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PEERA LIEWLOM : A STUDY OF "SOCIAL CAPITAL" OF
CYBERCOMMUNITIES. THESIS ADVISORS : ANUCHAT POUNGSOMLEE, PhD.,
SITTIPONG DILOKWANICH, PhD., SUVALUCK SATHUMANUSPHAN, PhD., SOMKIAT
TANGKITVANICH, PhD., 150 p. ISBN 974-663-411-9

The computer network generates new communication technologies thereby creating new social relation networks. These relations are not restricted to only computer networks but, develop participation in the real world. The interesting things about the type of these participations is the properties of the "Social Capital" (Putnam, 1993) that support the participation for the benefit of the public at large. The outcome and the process of "Social Capital" depends on the partical as computer network and, how "Social Capital" can potentially support new communities. This reserach focuses on "Cyber Communities" from the Internet. By direct observation and questionare from the Intenet. To study action groups from 5 participation projects, free user, and Cyber Communities. The outcome of this study is the quantity and quality of "Social Capital" of these groups in differrent conditions and, analyse changing processes and the potentials of "Social Capital".

This reserach found that "Social Capital" appears on the Internet with the mechanics of Cultural Diffusion. More over, that Geographic and social factors can affect "Social Capital" in computer networks. Based on the above findings, three processes of social capital formation may be concluded: 1) The "Social Capital" Import Process (from Cultural Diffusion) 2) The "Social Capital" Development Processes (in Cyber Communities) and 3) The "Social Capital" Export processes (the focus of geographical participation from cybercommunities). Each elements of "Social Capital" in all three processes have different potential to support geographical participations. Such as support type, related factors, potential value, and potential ordinal.