



Factors Influencing Political Perspectives in a Changing Society: Case Study Bangkok, Thailand

Sipnarong Kanchanawongpaisan¹, Zhou Fei^{2*}, Zheng Zeyu³, Mcxin Tee⁴, Liangyan Lu⁵

¹Faculty of Engineering and Technology, Shinawatra University Thailand

Email: sipnarong.siu.ac.th - **ORCID:**0009-0000-7969-193X

²Shinawatra University Thailand

*** Corresponding Author Email:** pricechow@siu.ac.th - **ORCID:**0000-0002-3753-9224

³Faculty of Education, Shinawatra University, Thailand

Email: 18781911172@163.com - **ORCID:**0009-0008-2514-1885

⁴Faculty of Business and Communications, INTI International University, Malaysia

Email: mcxin.tee@newinti.edu.my - **ORCID:**0000-0001-7990-8377

⁵Accounting and Finance Department, Yunnan College of Business Management, China

Email: lly@ynjgy.edu.cn - **ORCID:**0009-0003-3069-1033

Article Info:

DOI: 10.22399/ijcesn.1788

Received : 02 February 2025

Accepted : 08 April 2025

Keywords :

Political Perspective,
Civic engagement,
Media influence.

Abstract:

This study investigates the behavioral and perceptual factors that influence the political perspectives of residents in Bangkok, Thailand. In an era of rapid digital transformation and evolving civic engagement, traditional demographic determinants of political orientation are being increasingly supplemented by dynamic influences, including media consumption, political participation, trust in information sources, and individual interest in politics. Employing a quantitative research design, data were collected from 400 respondents using a stratified random sampling technique across all 50 districts of Bangkok. A structured questionnaire was used to measure six key independent variables: political news consumption, political participation, trust in political information sources, perceived political efficacy, social media usage for political engagement, and interest in national politics. Multiple regression analysis was applied to examine the predictive power of these variables on political perspective.

The results revealed that interest in national politics, political participation, trust in political information, and news consumption had a significant influence on political perspectives. At the same time, social media usage showed a marginal effect, and perceived efficacy had no significant impact. These findings suggest that in Bangkok's urban context, political attitudes are shaped more by active engagement and trust in information than by one's self-perceived influence over political processes. The study contributes to the growing body of knowledge on political behavior in Southeast Asia, highlighting the importance of fostering credible information environments and participatory opportunities to support democratic development. Implications for civic education, media policy, and future research are also discussed.

1. Introduction

Political perspectives continually evolve and are shaped by a range of social, psychological, and contextual factors. In urban centers like Bangkok, where the intersection of tradition, modernity, and digital transformation is particularly intense, individuals are frequently exposed to diverse political narratives that influence their ideological orientations and civic behaviors [1]. As Thai

society experiences rapid socio-political changes, traditional determinants of political perspective such as age, education, and income are increasingly accompanied by more dynamic factors, including political participation, trust in information sources, social media engagement, and news consumption [2,3].

As Thailand's political and economic hub, Bangkok presents a unique landscape for analyzing political behavior. The city's population is diverse in terms

of socioeconomic status, digital literacy, and access to political information. Urban citizens often engage with political discourse through digital platforms, creating new patterns of participation that differ from rural or conservative regions [4]. The widespread use of social media has accelerated this shift, giving rise to new forms of civic engagement and activism, particularly among younger generations [5].

In Bangkok, the frequency of political news consumption plays a crucial role in shaping political perspectives [6]. Citizens who actively follow political developments are more likely to possess higher levels of political efficacy and to evaluate public policy critically. Additionally, trust in political information sources is a significant concern in the Thai context, where misinformation and media bias have contributed to public skepticism toward political institutions [7]. Trustworthy information is essential for forming coherent and informed political views. Perceived political efficacy, the belief that one's political actions can make a difference, also significantly influences how individuals engage with politics in Thailand. Studies show that empowered citizens are likelier to participate in elections, attend demonstrations, or express their opinions on social media [8]. Moreover, formal and informal political participation serves as a mechanism for reinforcing political identity and values [9].

