A. Population and Sample

Sample of this paper is 100 learner from difference faculty and college in Dhurakij Pundit University, Thailand

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.

C. Methodology

At first, we developed learning web application and personality questionnaire system for collected participant data. Next is invited student to join and the last one is getting data to study about the relationship between file format of content and student personality.

D. Objectives

Difference characteristic learners satisfy difference content file format on learning website.

IV. FINDING AND DISCUSSION

The questionnaire which personality testing questions from The Big Five Inventory: BFI Theory are shown on learning website. When learner open the learning website on first time, they have to input their personal information on website and they must do the personality questionnaire testing. Example of testing questions on learning system are shown on Figure 2

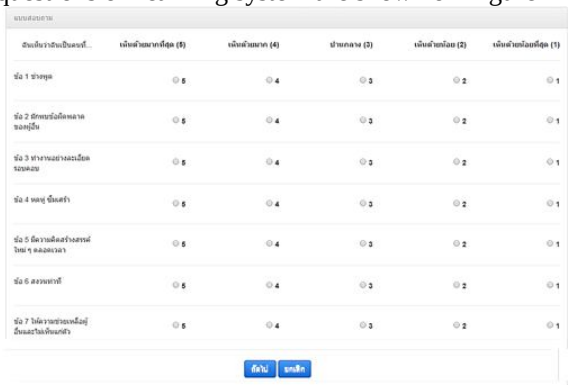


Figure. 2 Personality Testing Questions

Quantity and gender of 100 participants from 5 college and 6 faculty in Dhurakij Pundit University are show on table 1. We have 29 males and 71 females from different college and faculty to visited learning website and they input their information into the form which display on website.

Table 1. Learner information university website in

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 personality testing questionnaires consist of 18 Extraversion learners , 27 Agreeableness learners, 19 Conscientiousness learners, 12 Neuroticism learners and 24 Openness learners and details of result are show on table 2.

Table 2. Classification of Personality

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

Classification of personality group by college or faculty are show on table 3. Learning website is web portal of learning resources, Type of content in that consist of PDF file, Video Clip file and Interactive Multimedia file.

Table 3. Classification of Personality group by College or Faculty

Faculty	Extraversion	Agreeableness	Conscientiousness	Neuroticism	Openness	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 Predeepanomyong	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**

Screen of learning website which developed to collect data about content type file format are shown on figure 3. The web application have only Thai language and it counts quantity of file when learner click on file type.



Figure. 3 Screen of web application

Learner who have personality like dominance submissiveness, person who have relationship between a person, give the most of time to society, the person who have highly leadership, be full of self confidence, be enthusiastic, energetic and optimistic view and download PDF file more than other file. The most type of content which all learner personality is PDF file, next is Video clip file and the last one is Interactive multimedia file and the details are illustrate on table 4.

Table 4. The total view of differentiate content file and personality

Characteristic	PDF File	Video Clip File	Interactive Multimedia File	Total
Extraversion	12	3	3	**18**
Agreeableness	7	7	13	**27**
Conscientiousness	10	6	3	**19**
Neuroticism	3	4	5	**12**
Openness	8	11	5	**24**
Total	**40**	**31**	**29**	**100**

From table 4, the system on website count all click which learner clicking to download file but table 5 is show the first of content format which learner click when they start download the content. It count only the first time. The most of file format is PDF file next is Video clip file and the last one is Interactive multimedia file.

Table 5. The number of first file when learner start to download their resources

Characteristic	PDF File	Clip Video File	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**

CONCLUSION

As the result from learning website, 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, person who have relationship between a person, give the most of time to society, the person who have highly leadership, be full of self confidence, be enthusiastic, energetic and incitement control, and person who will be achieved, self discipline, the person who can be organized in good time and eager. are using the same content on learning website. 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 file for learning. The last one of content type which person who is a social adaptability or likeability person. This personality defines the norms of a person's lifestyle, the person who sees the worth of other, comprehend others, aspire to help everyone, ability to adapt and follow people demand. 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. As the result of first file format which learner click when they want to download the resources will help teacher or lecturer to

consider about personality and type of content file format.

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