SOCIAL MEDIA AS A TOOL FOR FAMILY COMMUNICATION IN THE DIGITAL AGE: COMMUNICATION FUNCTIONS, RELATIONSHIP BONDING AND BUILDING OF MUTUAL UNDERSTANDING

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ABSTRACT

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This research aims to study the role of social media as a tool for family communication in the digital age. A mixed methodology, i.e., quantitative and qualitative, was employed. The results are as follows:

Social Media plays a major role in family communications during this digital age with the attributes of the communication and application techniques employed affording a wide range of communication methods. These then have expanded the limits previously set on time and place, thus promoting more communications between the family under four factors: 1) The meaning of communication through education and training that transmits the importance of trust; 2) Demonstrating sentiments and feelings as well as desires so that other members of the family will know and understand; 3) Demonstrating love and concern; 4: Solving problems, making joint decisions or solve misunderstandings or opposition to an action.

Social Media assists enforcing relations between members of the family in three ways: 1) Connecting members of the immediate family; 2) Connecting to relatives; and 3) connecting the different generations that comprise the family. Through these different connections, communication with the family has evolved from a vertical relationship to be more of a horizontal form, or from the adults speaking and the children listening to an interactive form with each speaking and listening to the other. If it is employed to do do much more than create conflict, it can lead to interactive development.

Surrounding factors affects the family in this digital age so that they need to change their forms of communication to fit current conditions. In addition to face-to-face encounters, they also depend on Social Media to create better understanding and

acceptance of terms and conditions for this online communication within the family that will affect communication within the family in the digital age.

ACKNOWLEDGEMENTS

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CHAPTER 1

INTRODUCTION

1.1 Background and Importance of this Research

During the last decade, Thailand has gone through great changes, in governance, politically, economically, socially and culturally. A main reason for this is changes to national policy to spearhead the country forward in its development to match other countries, particularly in the area of communication technology (Thai Government, 2016).

Before this, communication was conducted primarily through the internet, particularly for this involved in activities taking place around the world, including Thailand. The costs at that time for the equipment and services were rather steep. Furthermore, the networks did not cover much of the country. As the Government saw the importance of communication technology related to the internet, they knew they needed to focus attention on developing this channel for continued economic advancement.

The Government therefore introduced a new Information Technology and Communications policy for 2012-2020, or ICT 2020 as an extension of the 2010 IT policy. This began with identifying development strategies to improve and expand infrastructures to provide internet access nationwide under an ICT Community project (2000-2010). This entailed developing a faster internet communication network, or broadband services that would cover the country. At the same time, funds had to be allocated to train citizenry to become more creative and efficient in using this technology. This could also lead to reducing the gap in social and economic inequality as well as provide all access to resources (Ministry of Information and Communication Technology, 2011).

The private sector adopted this policy and began producing tablets and smartphones at lower prices to make the communication networks accessible to all. At

the same time, internet services were upgraded from 2G to 4G as more content was converted into digital formats compatible with the new equipment that was being developed to be more easy to use, whether it be films, music, cartoons, books or magazines (Woravut Onnuem, 2012, p. 216).

Meanwhile, ready-to-use websites and applications were being developed to fit with the new forms of communication to make them accessible and interactive for all, acting as both senders and receivers, so they could join the Social Media revolution. This allowed them to exchange information in a variety of formats which they could benefit from. It also gave users access to more activities in addition to just chatting and sharing pictures and images with others. They are now able to hold private chats as well as join groups, contact others and access products and services online. Among these groups are now families as the population in all regions of the country joins this digital age.

From the latest data collected in 2015 by the National Statistical Office (NESDB) on households including those six years old and up, or for a population of 62.6 million persons that use this technology, 21.8 million use computers, 24.6 million use the internet and 49.6 million, or 88.6 percent, use smartphones to access social media, including Facebook, Twitter, Google+, Line and/or Instagram. 87.4 percent users use their devices to download pictures, films, videos, music and games as well as play games and listen to music. 59.1 percent use their devices to upload and share data, pictures and videos as well as record music to upload to websites, and 44.6 percent use it to send and receive email (National Statistics Office, 2015).

A second survey on internet behavior in Thailand conducted by the Office of Transaction Development (Ministry of Information and Communication Technology. Office of Electronic Transaction Development Agency (Public Organization), 2016) found that Thais used their smartphone to access the internet on average 6.2 hours per day. Of these 29.3 percent resided in Bangkok. Bangkok residents using their smartphones for internet access while commuting, or travelling, was also higher than those residing in the provinces. The most popular activities included talking via a social network, accounting for 86.8 percent of the respondents. This was followed first by smartphone users using 3G or 4G to share pictures and videos as well as uploading clips to social media platforms, or 75.9 percent of the respondents. Next

came respondents making voice calls and videos call via the internet of 11 times per week and 9 times per week, respectively.