Although existing studies have explored the influence of demographics and digital media on political behavior in Thailand, there is a lack of comprehensive research examining behavioral and perceptual factors, such as political efficacy, trust in information, and interest in national politics, as predictors of political perspectives, particularly in Bangkok. Most studies emphasize youth activism, election behavior, or rural-urban divides but do not integrate these modern psychological and media-related variables into a unified model suitable for regression analysis.

This study addresses this gap by providing an integrative analysis of the key behavioral drivers that influence citizens' political perspectives in Bangkok. By focusing on variables such as political news consumption, political participation, perceived political efficacy, trust in political information, and social media engagement, the study provides a modern, urban-centered framework for understanding political behavior. The findings are expected to contribute to academic literature in political science and communication studies while also offering practical insights for policymakers, educators, and civic organizations seeking to foster informed and active citizenship in Thailand's digital era.

1.1 Research Objectives

- To examine the levels of political perspective and its associated factors—including political news consumption, political participation, trust in political information sources, perceived political efficacy, social media usage, and interest in national politics—among residents in Bangkok.
- To analyze the relationships between political perspective and the identified independent variables using correlational and regression techniques.
- To predict political perspective based on the combined influence of political news consumption, political participation, trust in information sources, perceived efficacy, social media usage, and political interest.

1.2 Research Hypothesis

H1: Political news consumption significantly predicts political perspective among Bangkok residents.

H2: Political participation has a significant predictive relationship with political perspective among residents of Bangkok.

H3: Trust in political information sources has a significant predictive relationship with political perspective among residents of Bangkok.

H4: Perceived political efficacy significantly predicts political perspective among residents of Bangkok.

H5: Social media usage for political engagement significantly predicts political perspective among Bangkok residents.

H6: Interest in national politics significantly predicts political perspective among Bangkok residents.

1.3 Literature Review

Political Perspectives and Political Socialization Theory

A political perspective refers to an individual's ideological stance on political issues, systems, and values. According to Political Socialization Theory, these perspectives are acquired and shaped over time through various agents, including family, education, peers, and, especially, the media [10]. In a rapidly urbanizing society like Bangkok, where individuals are exposed to a mix of traditional and digital influences, political socialization is increasingly mediated by online platforms and current political events. Political views are no longer fixed but evolve based on ongoing exposure

to news, participation in discourse, and trust in institutions [11]. This theory provides a foundation for understanding how modern behavioral and perceptual factors influence the development of political attitudes.

Political News Consumption and Agenda-Setting Theory

Agenda-setting theory posits that while the media may not dictate what people think, it significantly influences what people think about [12]. News media prioritize specific topics, effectively shaping the public's perception of what is important. In the context of Bangkok, where citizens have access to both state-influenced and independent news sources, the frequency of political news consumption can heavily influence one's political perspective. Empirical studies show that regular exposure to political news contributes to stronger political awareness, opinion formation, and ideological stability [13]. Therefore, political news consumption is a crucial behavioral factor grounded in media influence theory.

Social Media Usage and Uses and Gratifications Theory (UGT)

Uses and Gratifications Theory explains media usage as an active process in which individuals seek content that satisfies their personal needs, such as information, social interaction, or identity expression [14]. Social media has become a powerful political tool in Thailand, providing users with access to real-time information, alternative narratives, and opportunities to engage in political discussions. Research indicates that social media use enhances political engagement, especially among younger citizens, by fulfilling informational and expressive needs [15]. In Bangkok's digital society, the frequency and purpose of political social media use can significantly influence one's political awareness and ideological orientation.

Trust in Political Information and Political Socialization Theory

Trust in political information sources, whether from traditional media, social media, or official government channels, is a key element of political socialization. According to Political Socialization Theory, repeated exposure to trusted political content reinforces beliefs and shapes long-term perspectives [16]. In the Thai context, where media fragmentation and misinformation are prevalent, trust serves as a critical filter through which citizens form their political opinions. Studies have found that individuals who distrust political information are more likely to disengage or adopt

extreme views, while those with high trust develop coherent and informed political perspectives [17].

