



Innovative Multiplatform Media for Digital Citizenship Promotion among Thai Digital Natives

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Abstract

The power of digital disruption changes the society and the roles of citizens. Acting as a citizen for democracy within the digital society becomes vital for social mobilization. In order to create active citizens, digital citizenship should be promoted, especially among digital natives as they are the main drivers of Thailand's digital economic and society transformation. Thus, Innovative Media for Digital Citizenship Promotion among Thai digital natives is designed to create awareness and expand knowledge concerning digital citizenship. The study was implemented in four phases including focus group discussion for investigating digital natives' pattern of innovative media preference, innovative media prototype creation for Digital Citizenship Promotion, expert review for the media evaluation, and the media trial with the target audiences. According to the result from focus group discussion, a responsive website is selected as a platform of Digital Citizenship Promotion, embedding infotainment content in forms of 1) infographic explaining digital citizenship concept and its elements, 2) motion graphic with hip hop rap creating awareness of digital citizenship, and 3) short form videos in hybrid-talk program style, discussing problem & solution relating to digital native's digital world. From the evaluation by the experts, the innovative media is highly appropriate in all aspects (content, innovation, design and application) for digital citizenship promotion. After the media trial by pretest and posttest, the target samples better understand the concept after accessing this innovative media. However, the recommendation is the integration of offline media and on-ground activities makes the promotion more effective among this target group.

Keywords: *Digital citizenship, digital literacy, digital native, innovative media, multiplatform media*

1. Introduction

The power of digital disruption, especially the Internet and the digital possibilities, changes society and the roles of citizens. Acting as a citizenship for democracy within the digital society has become vital for social mobilization, especially in terms of the ability to access and use information appropriately. The media literacy competencies should be promoted in parallel with digital citizenship in order to create active citizens as change agents in the democratic society.

Digital citizenship is the concept about digital behavior in the physical world that involves the use of technologies, with media literacy, responsibility, and ethics, and the realization of the limitations in the rights and freedom of both self and others. It also concerns the understanding of one's own identity and the ability to appropriately communicate it with respect to the differences and the diversity within a society. Being a digital citizen also involves having the ability to use digital media for lifelong learning and a sense of good citizenship for the society as a whole (Dhamanitayakul, 2019).

Therefore, conceptualizing the elements of digital citizenship for the Thai society is one of the most important issues to help developing a happy society. As technology connects the physical world with the digital world, the elements of digital citizenship is thus, based on the characters of citizens (Dhammanittayakul, 2016). In defining digital citizen, it is as a human being living in both physical and digital worlds by maximizing the advantages of digital possibilities with safety for lifelong learning under the Thai core values, and using digital media in social participation for the public interest as well as action for positive change of the society with justice oriented. Additionally, the 9 elements of digital citizenship includes: 1) Digital Access, 2) Digital Literacy, 3) Digital Rights & Responsibilities, 4) Digital Communication, 5) Digital Etiquette, 6) Digital Security [Self-Protection], 7) Digital Law, 8) Digital Health



& Wellness, and 9) Digital Commerce (Ribble, 2011). It is important for every sector to prioritize the cultivation of digital citizenship as an urgent matter due to the rapid change in technology. Furthermore, because digital natives are becoming the driving force for the development of a digital society that effects the national development in various ways. Advanced and fast digital infrastructure development alone does not suffice to lead the country to a complete digital economy and society without developing the human capital.

Regarding policy recommendations for the development of digital citizenship in Thailand, the priority of the promotion should focus to Thai youths as they are the main drivers of Thailand's digital transition, and the promotion of digital citizenship depends on the collaboration among different sectors including the government as a policy-maker, the academic institutes as knowledge cultivation sources, and the family as a socialization institution. From that, Thai digital natives, born 1989 – 1998 with at least 5 years of online experience (ITU, 2013), are the main target of Digital Citizenship promotion because they are being the important power for Thailand's digital economic and social mobilization, and that good digital citizens create a good society. Consequently, Thai Media Fund, the organization supporting safe and creative media, has realized the importance of encouraging Thai Digital Natives to be active digital citizens of society.

The project of Innovative Media for Digital Citizenship Promotion among Thai digital natives is funded under the problem statement of "What is the appropriate Innovative Media for Digital Citizenship Promotion that can create awareness and expand knowledges relating to digital citizenship among Thai Digital Natives?"