In addition, "We are Social", a private sector digital agency in Singapore conducted a survey of consumer behavior in Digital 2016 to determine how much people were using the internet and social media in a number of countries around the world. There findings for Thailand were quite interesting as they found that 38 million Thais use the internet and 34 million access social media site via their smartphone (http://wearesocialsg.com). They also found that Thailand ranked seventh for using equipment to access the internet though 3G and 4G technology.
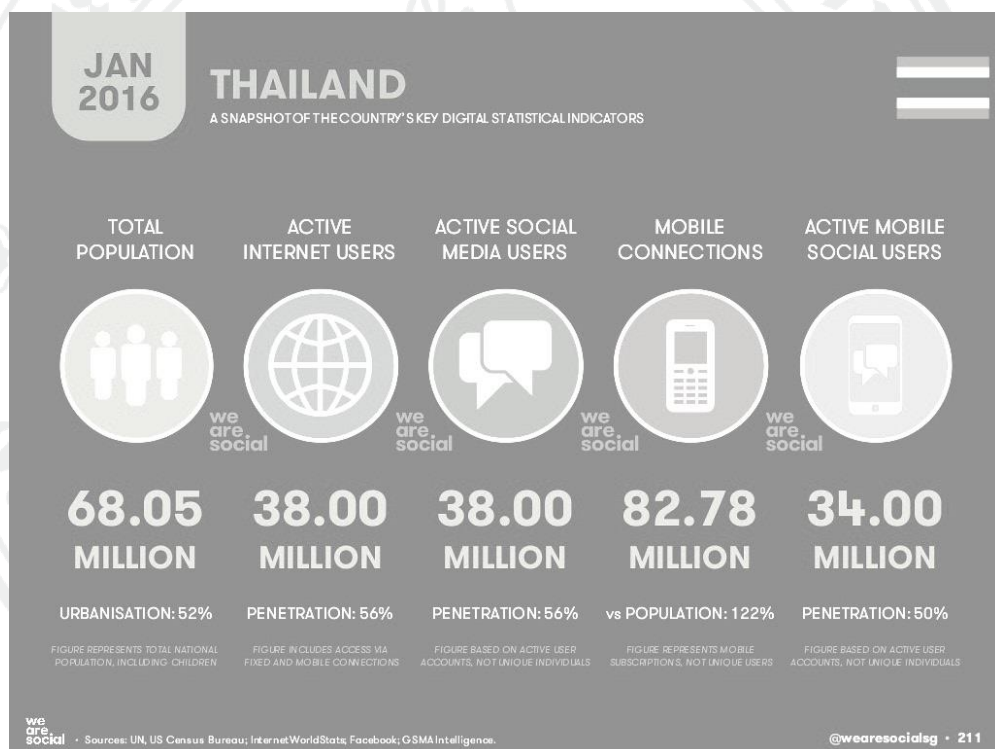
Figure 1.1 Internet and Social Media usage in Thailand
Source: Kemp (2016).

The statistics on use of IT extend to the entrance into the new dimension for digital communication of the Thai populace. The production of mobile devices, tablets and smartphones, was at first done to allow for communication outside the

home but are now being used within households as well. They are being used so much now that they have become one of the necessities of daily life.

Another feature of social media is it is a channel of communication for users to be in contact with others. It opens an opportunity for users to stay connected with a group through their mobile devices, tablets and smartphones, quite easily and conveniently. Users can use their devices to play a number of roles as an audience, a listener, a buyer, seller, a member of an activity and a creator through two-way, or interactive, communication. This is a special feature that traditional media cannot offer, whether it be newspapers, television or radio. The internet, thus, offers a borderless high-speed communication channel for users. Kanchana Kaewthep and Nikhom Chaikhunphol go on. Kanchana Kaewthep and Nikhom Chaikhunphol (2013) go on to explain that this new mobile communication liberates both sender and receiver as they are no longer limited by time or place.

If one considers the lifestyle of Thais today, they will find that the use of social media has spread rapidly during this post-industrial era as people learn for friendship and connections they felt they were losing as they moved to the Thai capital and urban centers. This has led to the separation of families and members feeling lonely as they have to live on their own in a situation that can lead to stress. With limited time and space and changes to their lifestyles, they are motivated even more to connect to this digital age.

Dr. Andrew Weils, a professor of medicine and general practitioner specialist, studied the connection to the internet with people's mental state. He found that the internet made people more solitary or that solitary persons would turn more to the internet. He also found that these persons would use the internet to access social media and activities that would give them a sense of contentment or happiness and ultimately, a group of friends, or sense of belonging (Weils, 2015, p. 255).

Another researcher, Erving Goffman, studied the relation between the space for creating character together. He explained that those who have the opportunity to conduct activities with others in the same space will feel a sense of belonging to the group, which will have implications (Goffman, 1963, as cited in Kanchana Kaewthep, 2014, p. 567). The interaction through social media can break time-space barriers.

This can cause confusion though as the line between work and relaxation can fade or become a blur, just like the office and home.

If one examines the family institution, which is the first that provides instruction and training in proper ethical behavior and the functions of the family, they will see how the family teaches respect for others and their differences as well as sets boundaries, or parameters. This can help to build character and prepare members of the family to enter society at the local, national and international levels. This can be termed 'social investment' as it contributes to the sustainable and stable development of the nation. If s family is dysfunctional and cannot provide this training, the members of the family will find it difficult to interact and develop relationships outside of the family (Goldenberg & Golderberg, 1980).

The family thus requires both verbal and nonverbal communication if it is to function. The Family Camp Guide published by the Department of Women's Affairs and Family Institute of the Ministry of Social Development and Human Security using funds from the financial year 2010 had as its objectives to provide standard information for parents, guardians and their children that could help them create a strong, warm family with close, loving relations between all members with communications playing four functions: to communicate meaning and understanding through teaching values and beliefs; 2) to demonstrate emotions and desires so that all family members can understand; 3) to demonstrate a bond of love; and 4) to solve problems in making joint decisions and solving conflicts. These four functions will affect family relations and make them closer and stronger, important factors in raising the happiness factor in Thailand (Ministry of Social Development and Human Security. Office of Women's Affairs and Family Development, 2010, p. 24).

In this study of intergeneration communication in the family stresses interpersonal communication, which corresponds directly with the state of Thai society during the period before internet technology. As shown in the research of Patchanee Cheyjunya and Prathum Ruekklang (1988), which looks at appropriate communication within the family, part of this is to help all members better understand each other and to build closer relations. This requires the parents to have good character along with happiness. They should use a soft tone when speaking and

listening while providing support and motivation as well as assistance in solving the problems of their children.

The plan long used by Thai families to build strong ties still requires time and space when the family can join in common activities (Kanchana Kaewthep, 2014, p. 314), for example, Thai family traditions such as dining at certain time in a certain place together or when apart, like going to school or playing, working and family time. Furthermore, it you examine the conditions for place, or space, Thai families want to have homes with a terrace or outdoor space, where they can communicate together and develop bonds, or love, between family members. This is because in addition to this being a place to relax, it also provides them with a space for family members to meet where they can exchange experiences and teach the children (Banjerd Trakrutderm, 2007).

This seems to indicate that family relations and their environment as Bronfenbrenner (1994) described it could be called human ecological systems from the smallest point that is closest to humans to the largest social system. This system includes human relationships that can affect persons directly not just in the home but at school, in the community and in any social encounter. It will affect social culture that can then influence dynamism or alter human behavior as well as the environment (Jittinun Dechakhup et al., n.d.).