Perceived Political Efficacy and Political Efficacy Theory

Political Efficacy Theory distinguishes between internal efficacy, which refers to the belief in one's ability to understand politics, and external efficacy, which refers to the belief that political systems respond to citizens' needs [18]. High perceived political efficacy has been linked to increased political participation, a more substantial ideological commitment, and greater civic confidence. In urban areas like Bangkok, where political events often capture public attention, political efficacy plays a crucial role in shaping political attitudes. Individuals who feel politically effective are more likely to vote, protest, or engage in advocacy, reinforcing their political perspectives over time [8].

Political Participation and Civic Voluntarism Model (CVM)

The Civic Voluntarism Model [19] identifies three core resources for political participation: motivation, civic skills, and access to opportunities. Political participation, whether through voting, petitioning, or engaging in political conversations, provides individuals with a channel to express and reinforce their beliefs. In Bangkok, where political mobilization is increasingly digital, traditional barriers to participation are reduced. Research shows that political participation not only reflects existing perspectives but also deepens them by encouraging critical engagement and identity formation [20].

2. Methodology

2.1 Research Design

This study employed a quantitative research design, utilizing a cross-sectional survey method, to investigate the behavioral and perceptual factors influencing political perspectives among residents in Bangkok, Thailand. A structured questionnaire served as the primary data collection instrument. The study employed Multiple Regression Analysis (MRA) to examine the relationship between six independent variables: political news consumption, political participation, trust in political information sources, perceived political efficacy, social media usage, and interest in national politics, and the dependent variable, political perspective. Figure 1 is conceptual model in the study.

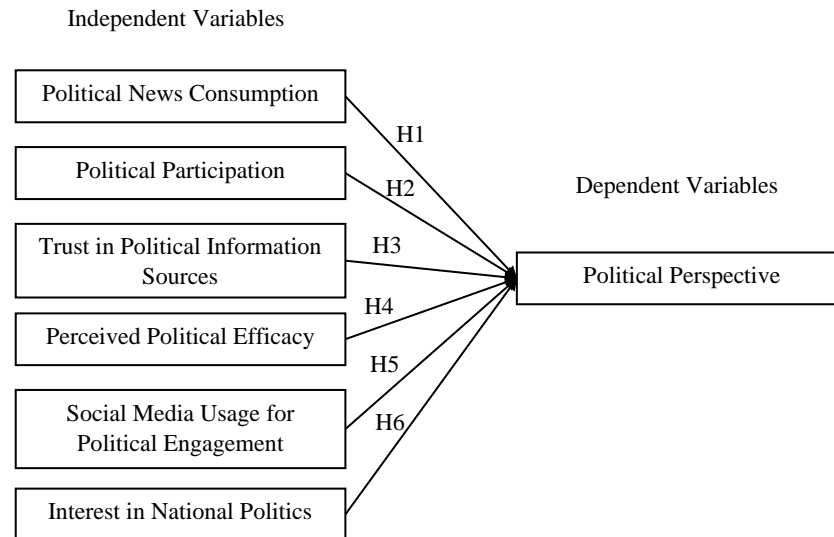


Figure 1. Conceptual Model

2.2 Population and Sample

The study population consisted of Bangkok residents aged 18 years and older, who were eligible to participate in political processes and had access to political information through traditional or digital platforms.

The minimum required sample size was determined using G*Power software, assuming an effect size of $f^2 = 0.15$, a significance level (α) of 0.05, a power of 0.95, and six predictors, which resulted in a required sample size of 138 respondents [21]. However, to enhance statistical reliability and generalizability, 400 completed responses were collected.

A stratified random sampling technique was employed to ensure diverse and representative coverage across Bangkok's 50 districts. The sample was first stratified by district, with the number of respondents in each district determined proportionally to its population size using official demographic data from the Bangkok Metropolitan Administration (BMA). Within each district, further stratification was applied based on age (18–30, 31–50, and 51 years and above) and gender, aiming for balanced representation across these subgroups. Respondents were randomly selected within each stratum using randomized distribution techniques. Both online and offline survey methods were employed; online surveys were distributed through geo-targeted social media channels, while offline surveys were administered in public locations, including district offices, markets, and community centers. This approach enhanced the generalizability and validity of the findings while minimizing sampling bias.

