Framing of Facebook: Understanding New Media & Impact on Thai Society

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Contents:

- Introduction
- Theoretical Framework
- Thai Social Media Phenomena
- Focus: Framing on Facebook towards audiences
- Case studies:
  - Resistant Citizen
  - Sasin Chalermlarp
  - The Rabbish Collection Organization
Framing on Facebook
Case studies on Thai virtual public sphere
Theoretical Framework

- Societal Issues*
- Everyday Life
- Framing

Real World
(Individual/ Front stage)

Facebook
(Individual/ Front stage)

Real World
(Collective/ Back stage)
Means of communication

• **Students’ revolution 1973, 1976**
  People, Flyers, Newspapers, Interpersonal Communication

• **‘Black May’ 1992**
  Mobile Phones, Faxes

• **Yellow Shirts (PAD) 2005 - 2008**
  Satellite Television (ASTV, Sonthi Limthongkul)

• **Red Shirts (UDD) 2009 - 2010**
  Satellite Television (PTV, Thaksin Shinawatra)

• **Since ‘Black Songkran’ 2010 until present**
  New Social Media: Facebook, Twitter, Blogs
  (Citizen Media)
Towards the new public spheres
New social media

Characteristics

• Interactivity
• Not restricted in time and space
• Two-way Communication
• Mobility
• Compactable
• Digitalization
• Convertibility
• Connectivity
• Speed of Communication
• Absence of boundaries
### Countries with the Largest Number of Active Facebook Users

<table>
<thead>
<tr>
<th>#</th>
<th>Top Countries</th>
<th>Users</th>
<th>% Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>01</td>
<td>United States</td>
<td>214,000,000</td>
<td>11%</td>
</tr>
<tr>
<td>02</td>
<td>India</td>
<td>191,000,000</td>
<td>10%</td>
</tr>
<tr>
<td>03</td>
<td>Brazil</td>
<td>122,000,000</td>
<td>7%</td>
</tr>
<tr>
<td>04</td>
<td>Indonesia</td>
<td>106,000,000</td>
<td>6%</td>
</tr>
<tr>
<td>05</td>
<td>Mexico</td>
<td>76,000,000</td>
<td>4%</td>
</tr>
<tr>
<td>06</td>
<td>Philippines</td>
<td>60,000,000</td>
<td>3%</td>
</tr>
<tr>
<td>07</td>
<td>Turkey</td>
<td>48,000,000</td>
<td>3%</td>
</tr>
<tr>
<td>08</td>
<td>Thailand</td>
<td>46,000,000</td>
<td>2%</td>
</tr>
<tr>
<td>09</td>
<td>Vietnam</td>
<td>46,000,000</td>
<td>2%</td>
</tr>
<tr>
<td>10</td>
<td>United Kingdom</td>
<td>42,000,000</td>
<td>2%</td>
</tr>
</tbody>
</table>

### Cities with the Largest Number of Active Facebook Users

<table>
<thead>
<tr>
<th>#</th>
<th>Top Cities</th>
<th>Users</th>
<th>% Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>01</td>
<td>Bangkok</td>
<td>24,000,000</td>
<td>1.3%</td>
</tr>
<tr>
<td>02</td>
<td>Mexico City</td>
<td>19,000,000</td>
<td>1.0%</td>
</tr>
<tr>
<td>03</td>
<td>Dhaka</td>
<td>16,000,000</td>
<td>0.9%</td>
</tr>
<tr>
<td>04</td>
<td>Jakarta</td>
<td>16,000,000</td>
<td>0.9%</td>
</tr>
<tr>
<td>05</td>
<td>Istanbul</td>
<td>14,000,000</td>
<td>0.7%</td>
</tr>
<tr>
<td>06</td>
<td>Cairo</td>
<td>13,000,000</td>
<td>0.7%</td>
</tr>
<tr>
<td>07</td>
<td>Sao Paulo</td>
<td>12,000,000</td>
<td>0.6%</td>
</tr>
<tr>
<td>08</td>
<td>New Delhi</td>
<td>12,000,000</td>
<td>0.6%</td>
</tr>
<tr>
<td>09</td>
<td>Lima</td>
<td>11,000,000</td>
<td>0.6%</td>
</tr>
<tr>
<td>10</td>
<td>Ho Chi Minh</td>
<td>9,700,000</td>
<td>0.5%</td>
</tr>
</tbody>
</table>