The human environment before the digital age was an environment where family members would communicate and exchange experiences, but as the structure of Thai society evolved into the digital age, the family environment also changed. This new environment brought people much closer as their communication passed through equipment and systems that would connect them through social media. Other changes within the family structure have been influenced by a number of different factors, particularly time and place, which have changed for the Thai family over time. According to research conducted by Phasara Phongsukvechakul (2011), who studied new communication technology and its effects on communication within the family in Bangkok, she found as parents must leave the home to work while the children must also go to school, parents don't have as much opportunity to talk to their children. Now, though, smartphone technology removes the barriers of time and place as they can now connect and converse anywhere anytime.

This then demands attention that as the family environment changes as the family itself does in this digital age. Thus the question arises as to whether social media can assist in enhancing the four roles that communication must play in the family as discussed previously. This is important to note as related agencies develop policies to fit with the changing family structure in a digital society.

In addition, the foundation for understanding between family members, their love and relationships will be affected. As Kanchana Kaewthep summarized in her book, The Science of Communication and Culture, the structure of the family will change, but the role remains constant, i.e., to provide love and warmth to all family members (Kanchana Kaewthep, 2014).

The results of the survey on Internet Behavior of the Thai Populace conducted by the Office of Electronic Transaction Development (Public Organization), or ETDA, in 2016, showed that Thai are using the internet and social media more and more, and this is expanding into other Thai social groups, particularly among the very young and elderly. When classified by age groups, it was found that usage had expanded in all groups.

The statistics show that the trend of using social media is acting as a connection to strengthen relations between members of different generations. Thus, determining how social media is affecting family relations in this digital age is another question that this research will focus on.

One more factor that has been exposed today affecting the Thai family in many different dimensions are the consequences of the numerous changes in Thai social structure such as the reduction in the national birthrate and expansion of the aging society, the lack of preparation for couples marrying, which can lead to separation and divorce. Then there is the influence of new technologies that are affecting changes in lifestyles, particularly when it comes to the family, including the relations between grandparents and their grandchildren, the emergence of the single family and new married couples that are choosing not to have children. The concept of the family is thus changing and therefore, this is leading to a much broader range of situations, such as same sex couples, both male and female, bringing up children or friends of the same sex living together while one raises their child with their friend's

help (Ministry of Social Development and Human Security. Office of Women's Affairs and Family Development, 2010)

This is in line with the findings of the United Nations Population Fund of Thailand (UNFPA Thailand) which conducted a survey in 2015 on the state of the Thai population. They found that the Thai family has even more structures than previously. The standard father, mother, children structure is no longer the prevalent form. Still, the family composed of three generations, grandparents, parents and children is still comprises the highest numbers with 33.6 percent of the population as many children move to live with their parents or bring their parents to live with them to reduce costs and have someone there to look after the grandchildren. This is followed by families comprising a father, mother and children, accounting for 26.6 percent of the population. They are followed by married couples who do not have children, accounting for 16.2 percent of the population. Next are persons who choose to live alone, accounting for 13.9 percent of the population, followed by single families, accounting for 7.1 percent, households of mixed generations, accounting for 2.1 percent, and finally, households with members not related, accounting for 0.6 percent of the population, respectively. The statistics show that now there are many different forms for the Thai family, which also shows the communication takes many forms with the different generations who make up the family.

The families also take many different forms in how they raise their children as pointed out by Kantor and Lehr (as cited in Woottisak Taengluang, 2004) both experts in research in family communication who divided it into three forms of communication: closed family, a form of communication that follows strict rules dictated by the head of the family; open family, a form of communication in which all family members have input and has long sustainability free of any barriers in sharing news and information; and random family communication in which family members can use any form of communication they want.

In addition, Baumrind (1967), an American Psychologist on the faculty at the University of California, Berkeley, classified parenting into three styles: 1) Authoritative Parenting, in which parents maintain control of the children, trying to satisfy their feelings and altering this as the children mature; 2) Authoritarian Parenting, in which the parents maintain very strict oversight and do not concern

themselves with satisfying desires; and 3) Permissive Parenting, in which the parents raise their children by answering their children's wishes and allowing them to do what they want. Whichever style parents take, this can be an important factor on affecting behavioral patterns, particularly when it comes to the use of social media within the family.

As explained above, the family institution is at the roots of providing love and a sense of belonging for all family members. It has the responsibility to foster, teach and build close ties between each family member. This is at the foundation of a strong family, which prepares the children to become contributing members of society. Still, there can be many different patterns of communication that can help a family become stronger and closer. For this there have been numerous studies on the use of social media for communication within the family conducted in many countries around the world, including Thailand. One of these studies conducted by Cheek (2015) examined the role of communication technology in to build closer relations between parents and their teenage children who are no longer residing together. He found that they would use their mobile telephones to stay in touch and continue to build closer ties between them. This would also help parents to reduce their worry and concern for their child and where they are living or working when they are at a long distance outside the home.

Then, there are studies on the development of applications installed in the communication equipment of the elderly members of the family such as the research of Tsai, Chang, and Ho (2016) who analyzed the development of relations within the family using mobile phones. They were able to designate a number of factors that affected the use of mobile phones by the elderly to maintain relations as it appeared the elderly were much the same as children. With elderly possessing a mobile phone or other communication device, they felt much happier as this provided them one connection that could help them maintain their relationships with family and friends. In addition, McKenna, Green, and Glenson (2002) found in their study on how technology can help build closer ties that these can help bring husbands and wives closer as it allows them to share thoughts and reactions much more often through social media through chats, sharing pictures and videos as well as making video calls.

As far as the Southeast Asian region, including Thailand, there are statistics that can be accessed from a study by site, the Asianparent.com (2015) that looked at the use of smartphones and tablets by children. They examined the opinions of 2,714 parents located in Indonesia, Malaysia, the Philippines, Singapore and Thailand. The results showed that most parents allowed their children to use communication equipment for study first and foremost. At the same time, they voiced the following concerns; their children will lose their device as well as the different costs. Some parents allowed their children to use their devices in school while others only allowed them to use them in the home.