2.3. Research Instrument

The research instrument was a structured questionnaire designed using 5-point Likert scales (1 = Strongly Disagree to 5 = Strongly Agree). The questionnaire was developed based on the conceptual framework and supported by existing literature. It was divided into three sections:

Section A: Demographic profile (e.g., age group, gender, occupation)

Section B: Independent Variables

- Political News Consumption
- Political Participation
- Trust in Political Information Sources
- Perceived Political Efficacy
- Social Media Usage for Political Engagement
- Interest in National Politics

Section C: Dependent Variable

- Political Perspective

2.4. Validity and Reliability

Content validity was established through expert review by three academic professionals in political science and public administration. Based on their feedback, revisions were made to ensure content clarity and relevance.

A pilot study was conducted with 30 participants from an urban community outside of the primary sampling area to pre-test the questionnaire for clarity and usability.

Cronbach's Alpha was calculated to assess the internal consistency of each construct. All variables achieved reliability coefficients greater than 0.70, indicating acceptable levels of internal consistency.

2.5 Data Collection Procedures

Data collection was conducted through both online surveys (distributed via Google Forms) and in-person questionnaire distribution at public venues, including parks, educational institutions, and local community centers, across various districts in Bangkok. Respondents were informed about the purpose of the study, and they provided informed consent prior to participation. Anonymity and confidentiality were strictly maintained throughout the data collection process.

2.6 Data Analysis

Data were coded and analyzed using IBM SPSS Statistics version 26. Descriptive statistics, including frequency, percentage, mean, and standard deviation, were used to describe the characteristics of the respondents and their responses.

The core analysis used Multiple Regression Analysis (MRA) to examine the predictive power of the six independent variables on the dependent variable political perspective. Prior to analysis, the assumptions of MRA (including normality, linearity, multicollinearity, and homoscedasticity) were tested and confirmed.

2.7 Ethical Considerations

The research was conducted in accordance with established ethical research standards. Ethical approval was obtained from the university's research ethics committee. Participation was voluntary, and respondents had the right to withdraw at any time. All collected data were kept confidential and used solely for research purposes.

3. Results

A total of 400 respondents from all 50 districts (khet) in Bangkok participated in the study, with samples proportionally allocated based on district population size. The gender distribution was nearly balanced, comprising 51.3% female and 48.7% male. In terms of age, 34.5% of respondents were between 18 and 30 years old, 42.0% were aged 31 to 50 years, and 23.5% were over 51 years old. Regarding education, 62.8% held a bachelor's degree, 25.6% had completed high school, and 11.6% had attained postgraduate qualifications. Occupations varied, with 38.0% employed in the private sector, 22.5% in the public sector, 18.0% as students, 12.5% self-employed, and 9.0% categorized as retirees or in other categories. This diverse demographic composition ensured a representative sample of Bangkok's urban population, suitable for the study's analysis of political perspectives.

Table 1. The Pearson's correlation coefficients for the relationships between the Independent and Dependent variables

Pearson's Correlation	1	2	3	4	5	6	7
Political News Consumption	(.875)	.488**	.224**	.206**	.406**	.336**	.407**
Political Participation		(.874)	.336**	.291**	.389**	.455**	.476**
Trust in Political Information			(.838)	.620**	.482**	.472**	.424**
Perceived Political Efficacy				(.868)	.501**	.449**	.305**
Social Media Usage					(.847)	.530**	.444**
Interest in National Politics						(.867)	.551**
Political Perspective							(.867)
Min	4.00	4.00	4.00	4.00	4.00	4.00	4.00
Max	4.67	4.67	4.61	4.67	4.67	4.73	4.67

Table 1 presents the Pearson's correlation coefficients among the study variables, indicating that all independent variables had positive and statistically significant relationships with the dependent variable, political perspective ($p < .01$). The strongest correlation was found between interest in national politics and political perspective ($r = .551$), followed by political participation ($r = .476$), social media usage ($r = .444$), trust in political information sources ($r = .424$), political news consumption ($r = .407$), and perceived political efficacy ($r = .305$). These findings suggest that as levels of these independent variables increase, so does the level of political perspective.