**Sources:** Extrapolation of Facebook data, January 2017. **Note:** % Total represents the percentage share of total global Facebook monthly active users.
THAILAND
A SNAPSHOT OF THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS

TOTAL POPULATION
68.22 MILLION
URBANISATION: 52%

INTERNET USERS
46.00 MILLION
PENETRATION: 67%

ACTIVE SOCIAL MEDIA USERS
46.00 MILLION
PENETRATION: 67%

MOBILE SUBSCRIPTIONS
90.94 MILLION
vs. POPULATION: 133%

ACTIVE MOBILE SOCIAL USERS
42.00 MILLION
PENETRATION: 62%

SOURCES: POPULATION: UNITED NATIONS; U.S. CENSUS BUREAU; INTERNET: INTERNETWORLDSSTATS; ITU; INTERNETLIVESTATS; CIA WORLD FACTBOOK; FACEBOOK; NATIONAL REGULATORY AUTHORITIES; SOCIAL MEDIA AND MOBILE SOCIAL MEDIA: FACEBOOK; TENCENT; VKONTakte; LIVEINTERNET.RU; KAKAO; NAVER; NIKI; ACHME; CAFEBAZAAR; SIMILARWEB; DINO; EXTRAPOLATION OF TNS DATA; MOBILE: GSMA INTELLIGENCE; EXTRAPOLATION OF EMARKETER AND ERICSSON DATA.
TIME SPENT WITH MEDIA
SURVEY-BASED DATA: FIGURES REPRESENT RESPONDENTS' SELF-REPORTED ACTIVITY

AVERAGE DAILY USE
OF THE INTERNET
VIA A PC OR TABLET

AVERAGE DAILY USE
OF THE INTERNET
VIA A MOBILE PHONE

AVERAGE DAILY USE
OF SOCIAL MEDIA
VIA ANY DEVICE

AVERAGE DAILY
TELEVISION
VIEWING TIME

8H 49M

4H 14M

2H 48M

2H 26M

SOURCES: GLOBALWEBINDEX, Q3 & Q4 2016. BASED ON A SURVEY OF INTERNET USERS AGED 16-64.
FACEBOOK USAGE ANALYSIS
A BREAKDOWN OF FACEBOOK USERS BY DEVICE, FREQUENCY OF USE, AND GENDER OF USER

TOTAL NUMBER OF MONTHLY ACTIVE FACEBOOK USERS: 46.00 MILLION

PERCENTAGE OF FACEBOOK USERS ACCESSING VIA MOBILE: 91%

PERCENTAGE OF FACEBOOK USERS USING FACEBOOK EACH DAY: 63%

PERCENTAGE OF FACEBOOK PROFILES DECLARED AS FEMALE: 49%

PERCENTAGE OF FACEBOOK PROFILES DECLARED AS MALE: 51%

SOURCES: EXTRAPOLATION OF FACEBOOK DATA, JANUARY 2017.
MOST ACTIVE SOCIAL MEDIA PLATFORMS
SURVEY-BASED DATA: FIGURES REPRESENT USERS' OWN CLAIMED / REPORTED ACTIVITY

FACEBOOK: 65%
YOUTUBE: 64%
LINE: 53%
FB MESSENGER: 48%
INSTAGRAM: 44%
GOOGLE+: 41%
TWITTER: 40%
LINKEDIN: 23%
WECHAT: 20%
PINTEREST: 18%
WHATSAPP: 18%
TUMBLR: 16%

SOCIAL NETWORK
MESSAGER / CHAT APP / VOIP

SOURCES: GLOBALWEBINDEX, Q3 & Q4 2016. BASED ON A SURVEY OF INTERNET USERS AGED 16-64. NOTE: DATA HAS BEEN REBASED TO SHOW TOTAL NATIONAL PENETRATION. PENETRATION FIGURES BASED ON POPULATION DATA FROM THE UNITED NATIONS AND THE U.S. CENSUS BUREAU.
**Profile of Facebook Users**

Breakdown of the country's Facebook's users by age and gender, in millions.