In designing this appropriate Innovative Media for Digital Citizenship Promotion, the concept of multiscreen exposing behavior is applied in order to understand Thai digital natives media behavior while the concept of content design on multiplatform, the concept of infographic design and the concept of short-form video production are applied for the creation of Innovative Media for Digital Citizenship Promotion. The set of effective innovative media focuses on user-friendly design in order that the digital natives willingly open to the promotion of digital citizenship.

2. Objectives

1. To study Thai digital natives' pattern of innovative media preference of Digital Citizenship Promotion
2. To create a prototype of Innovative Media for Digital Citizenship Promotion on Multiplatform media
3. To evaluate Innovative Multiplatform Media for Digital Citizenship Promotion for Thai Digital Natives

3. Materials and Methods

The study was implemented in four phases to create an effective innovative media that helps promoting digital citizenship among Thai digital natives as follow:

Phase 1 Focus group discussion

Focus group discussion is used with the sample digital natives in order to study their pattern of innovative media preference of the Digital Citizenship Promotion. However, the target respondents are selected by purposive sampling method and classified into 3 groups: (1) high school students (born in 1996-1998), (2) university students (born in 1991 – 1995) (3) the first jobbers (born in 1989-1990),

Phase 2 Creation of Innovative Media for Digital Citizenship Promotion

The creation of the prototype of Innovative Media for Digital Citizenship Promotion on Multiplatform media is done by using information extracted from digital natives' pattern of innovative media preference of the Digital Citizenship Promotion,

Phase 3 Expert review for Innovative Media for Digital Citizenship Promotion

The review is done by interviewing with 9 experts for their comments and suggestions on Innovative Media for Digital Citizenship Promotion in 4 aspects (content, overall website, design and adaptation of Digital Citizenship concept), and



Phase 4 Innovative Media for Digital Citizenship Promotion Trial

The trial of Innovative Media for Digital Citizenship Promotion is done by a pretest and posttest containing 10 true-false questions relating to the concept of Digital Citizenship and tested with 40 digital natives, selected by a purposive sampling method, in order to evaluate the effectiveness of the innovative media.

4. Results

From the study, the result reveals as follow:

4.1 The Pattern of Innovative Media for Digital Citizenship Promotion among Thai Digital Natives

According to the focus group discussion with the sample digital natives, the direction of the innovative media for digital citizenship promotion is classified into to 2 main topics.

4.1.1 Multiplatform Media for Digital Citizenship Promotion

The channel of communication selected for Digital Citizenship promotion is the media that relates to lifestyle and the pattern of media use of the target audience, Thai digital natives, as they prefer multiplatform media with interactive feature. The factors affecting their decision in channel selection of communication in their daily life includes

(1) Timeliness of multi-content

Since digital natives are in fear of missing out, they prefer to be up-to-date. Therefore, they consume the channel of communication that gives the variety of fresh information and fits in to multiplatform.

(2) Credibility of source

Sources of information influence on their media selection as digital natives prefer information provided by reliable and different sources, at the same time, compare information to confirm its accuracy.

(3) Interest of digital natives

Digital natives expose sources of information that match their interest, especially social media. Normally, in order to routinely receive that information, they allow push notifications from those media of their interest areas.

(4) Features of Interactivity

Media with interactive features, especially the features that open to the reaction (post, comment, share, and like) are digital natives' preference as these people strongly long for the opportunity of social inclusion.

According to those factors, the innovative media promoting digital citizenship focuses on multiplatform media applying responsive websites as channels of communication setting the Thai Media Fund official website, the grantor of the project, as the reliable source of information in order to enhance the credibility of information. This responsive web acts as the platform that centered the information promoting digital citizenship related issues (concept explanation, topic discussion, news, and etc.) which are developed into proper styles of subchannels (Twitter, Facebook, and YouTube) that are concerned with the target preferences. Moreover, the responsive website allows users, mainly Thai digital natives, to interact with information so that the concept is positively perceived and later is shared as a network to other users. The web applies the principle of user-friendly design which focuses on the function that serves the users' convenience. Apart of that, the integration of subchannels of communication appeared on the web helps in motivating digital natives' learning experience as multiform of single content enhances capacity of expanding the idea to the target audiences (Jeenjunya, 2015).

4.1.2 Innovative media Content for Digital Citizenship Promotion

The content style Thai digital natives desire when exposed to news and information in their daily life is created under the concept of infotainment. According to focus group discussions, digital natives prefer content in a simple and short form communication style with a funny and entertaining mood and tone. The realistic content is more convincing among this type of audience. They prefer topics involving their interesting issues. Persuasive techniques are using influencers, for example, their idols or celebrities as personal channels passing on information about digital citizenship concepts. The influencers are the opinion leaders of the target audience, occupying friendly and lively characteristics. This helps in digital natives'



interests of content and media exposure, and later leads to the perception of digital citizenship concept which entails using all elements of innovative media as stimuli of perception.