All variables also demonstrated acceptable to high internal consistency, with Cronbach's alpha values ranging from .838 to .875. Moreover, no correlation exceeded the threshold of 0.80, indicating no concerns about multicollinearity and supporting the suitability of these variables for inclusion in the multiple regression analysis.

Table 2. Model Summary

Model	R	R Square	Std. Error of Estimate	Dublin-Watson	F	Sig.
1	.647	.418	.24435	1.954	45.850	.000

Table 2 indicates that the multiple regression model was statistically significant and accounted for a meaningful proportion of the variance in the dependent variable, Political Perspective. The multiple correlation coefficient (R) is .647, indicating a moderate to strong positive relationship between the set of independent variables and the political perspective. The coefficient of determination (R^2) is .418, which means that approximately 41.8% of the variance in political perspective can be explained by the six independent variables: political news consumption, political participation, trust in political information sources, perceived political efficacy, social media usage,

and interest in national politics. The standard error of the estimate is .24435, suggesting a moderate level of deviation between the predicted and observed values. Additionally, the Durbin-Watson statistic is 1.954, which falls within the acceptable range of 1.5 to 2.5, indicating that there is no significant autocorrelation in the model's residuals. The F-value is 45.850, with a significance level (p-value) of 0.000, confirming that the overall regression model is statistically significant ($p < 0.001$) and that the independent variables, collectively, reliably predict the dependent variable.

Table 3. Coefficients model of Political Perspective

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	b	Std. Error	β			Tolerance	VIF
(Constant)	.916	.159		5.762	.000		
PNC	.121	.038	.146	3.148	.002	.703	1.422
PP	.159	.041	.185	3.828	.000	.652	1.533
TPI	.153	.043	.186	3.531	.000	.548	1.824
PPE	-.064	.039	-.086	-1.639	.102	.552	1.811
SNU	.084	.044	.099	1.909	.057	.567	1.762
INP	.281	.045	.316	6.255	.000	.595	1.680

Table 3 presents the regression coefficients for each independent variable in the model predicting political perspective. Among the six predictors, Interest in National Politics (INP) had the most substantial positive influence on political perspective ($\beta = .316$, $p < .001$), indicating that higher levels of political interest significantly enhance individuals' political viewpoints. This was followed by Political Participation (PP) ($\beta = 0.185$, $p < 0.001$) and Trust in Political Information Sources (TPI) ($\beta = 0.186$, $p < 0.001$), both of which were statistically significant predictors. Political News Consumption (PNC) also showed a significant positive relationship ($\beta = .146$, $p = .002$), supporting its role as a meaningful predictor of political awareness and orientation. Social Media Usage (SNU) approached significance ($\beta = 0.099$, $p = 0.057$), suggesting a possible effect, although not at the conventional $p < 0.05$ threshold. In contrast, Perceived Political Efficacy (PPE) did not significantly predict political perspective ($\beta = -.086$, $p = .102$), suggesting that self-perceived influence over politics may not directly impact viewpoint formation in this context. Multicollinearity diagnostics revealed tolerance values ranging from .548 to .703 and VIF values between 1.422 and 1.824, indicating that multicollinearity was not a concern and that the predictors operated independently within the model.

Based on the unstandardized coefficients from the multiple regression analysis, the predictive model for Political Perspective (PP) among Bangkok residents can be expressed as follows:

3.1 Regression Model of Political Perspective

The results of the multiple regression analysis can be expressed through the following regression equation:

$$\hat{y} = \beta_0 + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \beta_4 X_4 + \beta_5 X_5 + \beta_6 X_6$$

Substituting the unstandardized coefficients, the predictive model becomes:

$$\hat{y} = 0.916 + 0.121X_1 + 0.159X_2 + 0.153X_3 - 0.064X_4 + 0.084X_5 + 0.281X_6$$

Where:

- \hat{y} = Predicted Political Perspective
- X_1 = Political News Consumption (PNC)
- X_2 = Political Participation (PP)
- X_3 = Trust in Political Information Sources (TPI)
- X_4 = Perceived Political Efficacy (PPE)
- X_5 = Social Media Usage for Political Engagement (SNU)
- X_6 = Interest in National Politics (INP)

Thus, the final regression model predicting political perspective is:

Political

$$\text{Perspective} = 0.916 + 0.121(\text{PNC}) + 0.159(\text{PP}) + 0.153(\text{TPI}) - 0.064(\text{PPE}) + 0.084(\text{SNU}) + 0.281(\text{INP})$$

This equation represents the estimated change in political perspective resulting from a one-unit increase in each independent variable, while holding all others constant.