Thus, what becomes of interest to study are the different factors affected by the family environment that can affect and build understanding of the use of devices and online social media within the family. The fact is that this can clearly explain how this form of communication within the family fit well with current conditions and can contribute to building closer family ties in this digital age in the best way.

Thus, to summarize, this research, Social Media as a Tool for Family Communication in the Digital Age: Communication Functions, Relationship Bonding and Building of Mutual Understanding has as it aims to identify the three key issues affecting social media communication within the family in this digital age, which are

1) The role of communication within the family, focusing on social media

2) The bonding of family members through the use of social media within the family

3) The building of understanding through the use of social media within the family and the different formats. This is a point that has not been studied to any great extent by academics, relevant government agencies or the private sector, as they all need to understand the role of communication to develop it to best integrate with current conditions to introduce the best polices and development plans to build the strongest and warmest families over the long term.

1.2 Research Questions

1) What is the role of social media in communications within the family?

2) How does social media contribute to building closer ties within the family?

3) How does social media build better understanding between family members?

1.3 Research Objectives

1) To study the role of social media in communications within the family

2) To study how social media contributes to building closer ties within the family

3) To study how social media can build better understanding between family members

1.4 Assumptions

1) The use of social media for family communication has a relationship with the role of communication within the family.

2) The use of social media for family communication has a relationship with the bonding of family members.

1.5 Scope of Study

This research, Social Media as a Tool in Family Communication in this Digital Age: Communication Functions, Relationship Bonding and Building of Mutual Understanding aims at finding the answers of three issues:

1) The role of communications to build a stronger, closer family which can be classified under: 1) to communicate meaning through social training to convey value and beliefs; 2) to demonstrate deep feeling and desires so all family members will understand; 3) to demonstrate the bonds of love; and 4) to solve problems in decision making or conflicts within the family

2) To integrate relationship within the family using quantitative and qualitative research methodology to determine the form of communication activities that helps build stronger intergeneration bonds and connectivity.

3) To develop better understanding between family members using qualitative research to determine and analyze the factors that affect understanding among family members.

The sample for this research comprised families with members directly related, as follows:

1) A family comprising three generations, grandparents, parents and children;

2) A family comprising just parents and children;

3) A married couple without children;

4) A single person household;

5) A single parent household in which the parents are separated or divorced, widowed or for other reasons;

6) An intergeneration household where a child lives with their grandparent(s).

All family classifications might have all members living together or not.

The study was conducted within Bangkok from December 2016 to April 2017.

1.6 Expected Benefits

1.6.1 Academic Benefits

1) Learn the role of social media as communication tool within the family in this digital age

2) Learn the use of social media to build bonds within the family in this digital age

3) Learn how social media can be used to build understanding within the family in this digital age

1.6.2 Social Benefits

1) Government and non-government agencies relevant to the development of the family institution can employ the results of this research to develop plans or set communication policies to promote the family institution, make it stronger, and fit to the evolving conditions during this digital age.

2) Relevant government agencies and organizations can use the results to help develop applications and content or communication activities for social media to help build family bonds that can benefit the family institution and increase their sense of social responsibilities.

1.7 Definitions

1) Social Media means a communication channel in this digital age that employs the internet for communicative interaction through a network, or platform, between family members, an online community or group of persons. It will connect them through an application or website and will provide such communication activities as chatting, sending emoji to demonstrate feelings; sharing pictures, videos, movies and music; and joining in activities and games as well as conveying thoughts and opinions through use of smartphones, tablets or other communication devices that are being developed f or the use of social media communication.

2) Use of social media within the family means:

(1) Attitudes towards the use of social media

(2) Social media activities

3) Attitudes towards communication means the attitudes of family members that can communicate through social media that can provide the following benefits: 1. It's interactive communication; 2. It's easy to connect and share content; 3. It can support educating persons; 4. It can connect and transmit information through different social media platforms; 5. It can contribute to community building; 6. It is compatible with different forms of communication; 7. It can be used with different types of work or activities; 8. It allows for individuals to create content; and 9. It can support many different types of activities.

4) Factors that affect the social media plan for the family that include: Internal factors such as those that appear through members of the family and External factors, which means the surrounding environment outside the family that can affect social media communication between family members.

5) Communication activities that take place through social media, including

    (1) Chat, which means talking about daily life;

    (2) Send-receive stickers or emoji;

    (3) Send-receive pictures that replace the need for explanations;

    (4) Share interesting stories about family members;

    (5) Send-receive news that can benefit others;

    (6) Video calls through the internet;

    (7) Voice calls that employ an application;

    (8) Send-receive sound bites;

    (9) Send-receive video clips;

    (10) Send-receive music;

    (11) Play games together through different applications.

6) The role of communication means the role of communication to strengthen families ties in four respects: 6.1 To communicate and teach values and beliefs; 6.2 To demonstrate feelings and desires so family members know and understand; 6.3 To demonstrate and convey love; and 6.4 To solve problems in decision making and resolve conflict.

7) Family bonding means the behavior in participating in social media activities to build closer relations between family members, including:

    (1) To motivate each other;

    (2) To demonstrate, or convey, joy and admiration;

    (3) To provide support and assistance;

    (4) To adjust oneself to join one another;

    (5) To reduce the gaps between one another;

    (6) To give time to one another;

    (7) To maintain relations;

    (8) To bring members closer.