In expecting that after digital natives expose to those stimuli, they follow the process of perception (Solomon, 2015). The process of digital citizenship perception starts when digital natives show their interest in the innovative media exposure (Selective Exposure). Their attentions are drawn towards the content in innovative media and their nerves transmit the sensation to the brain for processing (selective attention). Then interpretation of digital citizenship concept is the assignment of meaning to the received sensations (Selective Comprehension). Later, the concept of digital citizenship is retained by their memory (selective retention), then motivates their action as active citizen in digital society.

To summary the pattern of Innovative Media for Digital Citizenship Promotion among Thai Digital Natives, the channel of communication selected for Digital Citizenship Promotion is a responsive website, consisting of sub-channels that are friendly to digital natives' media behavior. As the aim of content designed is to create awareness among digital natives as digital citizens, the content style is deliberated under the infotainment concept in order to stimulate the target audience to start their perception process, which later fostering an active citizenship in the society.

4.2 The Creation of Innovative Media for Digital Citizenship Promotion among Thai Digital Natives

As the communication purpose of Digital Citizenship Promotion is to create awareness and expand knowledge relating to digital citizenship in a Thai context, the concept of the innovation decision process as well as the concept of innovative media creation are deployed to support the creation of innovative media for the digital citizenship promotion for Thai digital natives as follows:

4.2.1 Communication Process of Innovative Media for Digital Citizenship Promotion

In creating an effective communication campaign which directs to the target audiences' media behavior, as a communication model (Shramm, 1954) is applied as the framework of communication design on multiplatform media. Regarding to this communication process, a source of the campaign is the Thai Media Fund, the organization for developing safe and creative media. The role of the Thai Media Fund in this campaign is to promote digital citizenship by encoding the concept using various forms of content (message) through a responsive website (channel) that contains different sub-channels of communication and monitoring the feedback from the receiver, as the target audiences which are classified into 2 major groups, digital natives and other people involved in promoting digital citizenship. As the source of communication, Thai Media Fund constructs the meaning with different styles of messages that are easy and entertaining for the target audience to decode then realize the importance of digital citizenship.

Apart from that, in planning the design of innovative media, the concept of innovation decision process (Rogers, 2003) is applied to achieve the outcome of this communication campaign. In assigning the elements of innovation communication process, the digital citizenship concept as well as its 9 elements is regarded as innovative knowledge to be conveyed to the receivers. Web decoration, infographic, hip hop rap music and short-form video are invented for the purpose of innovative decision persuasion. In making the communication more convincing, situations and issues related to the target audiences' daily life are raised as cases opening to the digital citizenship concept of communication. Moreover, humor and fun is applied to the content. To enhance their decision in content exposure, the feature of the innovative media allows the interaction of the users, Thai digital native, with unlimited time and space. Within the area of communication via multiplatform media and the aim of creating awareness and motivating their innovation acceptance (innovation decision), the innovative media is designed to facilitate the targets in every step of digital citizenship concept adoption (self-application) and network communication (peer to peer concept sharing) in order that they realize in the benefit of being digital citizen and later react as active citizen for the betterment of the society (Confirmation). The ultimate outcome of this innovative media is to encourage the expected digital citizen of the Thai nation. However, the decision process of Innovative Media for Digital Citizenship Promotion is illustrated in the Figure 1.