4. Discussion

This study explored the behavioral and perceptual factors that influence political perspectives among residents in Bangkok, Thailand. The findings reveal that political perspectives are shaped by a combination of interest in national politics, trust in political information, political participation, exposure to news, and social media engagement. These results align with contemporary theories that emphasize the growing importance of media and civic behavior in shaping individual political attitudes. Consistent with Hidayat [22], it was found that interest in national politics emerged as the most significant factor in shaping one's political perspective. Individuals who are more engaged with national political issues tend to exhibit more defined political orientations. This finding supports the view that political interest plays a foundational role in political socialization, as it drives individuals to seek information, engage in discussion, and form opinions in response to current political events and national developments [11].

Political participation also significantly contributed to the formation of one's political perspective. The act of participating, whether through voting, community involvement, or public dialogue, appears to reinforce individuals' political identity and perspectives [23]. Grassi et al. [24], revealed that the participation provides experiential knowledge and a sense of political efficacy, which are essential components in the development of political attitudes in democratic societies.

Another key finding is the role of trust in political information sources. In the complex media landscape of Bangkok, where individuals are exposed to competing narratives, the perceived credibility of information sources significantly influences how political content is interpreted and internalized. A study by Hastindra Na Ayudhaya et al. [25], found that when people trust the information they receive, they are more likely to engage with it critically and use it to shape their perspectives.

Exposure to political news, primarily through consistent consumption of political content, was found to play a significant role in shaping political

attitudes. News consumption helps individuals stay informed and aware of political issues, thereby contributing to a more engaged and politically literate public. This supports the argument of Zhang et al. [26], that media serve not only as a source of information but also as a platform for agenda setting and opinion formation.

Although social media usage for political engagement had a more minor influence, it still demonstrated a meaningful contribution to shaping political perspectives. Social media platforms facilitate the sharing of political content and create spaces for public discourse. These platforms have become vital tools for political learning and engagement, especially among younger generations in Bangkok.

Interestingly, perceived political efficacy had a limited impact on political perspectives in this study. This may reflect a contextual reality in which individuals, despite feeling capable of understanding political matters, remain skeptical about their ability to influence political outcomes. Such a finding underscores the need to strengthen democratic participation mechanisms and promote responsive governance, thereby fostering a stronger sense of political empowerment.

5. Conclusion

This study contributes to a deeper understanding of how political perspectives are shaped within an urban Thai context by focusing on behavioral and perceptual variables rather than traditional demographic indicators. By focusing the analysis on Bangkok, a politically dynamic and media-saturated environment, the research provides a localized yet broadly relevant perspective on the formation of political attitudes in the digital era. The findings advance the literature by integrating media behavior, civic engagement, and political cognition into a unified explanatory model, illustrating the multifaceted nature of political orientation in modern society. Importantly, this study highlights the importance of fostering critical engagement with political content, providing access to credible information, and offering participatory opportunities to support a more informed citizenry. As political landscapes become increasingly complex and mediated, the ability to understand the drivers of public opinion will be essential for institutions seeking to strengthen democratic dialogue and responsiveness. The insights from this research provide a meaningful foundation for future work in political behavior, civic education, and digital policy development within Thailand and comparable urban contexts. While this study provides valuable insights into the behavioral and

perceptual factors influencing political perspectives in Bangkok, several areas warrant further exploration. First, future research could adopt a longitudinal design to track how political perspectives evolve over time in response to changes in political events, media environments, and policy developments. Such an approach would allow for a deeper understanding of causality and temporal shifts in political attitudes.

Second, expanding the geographic scope beyond Bangkok to include rural or semi-urban areas would enable comparative analysis and reveal how contextual factors such as access to information, political culture, and civic infrastructure influence political engagement across regions in Thailand. This would enhance the generalizability of the findings.