8) To build mutual understanding means between members of the family can come to a consensus when they must make a decision, can follow a common tradition and have a common understanding through the use of social media to maintain good relations and reduce or remove any differences that could arise.
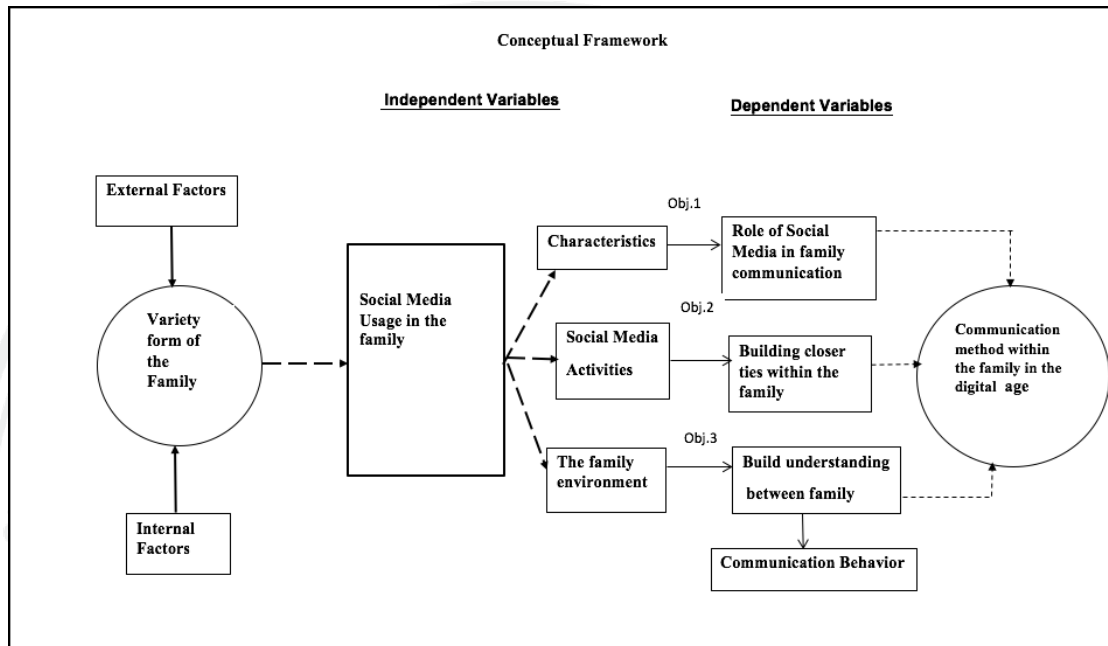
Figure 1.2 Conceptual Framework

CHAPTER 2

THEORIES AND LITERATURE REVIEW

This research, Social Media as a Tool in Family Communication in this Digital Age: Communication Functions, Relationship Bonding and Building of Mutual Understanding, examines the role of communication, connectivity and the building of understanding has a conceptual framework, theories and literature review as follows:

2.1 Communication Technological Determinism

2.2 Communication Technology Concepts in this Digital Age

    2.2.1 Meaning and Significance of Digital Communication

    2.2.2 Attributes of Digital Communication

    2.2.3 Types of Digital Communication

2.3 Social Media concepts

    2.3.1 Meaning of Social Media

    2.3.2 Role and Significance of Social Media

    2.3.3 Characteristics of Social Media

    2.3.4 Types and Formats of Social Media Platforms

2.4 Maslow's Hierarchy of Needs

2.5 Psychological Communication Concepts

    2.5.1 Meaning, Significance and Roles of Communication in the Family

    2.5.2 Changes in the Family Structure and Environment

    2.5.3 Internal and external factors that affect the forms and behaviors of communication in the family

    2.5.4 Relationship Theory for the Family

2.6 Intergeneration Communication Concepts

    2.6.1 Traditional Forms of Intergeneration Communications

    2.6.2 Intergeneration Communication in the Wireless Era

    2.6.3 Intergeneration Communication Concepts in the Digital Age

2.7 Related Research

2.1 Communication Technological Determinism

Communication Technology Determinism is a theory that focuses on four elements concerning communication channels: S-M-C-R. The academics that hold to this opinion believe there is no other element as important as channel because as it changes with changes in forms of communication, the other elements follow in their alterations. For example, if the message is seen as water to be drunk, and if the water is changed to something else, so will the way it is imbibed.

This leads to the concept of communication technology acting as the determinant under the concept of determinism, which holds to the thinking that the causal relationship and outcome set the direction for further terms, or conditions, called outcome, or as this is called in research, primary and secondary variables. What this means is that communication technology is the primary cause, or reason, that establishes different outcomes for individuals and society as a whole (Kanchana Kaewthep & Somsuk Hinviman, 2010, p. 129).

This concept focuses on the power of communication or communication technology that holds influence on three levels according to the thinking, or viewpoints, of three philosophers, as follows:

1) At the social level, Harold Innis is of the view if technology changes, it will have social implications as it will influence the connection between education and historical technological and cultural dimensions for each social group. These implications were revealed in Innis' communication research related to relations between civilization and communication methods while examination different periods of history and how they developed new technology to advance communications, for example, carving into stone until paper was invented. Furthermore, his analysis showed how relations and communication methods related to social power, explaining how imperialism was dependent on the power of communication technology to convey a message.

In the past, leaders used public speaking as a tool to demonstrate their power and persuade their populace to act. Over time, this form of communication was

replaced by the printed word and a system of signage such as symbols and official government documents to announce power and potential. What this means is that persons with power or the effective communication technology had the capability to expand the area they controlled. This philosopher went on to say that time and space could be expanded further according to the advancement of communication technology. In the past, when communication adhered to an oral tradition, one generation was dependent on the previous one for their knowledge, which had to preserved from one generation to the next. As new technology was developed and introduced, the area of coverage, or space, could be expanded as could the time for communicating, until finally, like today, there are no limits on time and space of the numerous way people can think.

2) At the individual level, it can be said that as communication technology changes, it will affect the individual as a factor, as stated by (McLuhan, 1964). He defined communication as the process to expand potential of humanity, summarizing his thinking on communication in three dimensions: the influence of communication on time as there are many different forms of communication that can record time, such as through writing and pictures; the influence of communication on space as there are many forms that can defeat space, like letters of websites; and lastly, the influence of communication of the experience of mankind that provides people with new information and knowledge that they don't have to have undergone first hand.

McLuhan summarized his findings by saying that every time there is an advancement in communications technology, society is provided new ways to communicate and new methods to think under the three dimensions. Even more important is his concept that "the medium is the message", which can be explained as the source of the communication is a statement in itself. For example, if you change from face-to-face communication to communicating through the internet, this will affect the message. Therefore, he saying that the message, or content, isn't what is important but it is the source of the communication that will affect the receiver most. In addition to the source dictating the message, it also affects the form of reception and understanding as well as the character of the receiver at the same time. At the same time, this will affect the relationship between the sender and receiver.