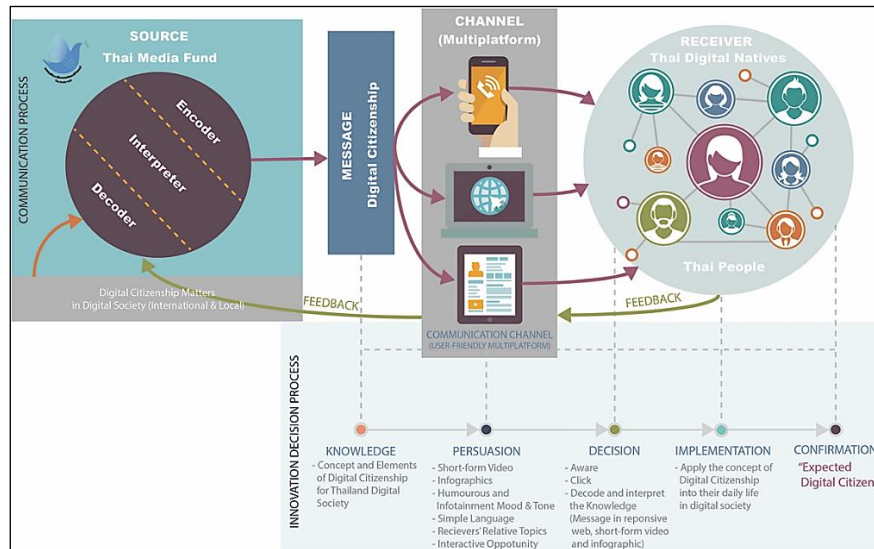


Figure 1 Innovation decision process of innovative media for digital citizenship promotion

4.2.2 Innovative Multiplatform Media for Digital Citizenship Promotion among Thai Digital Natives

From the results relating to the factors affecting the decision of Thai Digital Natives selecting in channels of communication in their daily life (timeliness of multi-content, credibility of source, interest of digital natives as well as devices offering features of interactivity), the set of innovative media focuses on communication through responsive web on multiplatform, displayable on smartphone, tablet and personal computer. In addition to that, since the content style Thai digital natives desire when exposed to news and information in their daily life is informative and entertainment, the content promoting digital citizenship is designed under the concept of flexibility, but unity, embedded in any form of sub-channels that appear on innovative media in order to make the content more harmonized in an infotainment style which, at the end, brings about the effectiveness of communication. The responsive web composes sub-channels with the following elements:

(1) Infographics

Infographic is deployed as digital natives prefer less word but more visual of information. In order to simplify the concept and elements of digital citizenship, illustrations and keywords are used in this infographic. The design concept is “living in digital city” with rich color background, using a character as a representative of digital natives living in the digital society to arouse the target’s perception.

(2) Short form VDO

Short form digital video has become the primary source of news for digital natives as it offers a short story and direct to the need of the target audiences. The content embedded in short form video is presented in a relaxing style but not forcing too much. Moreover, conveying short form videos on social media allows the audiences’ participation (like, comment and share) and helps in diffusion of digital citizenship concept among Thai digital natives. Once the target audiences are exposed to the concept of digital citizenship, their attitudes and behavior may be changed into an active citizen which is the outcome of the communication campaign. However, there are two types of short form videos in Innovative Multiplatform Media for Digital Citizenship Promotion among Thai Digital Natives as follows:

(2.1) Motion Graphic with Hip-hop Rap

This short form VDO introduces the concept of digital citizenship through the blending of motion graphics and hip-hop rap music. The digital citizenship concept is digested and simplified when communicated through this hip hop rap. Digital natives, on average, are joyful and positive. Thus, the compositions of hip-hop rap, in terms of beat and sound, emotionally connect with them. The narration of the music impresses the target by sharing their feeling of confusion in reacting as a citizen, then introducing



the concept by using the repetition of keywords relating to a digital citizen. Moreover, the movement of the character and graphic created in this short form VDO increase the awareness of the digital native on being a digital citizen.

(2.2) Hybrid-talk Program

Another type of short form VDO is the hybrid-talk program showing on transmedia. Since digital natives believe that there are many issues related to their daily life driven by digital possibilities, the platform that gives them chances in sharing, consulting or even suggesting others on how to live happily as digital citizens is a tool of resilience in this digital society. As social media allows them to consume content from any pattern, To-Ra-Buy (Releasing Call) is the talk program that is merging live radio program and live YouTube programs (Digizen YouTube Channel) in order to disseminate issues concerning digital citizenship. This is the light talk program that is run by 3 targets' influencers as the program hosts. The topics of discussion of each episode are discussed according to the 9 elements of digital citizenship, including: 1) Digital Access, 2) Digital Literacy, 3) Digital Rights & Responsibilities, 4) Digital Communication, 5) Digital Etiquette, 6) Digital Security [Self-Protection], 7) Digital Law, 8) Digital Health & Wellness, and 9) Digital Commerce. The mood and tone of the programs are humorous, fun and friendly which encourage digital natives to be expecting digital citizens of Thai society. Even the program focuses on the digital natives' problems in digital society, digital natives are automatically reminded of digital citizenship elements at the end of each episode.