Third, incorporating qualitative methods, such as in-depth interviews or focus groups, can provide more comprehensive and nuanced insights into individual motivations, perceptions, and media interpretations that cannot be fully captured through quantitative measures alone.

Fourth, future studies may benefit from integrating emerging variables, such as exposure to political misinformation, emotional reactions to political content, or algorithmic filtering on social media, to reflect the complexities of modern political communication better.

Lastly, given the increasing importance of youth activism and digital political mobilization, further research should specifically investigate the role of generational differences and digital literacy in shaping political perspectives, which could inform civic education strategies and the development of digital policies.

Author Statements:

- **Ethical approval:** The conducted research is not related to either human or animal use.
- **Conflict of interest:** The authors declare that they have no known competing financial interests or personal relationships that could have appeared to influence the work reported in this paper
- **Acknowledgement:** The authors declare that they have nobody or no-company to acknowledge.
- **Author contributions:** The authors declare that they have equal right on this paper.
- **Funding information:** The authors declare that there is no funding to be acknowledged.
- **Data availability statement:** The data that support the findings of this study are available on request from the corresponding author. The

data are not publicly available due to privacy or ethical restrictions.

References

- [1] Facal, G., Elsa, d. L., & Norén-Nilsson, A. (2024). Introduction—Political Norms in Southeast Asia: Overlapping Registers and Shifting Practices. In G. Facal, L. d. Elsa, & N.-N. Astrid, *The Palgrave Handbook of Political Norms in Southeast Asia*. doi:<https://doi.org/10.1007/978-981-99-9655-1>
- [2] Munajat, M. E., & Irawati, I. (2025). Digital Sociocracy: Navigating Governance Challenges in Southeast Asia. *Policy & Governance Review*, 9(1), 106–124. doi: <https://doi.org/10.30589/pgr.v9i1.1220>
- [3] Wike, R., Silver, L., Fetterolf, J., Huang, C., Austin, S., Clancy, L., & Gubbala, S. (2022). *Social Media Seen as Mostly Good for Democracy Across Many Nations, But U.S. is a Major Outlier*. Retrieved March 25, 2025, from Pew Research Center: <https://www.pewresearch.org/global/2022/12/06/social-media-seen-as-mostly-good-for-democracy-across-many-nations-but-u-s-is-a-major-outlier/>
- [4] Jitsaeng, K. (2023). The Use of Social Media among Thai youths for Political Communication. *Journal of Contemporary Social Sciences and Humanities*, 10(1), 1–10. doi:10.14456/jcsh.2023.1
- [5] Wibisono, R. B., & Fikri, S. (2024). Riding the Wave of Change: Unmasking Transformative Shifts in Digital Activism for Social Justice in Indonesia. *Mimbar Keadilan*, 17(1), 75–85.
- [6] Narongrach, R. (2024). Weapon of the masses: the role of satellite TV and its trajectory in Thailand's political crisis during 2006 and 2014. *Cogent Arts & Humanities*, 11(1), 1–18. doi:<https://doi.org/10.1080/23311983.2024.2395702>
- [7] Sombatpoonsiri, J. (2019). *Fake News' and Thailand's Information Wars: How politicizing "fake news" consolidates Thailand's authoritarian rule*. Retrieved March 25, 2025, from The Diplomat: <https://thediplomat.com/2019/07/fake-news-and-thailands-information-wars/>
- [8] Bandura, A. (1977). *Social learning theory*. Prentice-Hall.
- [9] Chen, M., & Madnib, G. R. (2024). Unveiling the Role of Political Education in Promoting Political Participation in China. *Heliyon*, 10(10), e31258
- [10] Niemi, R. G., & Hepburn, M. A. (1995). The Rebirth of Political Socialization. *Perspectives on Political Science*, 24(1), 7–16. doi:<https://doi.org/10.1080/10457097.1995.9941860>
- [11] Hansen, K. M., & Fieldhouse, E. (2025). Political socialization. In E. C. Busby, C. F. Karpowitz, & C. J. Wong, *Handbook of Innovations in Political Psychology* (pp. 99–116). Cheltenham, UK: Edward Elgar Publishing. doi:<https://doi.org/10.4337/9781803924830>
- [12] McCombs, M. E., & Shaw, D. L. (1972). THE AGENDA-SETTING FUNCTION OF MASS MEDIA. *Public Opinion Quarterly*, 36(2), 176–187. Doi:<https://doi.org/10.1086/267990>