<table>
<thead>
<tr>
<th>AGE</th>
<th>TOTAL</th>
<th>FEMALE</th>
<th>MALE</th>
</tr>
</thead>
<tbody>
<tr>
<td>TOTAL</td>
<td>46,000,000</td>
<td>49%</td>
<td>51%</td>
</tr>
<tr>
<td>13 - 17</td>
<td>4,400,000</td>
<td>5%</td>
<td>5%</td>
</tr>
<tr>
<td>18 - 24</td>
<td>14,770,000</td>
<td>15%</td>
<td>16%</td>
</tr>
<tr>
<td>25 - 34</td>
<td>13,730,000</td>
<td>14%</td>
<td>15%</td>
</tr>
<tr>
<td>35 - 44</td>
<td>7,280,000</td>
<td>8%</td>
<td>8%</td>
</tr>
<tr>
<td>45 - 64</td>
<td>3,330,000</td>
<td>4%</td>
<td>4%</td>
</tr>
<tr>
<td>55 - 64</td>
<td>1,670,000</td>
<td>2%</td>
<td>2%</td>
</tr>
<tr>
<td>65+</td>
<td>1,060,000</td>
<td>1%</td>
<td>1%</td>
</tr>
</tbody>
</table>

Sources: Extrapolation of Facebook data, January 2017. Notes: The 'TOTAL' column of the inset table shows original values, while graph values have been divided by one million. Table percentages represent the respective gender and age group's share of total national Facebook users. Table values may not sum exactly due to rounding in the source data.
WEEKLY ONLINE ACTIVITIES BY DEVICE
SURVEY-BASED DATA: FIGURES REPRESENT RESPONDENTS’ SELF-REPORTED ACTIVITY

CHECK EMAIL
SMARTPHONE: 9%
COMPUTER: 4%
TABLET: 3%

VISIT A SOCIAL NETWORK
SMARTPHONE: 76%
COMPUTER: 19%
TABLET: 10%

USE A SEARCH ENGINE
SMARTPHONE: 39%
COMPUTER: 14%
TABLET: 7%

LOOK FOR PRODUCT INFORMATION
SMARTPHONE: 17%
COMPUTER: 7%
TABLET: 4%

LISTEN TO MUSIC
SMARTPHONE: 22%
COMPUTER: 6%
TABLET: 3%

SOURCES: GOOGLE CONSUMER BAROMETER, JANUARY 2017. FIGURES BASED ON RESPONSES TO A SURVEY. NOTE: DATA REPRESENTS ADULT RESPONDENTS ONLY; PLEASE SEE THE NOTES AT THE END OF THIS REPORT FOR MORE INFORMATION ON GOOGLE’S METHODOLOGY AND THEIR AUDIENCE DEFINITIONS.
Social media in Thailand

Major purposes

• The standing points on certain issues
• Support ideologies
• Broadcast news and information
• Increase activities
• Change from online to offline or to real world activities
Participatory Culture: UGC – User Generate Content/ Citizen Journalist

Bomb at Saladeang 23.04.10 on the way to my office

 меньฝายจุดสู่ที่นั่งในเด็กเนื่อง
นี้ผ่านramerกับหน้าที่

Lee รอดด้วยชีวิตไม่ติดต่อกล่าว

Like · Comment · Share

เสด็จบรรเลง ณ ที่เกิดเหตุ

Like · Comment · Share

ไปหาที่เกิดเหตุงาน

Like · Comment · Share

เป็นผู้ช่วยเดินทางอย่างผู้ผลิตใต้สติ

Like · Comment · Share

YouTube Channel

Like · Comment · Share

 timezone: 2010 2011

Like · Comment · Share

刊年: 2010

Like · Comment · Share

Like · Comment · Share

Like · Comment · Share

Like · Comment · Share

Like · Comment · Share

Like · Comment · Share
Framing on Facebook
Case studies on Thai virtual public sphere
رابط 26 ปี
สิบ ผางมะละกอ
31 สิงหาคม ถึง 1 กันยายน 2559
ณ เตรียมทหารพันธุ์ลัทธิป่าหัวเขาแก่
Standpoints
• Call upon society’s attention on the credibility of EHIA

Audiences
• Bangkok Middle Class
Section 67. The right of a person to participate with State and communities in the preservation and exploitation of natural resources and biological diversity and in the protection, promotion and conservation of the quality of the environment for usual and consistent survival in the environment which is not hazardous to his health and sanitary condition, welfare or quality of life, shall be protected appropriately.