There is a further communication expert that offers still a different view as he sees technology as an element that affects social changes, believing that these are changes affect much more than the individual. Thus it can be said the communication technology affects social institutions, beginning with the introduction of the radio that affected family relations (Moores, 2000, as cited in Kanchana Kaewthep & Somsuk Hinviman, 2010, p. 130).

There are a number of researchers that hold to the notion that communication technology will influence the different viewpoints of members of society with McQuail (2005) summarizing these (as cited in Kanchana Kaewthep & Somsuk Hinviman, 2010, p. 132) as follows:

1) Communication technology is the foundation for all societies as humans are social animals that require interrelations which can be dependent on the level of communication technology available to them.

2) Each type of communication technology fits with different social structures, or it can say that different social structures will select to use the communication technology that best fits its structure. For example, a farming community will want a communication technology that communicates traditions and beliefs while an industrial community that focuses on levels of production output wants a communication technology that supports mass media that will reach consumers. If it is a news and information dependent society, they will seek digital and internet technology that is fast.

3) The development of virtually all forms of communication technology will pass three stages: the period of invention followed by the period of application to disseminate communications and finally, the period of control when regulations are issued to control the use of the communication technology by those in power and those in society who will benefit.

4) The revolution of communication technology that will encourage a social revolution and changes to many parts of society.

5) When communication technology influences people's time and space this will affect their knowledge and understanding (Carey 1989, as cited in Kanchana Kaewthep & Somsuk Hinviman, 2010, p. 133). His research on social media as communication tool within the family during this digital age: its influence on bonding

relations through communications and building understanding employed the Communication Technological Determinism theory, which when compared with the theory of McQuail (2005, as cited in Kanchana Kaewthep & Somsuk Hinviman, 2010) there appears to be five points that should be considered showing that people are dependent on communication technology to develop relationships. At the same time, this will enhance interaction between family members that will lead to stronger and closer ties. Through this channel, families can teach social values and beliefs as they can also use this to express their feelings and desires as they make a decision by consensus.

It can also be said that each form of communication will fit with a different social structure. When examining social structure and the forms of relationships within the family, it will be found that they are constantly changing during every generation with, in accordance, the forms of communication within the family also changing. This began with the time when leaders used public speaking, for example, an elder who has the respect of family members. This was followed by the use of paper, or the printed word, to communicate, through possibly a letter, until the electronic age when the television played an important role in cultivating family relations (Kanchana Kaewthep, 2014, p. 231). The television acted as a tool for raising children and teaching them about the world. During industrial development when manufacturers wanted to produce more of the products, this changed the hours of work in relation in people's lives. Parents could then leave their children to watch television and learn from it while they performed other tasks.

This, from an academic perspective, this led to a number of studies on how communication technology influence family communications and altered lifestyles and behavior. One of these scholars, Morely (1980, as cited in Kanchana Kaewthep, 2014) focused on how the introduction of the television caused people to stay in their homes more and used it as a center for family interaction. He studied family behavior patterns regarding their watch television in England and found that parents and their children watch television for different reasons, as a father watches to relax while a mother will watch while performing other tasks at the same time and then feel guilty with a sense of wasting time. As far as children, they will get involved in and switch between different tasks or activities while watching a program. If television viewing behavior is

classified by male and female family members, he found that male members will plan their time according to entertainment programs that interest them while females will have no set plan or have control over watching the television. The seating in front of the television and remote control will be in the realm of the father and son(s). The family would use the television as a point for gathering together, a family time for watching television in the evening or on Sunday night. These are the findings of a specific period for communication technology (Morely, 1980, as cited in Kanchana Kaewthep, 2014).

When examining media usage as the electronic age evolved into the digital age, behaviors did change within the family in which television gave way to family's interacting through social media. This phenomenon has not yet been studied in any great degree though it has had a profound effect on communication within the family. Thus, the Communication Technological Determinism theory can serve as the fundamental theory in the framework of this research and the direction it should take.

2.2 Communication Technology Concepts in this Digital Age

2.2.1 Meaning and Significance of Digital Communication

Due to the concept of Communication Technological Determinism that stresses the power of communication, it is believed that as the technology continues to evolve, each of its advancements affects individuals and social structure in many facets.

As the amount of data, news and information continues to grow and Thai society has entered the digital age, technological innovations can continue to be introduced to satisfy society's demands when it comes to sending and receiving more and more information in different forms, both data and images. As digital technology advances, it replaces analog for data, voice and image transmission and reception. These developments make interactive communication much easier, convenient, efficient and faster and the storage of data much more durable and secure.

Thus, today, there are now a wide range of meaning in what we calling this digital age, which can be defined as the age when digital data creates codes using two numbers, 0 and 1, to replace other forms of data and information music, photographs,

motion pictures, graphics and video as well as websites produced and transmitted through computer, telecommunication, internet, information and content production and dissemination technologies (Chanthana Papattha, 2014).

Dara Thipprapal (1998) explained that digital communication is a digital communication process that includes the sender, message, channel and receiver (C-M-C-R), which is similar as the more traditional electronic or analog process that sends and receives data through a central channel or has now been recorded and stored in a digital format.

To conclude, the digital communication is a new form communication that appeared as more and more data was being produced through many forms of media, or what is now called multimedia, which includes text, graphics, sound, photographs and moving pictures that depends on advancing telecommunications technology, the internet, and the development of new computer technology for the storage of a vast range of data that will be compatible with the latest developments in new forms of communication.

Sunthat Thongrin (2015) has said that digital communication continues to grow in importance as developments continue for its use in work along with its expansion to convert more forms of information. Over time, this will mean even faster, more convenient dissemination of larger amounts of data between users over the internet, which he has summarized, as follows:

1) Communication

When communication is disseminated through the internet in a digital format, it can be transmitted at high speed worldwide, thus becoming a tool for the dissemination of data to a broad audience.

2) Presentation of News and Information

As well as information in a fast and innovative manner. Furthermore, the content can be quickly adjusted at any time, and it can be accessed through searches easily.

3) Advertising

Promotions and public relations can easily reach target groups, and communication between government and the public is possible through what is termed e-Government.

4) Promotion of Culture

This could lead to changes in cultures worldwide, which will become more similar through exchange or the dominance of certain cultures.