- [13] Fadeji, J. A., Aluko, A. J., & Hamzat, F. O. (2025). Shadows Of Truth: Media Framing, Agenda-Setting, And The Commodification Of Reality Through Classical Philosophical Paradigms. *Kashere Journal Of Politics And International Relations*, 3(1), 165–178.
- [14] Katz, E., Blumler, J. G., & Gurevitch, M. (1974). Uses And Gratifications Research. *The Public Opinion Quarterly*, 37(4), 509–523. Doi: <https://doi.org/10.1086/268109>
- [15] Keelson, S. A., Bruce, E., Egala, S. B., Amoah, J., & Jibril, A. B. (2024). Driving Forces Of Social Media And Its Impact On Tourists' Destination Decisions: A Uses And Gratification Theory. *Cogent Social Sciences*, 10(1), . Doi: 10.1080/23311886.2024.2318878
- [16] Easton, D. (1965). *A Systems Analysis Of Political Life*. Wiley.
- [17] Chavanayarn, S. (2024). Contextual Approaches To Combating Fake News: Lessons From Thailand. *Asian Journal Of Philosophy*, 3(30), 1–17. Doi: <https://doi.org/10.1007/S44204-024-00162-X>
- [18] Craig, S. C., Niemi, R. G., & Silver, G. E. (1990). Political Efficacy And Trust: A Report On The NES Pilot Study Items. *Political Behavior*, 12(2), 289–314. Doi: <https://doi.org/10.1007/BF00992337>
- [19] Verba, S., Schlozman, K. L., & Brady, H. E. (1995). *Voice And Equality: Civic Voluntarism In American Politics*. Harvard University Press.
- [20] Yuhannan, A. (2024). The Digital Battlefield: Investigating The Role Of Online Platforms And Social Media In Shaping The Chana Movement's Quest For Democracy And Justice. *Journal Of Roi Kaensarn Academi*, 9(9), 74–86.
- [21] Hair, J. F., William, B. C., Barry, B. J., & Rolph, A. E. (2010). *Multivariate Data Analysis* (Vol. 7).
- [22] Hidayat, M. M. (2024). The 2024 General Elections In Indonesia: Issues Of Political Dynasties, Electoral Fraud, And The Emergence Of A National Protest Movements. *IAF Journal Of Localities*, 2(1), 33–51. Doi: <https://doi.org/10.62033/iasjol.V2i1.51>
- [23] Dharta, F. Y., Beddu, M., Putri, C. S., Ibrahim, M. M., & Hayati, K. (2024). Analysis Of The Influence Of Communication And Promotion On Digital Social Media On Citizens' Participation In Elections. *Jurnal Informasi Dan Teknologi*, 6(2), 41–46. Doi: <https://doi.org/10.60083/Jidt.V6i2.528>
- [24] Grassi, E. F., Portos, M., & Felicetti, A. (2024). Young People's Attitudes Towards Democracy And Political Participation: Evidence From A Cross-European Study. *Government And Opposition*, 59(2), 582–604.
- [25] Hastindra Na Ayudhaya, N., Kulachai, W., & Phisuthisuwan, P. (2024). Decoding Support For Pitha Limcharoenrat: A Quantitative Study On The Role Of Political Challenges, Media Influence, And Public Perception Among Thai Voters In The USA. *Jurnal Teknologi Dan Komunikasi Pemerintahan*, 6(2), 216–237.
- [26] Zhang, B., Holton, A. E., & De Zúñiga, H. G. (2024). Finding “Fake” In The News: The Relationship Between Social Media Use, Political Knowledge, Epistemic Political Efficacy And Fake News Literacy. *Online Information Review*, 48(7), 1470–1487. Doi: <https://doi.org/10.1108/OIR-03-2024-0140>