4.3 The Evaluation of Innovative Multiplatform Media for Digital Citizenship Promotion

In this campaign, there are two ways to evaluate this Innovative Multiplatform Media for Digital Citizenship Promotion, expert reviews and pretest and posttest of digital citizenship concept comprehension. The results show as follows:

4.3.1 The Expert Review on Innovative Multiplatform Media for Digital Citizenship Promotion

The expert review was conducted by interviewing with 9 specialists from different field of expertise in the following areas; (1) Digital Transformation (Government Sector); (2) Communication Scholars (Development Communication and Communication on multiplatform media); (3) Multimedia Creation and Communication; and (4) Digital Native related expertise. According to the review, the innovative media is highly appropriate in all aspects (content, innovation, design and application) for promoting digital citizenship among Thai digital natives. However, there are some suggestions in creating specific media that fit to the different age range of the target's lifestyles while effective communication strategies should apply online and offline media.

4.3.2 The Evaluation of Comprehensive Digital Citizenship Knowledge by Pretest and Posttest

The pretest and posttest provide an opportunity for increased qualitative method for monitoring and evaluating Innovative Media for Digital Citizenship Promotion. At this stage, 40 digital natives were selected by purposive sampling method in order to evaluate the effectiveness of this innovative media. The target samples are classified into 3 groups: (1) 12 high school students, born in 1996-1998, (2) 20 university students, born in 1991-1995, and (3) 8 first jobbers, born in 1989-1990. The evaluation tool are the pretest and posttest, containing 10 questions. Each question equals to 1 score and the total scores of each test equal 10. The target samples were tested to evaluate their background knowledge on digital citizenship by the pretest. After exploring every element of Innovative Media for Digital Citizenship Promotion the posttest is distributed to target samples for evaluating digital citizenship comprehension. The result reveals in the Table 1.

Table 1 Comprehensive Digital Citizenship Knowledge from pretest and protest result

| Trial | \bar{x} | S.D. | D \square | S.D. _D | t | Sig.(1-tailed) |
|-----------------|-----------|------|-------------|-------------------|--------|----------------|
| Pretest result | 4.30 | 1.26 | | | | |
| Posttest result | 6.55 | 0.99 | 2.25 | 1.01 | 14.14* | 0.0000 |

From Table 1, Innovative Media for Digital Citizenship Promotion is successful in reaching Thai digital natives with their knowledge on Digital Citizenship. At the pretest, the target samples' result in



comprehensive knowledge on digital citizenship was lower when compared to their posttest result (4.30 and 6.55 respectively). The Innovative Media for Digital Citizenship Promotion was successful in increasing knowledge at the significant level of .05.

5. Implication

Data synthesis from the result contributes to the creation of Innovative Multimedia for Digital Citizenship Promotion which aims for creating digital citizenship awareness among Thai digital natives. Since the users, Thai digital natives, expect personalized and hyper-relevant content delivered instantly to them whenever they are engaging in their social lives with the assistance of digital possibilities, multiplatform media is the main channel of communication that offers fresh and immediate content connecting to their interest. This campaign deploys a concept of diffusion of innovation for communication planning of the innovation, the concept of digital citizenship. The priority of the objectives is to encourage Thai digital natives in realizing digital citizenship, and later become active digital citizens of the nation. However, in efficiently diffusing the concept of digital citizenship among Thai digital natives, “social backgrounds of the target audience” is carefully analyzed. Those social backgrounds include their geographical data as well as socioeconomic data including lifestyle, culture, personality, and belief (Mookpradit, 2005).

Moreover, digital media behavior of the target is another factor that effects the innovation decision process of the audiences. According to media use of the targets, their pattern of the consumption is unstructured media behavior. This resulted from the wide-variety source of information which facilitates them in and unceasing access of data. The target audiences are able to swap their screen for the information source in any space and time. An increasing multiscreen behavior is the result of this phenomenon. This relates to the television watching behavior in 2014 (Baengsunthia, 2014) revealing that audiences highly tend to be exposed to different types of media, for example, smartphones and tablets, that fit in to their lifestyle. Thus, digital citizenship is embedded in the new form of hybrid media which serve communication on media convergence. However, this finding also relates to McQuail (1994 cited in Meelap and Wongbandoo, 2011) suggesting that the convergence of the media in mass communication area changes the standard of content creation and offers their audiences various choices of high quality production on different platforms.