5) Data Search Tool

As many popular institutions, agencies and organizations will store data in a digital format, it becomes more possible to search and access information more easily through the internet using search engines. Through a keyword search, these platforms present access to websites that provide the desired information. The most popular search engines are www.google.com and www.yahoo.com.

6) Research

Digital communications provides the capability to store, access and disseminate data and information for research, the same as using a large library offering information on a wide range of subjects. It offers the opportunity to interested persons searching for this information at any time and from any place.

7) Business, Industry and Service

In this digital age, all companies and organizations are assisted in conducting transactions and providing services through what is now called e-Commerce. It increases speed and convenience as well as reduce costs because of the capability to sell products via the internet as it removes the need to travel to make purchases at commercial outlets.

2.2.2 Attributes of Digital Communication

The many attributes of this digital technology allows for communication to combines multiple forms, which is termed multimedia and explained further (Sunthat Thongrin, 2015):

1) It is communications dependent on the internet to present news and information through a process of storage and access online.

2) It is in the forms of multimedia that can be accessed and shared through interactive communication between individuals, groups or organizations through two formats, synchronous, for example, chatrooms and video conferencing in which senders and receivers communicate in real time wherever they are located; or asynchronous, during which the sender and receiver do not to be connected in real

time, for example, e-mail messaging that still allows them to ask and answer questions as well as share thought and information in a manner that reduces costs while still controlled by any restrictions of time and place.

3) Content can be shared through in a number of formats, which can be classified as hypertext and hyper media. For example, a website can offer a connection to radio and television programs, film and music.

4) This is a form of communication that can disperse, or disseminate, at high speed content that is easy to produce. It requires much less investment that traditional mass media. It can also be disseminated much more easily by just connecting to the internet.

5) It is a tool that allows for convergence, or fusion, between different forms of communication such as photographs, film, graphics and sound for a multimedia communication.

6) It is a form of communication that can offer a virtual reality as images can be stored and then presented in a 3D format. As the image, or picture, appears much larger, wider and with depth, it gives the feeling to a person that they are actually inside the picture. For example, if one was shopping, they would like they are actually in the store, or if they were conducting a transaction, it would feel like they are in the bank or in front of an ATM.

2.2.3 Types of Digital Communication

If classified by formats, digital communication is compatible with all forms (Sunthat Thongrin, 2015).

1) One-to-one communication

This can also take the form of one-to-many, for example an email message.

2) Group communication

This can be classified as many-to-many, for example, a group email or message through an internet forum.

3) Organizational communication

An organization will employ an intranet network for internal communications. They can also approve a connection for outsiders to their network so they can access data through an Ethernet network.

4) The mass media uses the internet to disseminate news for public consumption through multimedia format.

Because of digital communications' attributes, traditional media has had to change how it collects and store data in a digital format. Thus newspapers, in addition to their printed, or hard copy, they are also presenting their news through websites, allowing readers to access stories from anywhere at anytime. Content can also be changed and updated at any time.

In addition, radio and television are offered expanded channels to present programming through the internet. They can present real time news at any time and from any place. Viewers can watch events at the same time around the globe, or they can access the program at any time after its live broadcast through data links. Furthermore, through internet forums and emails, people are given the opportunity to voice their opinions.

Movies have also evolved from film into digital formats, which has upgraded the detail in imagery and sound. This has led to a whole new industry for home entertainment, which includes consumers ordering DVDS online and subscribing to sites that stream or offer film-on-demand for home entertainment.

This has also led to new forms of mass media where users can access information through websites that store news and information as well as disseminate it. Their sites will open with a homepage that links to webpages.

After a study, Sunthat Thongrin (2015) divided websites into seven classifications:

1) Portal Site

This is a website that offers links to a number of different websites under a certain category, for example, government, education, sport, health and technology. This makes access to information faster and more convenient, for example, www.sanook.com and www.yahoo.com.

2) Business or E-Commerce

These websites that provide information about a business can be divided into three classifications: business-to-business (B2B) that connect businesses through the internet with other businesses that are their customers, business-to-consumer (B2C) that allow small businesses or individuals to purchase and exchange products and consumer-to-consumer (C2C) employed by small businesses or individuals.

3) Educational or Academic

These sites have been established for educational institutions to provide information and public services.

4) Entertainment

These have been established for viewers' enjoyment such as radio and television stations' websites along with online magazines.

5) Community Sites

These are websites established for groups of persons with similar interests to meet, converse or chat or exchange thoughts and information. It is much the same as a virtual social group who will set a tie to join in a common activity.

6) Tourism or Travel

These sites will provide travel information, for example, food, accommodation and booking. These can include sites of government agencies, like the Tourism Authority of Thailand (TAT) as well as private enterprises.

7) Search Engines

These assist users who are looking for information that has already been published or disseminated. After inputting the subject, the search engine will provide a list of related websites or articles that the user will be able to access after they click on the link such as with www.google.com.

The digital communication process has developed to satisfy the requires of an ever expanding diverse range of applications. Currently, the technology of this digital age has an enormous influence on people's lifestyles, government and private enterprises' operations and society as a whole.

This technology has had profound effects on this world that have led to both economic and social changes in Thailand in an individual's lifestyle and activities that then affects the populace at all levels, including the family. It has caused the line

between work and personal time to fade because of digital communications' many attributes as mentioned previously. One's personal life and how they relax and work can become intermingled. This can help to strengthen bonds and provide additional benefits through internet access at any hour or place. The status of the Thai family in this digital age is now constantly adjusting in accordance with changes, or new innovations introduced to digital technology that are way of thinking and behaviors. This has led to changes in how a how a family communicates between its members. It is this that this study has addressed to determine the direction of social development influenced by the use of digital technology to learn and create as this country evolves in this digital age.

2.3 Social Media Concepts

2.3.1 Meaning of Social Media

Phisek Chainiran (2010) defined social media as interactive content sharing communication that can be in the form of text, pictures, sound or video.

Thayawat Kupkham (2010) explains social media to be a type of website that creates a social network that can satisfy demands in many different directions as it supports interaction via the internet.

Kaplan and Haelin (as cited in Amika Hemmin, 2010) defines social media as an application group using the internet created by a social system and technology that allows users to express and share their thoughts and opinions.