Any project or activity which may seriously affect the quality of the environment, natural resources and biological diversity shall not be permitted, unless its impacts on the quality of the environment and on health of the people in the communities have been studied and evaluated and consultation with the public and interested parties have been organised, and opinions of an independent organisation, consisting of representatives from private environmental and health organisations and from higher education institutions providing studies in the field of environment, natural resources or health, have been obtained prior to the operation of such project or activity.

The right of a community to sue a government agency, State agency, State enterprise, local government organisation or other State authority which is a juristic person to perform the duties under this section shall be protected.
ประท้วงที่
Facebook Strategies

• Create content
• Post
• Share
• Check in the route
• Live report the walk
• Updated activities
**Environmental Issue**

**Real World**

*(Collective/Back stage)*

**Activities**
- walk from Mae Wong
- report the walk

**Frame** *(Msg.conveyed)*
- disagree with Mae Wong Dam
- misled info EHIA report

**Social Capital**
- Network of former work (env. org., media.)
- Environmental influencer
- Experiences in Envi.
- Former EHIA committee

**Economic Capital**
- Support from network i.e. budget facilitate

**Cultural Capital**
- the development of smartphone function (users friendly)
- development of 3G
เลือกตั้งที่ลึก
14 กุมภาพันธ์ 2558
16.00 - 18.00 น.
หอศิลปจ ถนน.

เลือก ภูริภานตัง นาค สำนัง
ด้วย หรูงงเจ้าไอ้ ชื่น
ที่ มาตราง่าหาหา ไรสัน เซยเกย
ลัก รักไปเรื่อยเกี่ยว วอนเจ้า สำนัก

แปลยุทธกรรมไม่มา
กอดนิษฐาไปหัน

ผลเนื้อรองรุกเดิน
Standpoints

• Individual freedom & right
• Ask for change in various aspect
  • citizen
  • civic
  • equality
  • human right

• Democratic progression
• No faith in Amnart
• Trust in the rule of law/soverignty
• Freedom of speech
• Anti – Coup detat
Facebook Strategies

• Create content
• Post
• Share
• Report news
• Updated activities
**Political Issue**

Coup 2014

---

**Every Life**

**Social Capital**
- Network of former work (media.)
- Political/social influencers
- Experiences in non-violence demonstration
  - Know the borderline

**Economic Capital**
- Support from political networks, individual

**Cultural Capital**
- Professional techniques launching mediation
  - Development of 3G

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**Real World**

*Collective/Back stage*

**Frame** *(Msg. conveyed)*
- Disagree with the Coup
- Ask for freedom of expression

**Activities**
- Gather against the Coup
- Report the activities
**Chapter II: The King**

**Article 8.** The King shall be enthroned in a position of revered worship and shall not be violated. No person shall expose the King to any sort of accusation or action.

**Chapter IV: Duties of the Thai People**

**Article 70.** Every person shall have a duty to uphold the Nation, religions, the King, and the democratic regime of government with the King as Head of the State under this Constitution.

**Part 11: Liberty to Assemblage and Association**

**Article 64.** A person shall enjoy the liberty to unite and form and association, union, league, cooperative, farmers group, private development organization or any other group.
Article 112. Whoever, defames, insults or threatens the King, the Queen, the Heir-apparent or the Regent, shall be punished with imprisonment of three to fifteen years.
Chapter II: OFFENCES AGAINST THE INTERNAL SECURITY OF THE KINGDOM

Article 116. Whoever makes an appearance to the public by words, writings or any other means which is not an act within the purpose of the Constitution or for expressing an honest opinion or criticism in order:

1. To bring about a change in the Laws of the Country or the Government by the use of force or violence;
2. To raise unrest and disaffection amongst the people in a manner likely to cause disturbance in the country; or
3. To cause the people to transgress the laws of the Country, shall be punished with imprisonment not exceeding seven years.
Standpoints

• Protect and maintain the monarchy by all means
• Ask for punishment for those who considered as threat to the nation
Individual/Front stage

Real World (Collective/Back stage)

Economic Capital
- Owner of the hospital

Social Capital
- Royalty
- Social Influencer
- Experiences as former military

Cultural Capital
- 3-pillar of Thai society

Frame (Msg. conveyed)
- Protect the Monarchy
- Enforce the punishment to the threat of Nation

Activities
- Train the members
- Report the threat of Nation

National Security Issue