Apart from that, in this information age, the role of the digital native has shifted from content consumer to content prosumer who desire for the opportunity of social inclusion. They are not only the passive audiences but now become content producers who participate in sharing, suggesting and co-creating by using digital devices which generate the new role of content consumer as Media User. This is in accordance with the finding of the Department of Research, Evaluation and Development, Thai Public Broadcasting Service (Thai PBS) (2014). Since the users are able to generate the content (UGC) or participate in, as well as publish the social agenda through any form of social media sites, the culture of social participation is widely encouraged among the audiences.

However, promoting Digital Citizenship among Thai digital natives is challenging. It requires an innovative media with fresh content and immediate persuasion that contains every element encouraging them to be aware the need of digital citizen as human capital of the society, comprehend the concept, and finally, apply the concept to their daily life. Infographic on multiplatform media is one of the solutions for this campaign. Digesting the whole concept and design the content that harmonize with the targets’ interest and lifestyles is the appropriate way of communication. So, simplifying the language use and animating the colorful visual appeal to the perception of people at these ages. This concept of infographic application relates to the discussion of Thesana (2015) who confirms that an attractive infographic is the useful solution of communicating an informative data facilitating the audience comprehension with time saving and direct to the point.

Another solution of this digital citizenship promotion campaign challenges is communication through short form VDO. This type of media becomes one of the most exposed media among young users because they prefer to be exposed to the joyful, fresh, realistic and brief content consumed in the form of their unstructured media behavior. Thus, infotainment hybrid-talk programs educating in short form VDO



with simple language use assimilating on social media is the right media for unintentional virally spreading purpose. The strategy of applying short form VDO for targeting digital native relates to Kahn (2016) who reveals that short form VDO is the first consumed media among youth age 18 – 24 for information update as well as McQuivey (2008) who suggests that short form VDO is the best learning tool for today consumers.

Moreover, short form VDO media not only offers better understanding and interpretation of the complex information, but also provides digital natives an unlimited interaction when located on social media. Utilizing YouTube, a video social media, as a sub-channel of communication in digital citizenship promotion makes this campaign efficient because this group of people looks for the sense of inclusion which the interaction feature of YouTube (comment, like, share and post) can respond to this state, and additionally, assists in digital citizenship related to matters of expansion. This associates to the feature of short form VDO suggested by Stelzner (2015). According to his finding, as short form VDO posted and shared via YouTube and shared among members of social media, these features facilitate their social participation which, in the same time, encourage the targets' awareness of topic interest.

Lastly, the recommendation of the study is to not only deploying innovative multiplatform assisted by the Internet connection but also the integration of offline media as well as on-ground activities for the supportive tactics of digital citizenship promotion among this target group. Additionally, every sector including: the state as the policymaker; the educational institutes as knowledge providers for youths; and the family institution as primary institute for socialization should work with various community networks to encourage effective digital citizenship being promoted.

6. Conclusion

The transformation in information and communication technologies has created new opportunities for the unlimited stream of information, ideas, and knowledge, than has ever been possible. The disruptive technologies, including digital possibilities connected by the Internet, has brought about successful challenges in an established incumbent economy, in the same time, opened new possibilities in activating and accelerating political, social, and educational development. In Thailand, accessibility and the use of technologies, especially digital devices and the Internet, has transformed the lives of most people, especially digital natives who live much of their lives online without distinguishing between the online and the offline.

Thai digital natives are highly knowledgeable in digital access competencies but still low in maximizing digital possibilities as a digital citizen. The concept of digital citizenship is closely aligned to civics in a traditional sense. Through an understanding of civic virtue, people will be able to flourish their communities and play an active role in this digital society. Moreover, the promotion of digital citizenship is the priority of the nation, especially among Thai digital natives as they are the main force of the country's digital transformation. They must be empowered with the tools and skills that allow them to become resilient technology users as well as the agent of social development.

Fostering digital citizenship deploys the complicated steps of communication and innovative media as a platform for variety of content that relates to the targets' media behavior varied by their demographic, geographic, psychographic and lifestyle factors. As the content for digital citizenship promotion is conveyed in infotainment mood and tone style, the design of the innovative multiplatform media offers the users, Thai digital natives, with user-friendly features because the nature of interactive multiplatform media can serve to better understand and interpret the complex information. These strategies enhance in audiences' innovation decision (from perception to adoption, and finally confirmation), and later create active digital citizen for the betterment of the society.

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prioritized target audiences of the project. The full picture of Innovative Multiplatform Media for Digital Citizenship Promotion can be downloaded from the below QR code in Figure 2.



Figure 2 QR code for the access of innovative multiplatform media for digital citizenship promotion among Thai digital natives

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