Jiraphorn Srinak (2013) explains that social media is a new form of communication to disseminate news and information through many-to-many communication. As a social media, it offers information through the interaction and discussion of issues by persons with similar interests. Thus, social media can be described as having three characteristics, or attributes, as follows:

1) It is a form of communication that allows users to create content, or data, download and share this.

2) It is a form of communication that allows use users to disseminate, or disperse data and create user profiles.

3) It is a form of communication that allows users to link together.

To summarize, social media can be defined as digital communication that can serve as an operating platform for social interaction through an online social network associated with a website and media application that are connected through the internet. It connects senders to receivers who can together create content themselves in the form of text, picture and sound.

2.3.2 Role and Significance of Social Media

When considering the role of social media as a communications channel, it actually isn't that different than traditional media. Lasswell (2005) summarized three functions that communications can play:

1) Observation of the environment, i.e., collecting and disseminating social news

2) Coordinating different segments of society

3) Disseminating cultural heritage from generation to generation, such as values, beliefs, social norms and knowledge.

Wright (1986) expanded these functions to include entertainment for members of society.

This comes from the idea that social media can serve as a form of mass self-communication (Castle, 2009, p. 63). This is because an individual is given the power to communicate with a wide audience or to a specific group, offering individuals another alternative channel for communications.

Thus, the functions of social media for an individual to communicate with others includes:

1) Build understanding

2) Create interest

3) Building understanding and support for a similar view

4) Build stronger relations

5) Motivate an action to satisfy a demand

With these roles and functions, social media is a form of interactive communication that can offer a must more vast variety of information than traditional media (Kanchana Kaewthep & Nikhom Chaikhunphol, 2013).

A number of new media scholars talk about the significance of social media, saying that it is highly effective as a communication tool that can open up more opportunities for people to share and create content together. It allows users to form and build communities with the potential to influence social changes in many forms, as follows (thumbup.in.th/2013/08/social media-is-changing-the-world/):

1) It serves as a channel to develop relations between individuals or groups of individuals.

2) It serves as a large data center for social media that can receive and then broadcast breaking news.

3) It serves as a channel for education.

4) It serves as a new channel for offering business opportunities and earning income.

5) It serves as a tool for promoting campaigns that can involve different activities.

Social media is now considered a communication channel for daily life for persons who are part of this digital age. I can affect, or has significance for society in a number of areas, for example, economic, as it can create value and provide, or support, SME business opportunities, as well as political, as it provides a platform from which to speak. It also provides a public space can check for information, voice their opinions and together, promote different beliefs or policies, in, for example, education. It provides a channel for the populace to study different arts and sciences, free of restrictions. It can also support study, so that people can develop and raise their potential. For culture, it can serve as a channel to perpetuate national customs and traditions as well as provide opportunity to learn about other cultures. It also serves as a center for the collection and dissemination of news and information to follow events around the world as well as the evolution of humanity.

In addition to social media affecting changes in channels, it also breaks the previous barriers in communication of time and place. A number of well-known sociology scholars such a Max Webber Durkheim (as cited in Kanchana Kaewthep & Nikhom Chaikhunphol, 2013, p. 235) have spoken about the disappearance of community and face-to-face relations because of the connections that can be made through social media. It has removed the need to arrange meetings to build relations

within groups. There are a new set of criteria that have replaced those of the past for establishing relationships within the family, community and society as a whole. From arranging meetings to communicate face-to-face, they are now afforded another means to communicate without meeting to develop new friendships and maintain current relationships. This has also helped to reduce the gap for intergeneration communication.

Putnam (2002, as cited in Kanchana Kaewthep & Nikhom Chaikhunphol, 2013, p. 235) identified the characteristics in the bonding of different social groups according to demographics, including race, age, gender and social status along with their use of communication to build stronger relations and build a bridge between different groups who show marked differences in categories such as gender, age and education. At the same time, they have similar interests so that social media can provide the link between different individuals and groups. This is why the popularity of social media continues to grow.

In a survey of the behavior of internet users in Thailand (Ministry of Information and Communication Technology. Office of Electronic Transaction Development Agency (Public Organization), 2016) that included 16,661 persons who responded through a questionnaire posted on their website or through social media, it was found that, for Thais, the most popular use of the internet is to communicate through social media. The top five platforms were first YouTube, which 97.3 percent of the respondents used, followed by Facebook and Line at 94.8 percent and 94.6 percent, respectively. 91.2 percent used their smartphone to make telephone calls while 8.8 percent used their tablets. 29.3 percent who used the internet resided in the Bangkok. They also used the internet during commutes or travel much more than those persons residing in the provinces. The most popular activity was to chat through a social media, accounting for 88.8 percent of the respondents. After this, 75.9 percent of respondents who used devices to communicate through 3G or 4G networks felt that these allowed for even faster transmission of photographs, video and uploading clips. This was followed by respondents saying that they made 11 internet voice calls and nine video calls per week.

When analyzing Thais users according to age, it was found that those born after 2001, or Generation Z, between 1981-2000, or Generation Y, first and foremost

use YouTube the most while for those born between 1965-1980, or Generation X, and 1946-1964, or the Baby Boomer generation, it is Line.

When it comes to the use of the internet, Gen Z uses it an average of 40.2 hours per week, Gen Y, 53.2 hours per week, Generation X, 44.3 hours per week, and Baby Boomers, 31.8 hours per week.

The NGO. We are Social, is a digital agency in Singapore compiles statistics and conducted a survey on digital consumer behavior in 2016 related to the use of the internet and social media for a number of countries around the world. Their results for Thailand showed that 38 million members of the populace use the internet while 34 million communicate through social media on their smartphones (http:// wearesocialsg.com). Thais were also ranked seventh in the world for communicating via 3G and 4G networks.

2.3.3 Characteristics of Social Media

As social media emerged as a new media in the digital age, it has both technical and social aspects according to Logan (2010, as cited in Kanchana Kaewthep & Nikhom Chaikhunphol, 2013, p. 18) which can be explained as follows:

1) Two-way communication

Receivers can react to content and produce their own which they can transmit through a dialogue or knowledge sharing through different audio and video communication channels.

2) Easy access and dissemination of information

It has created a new environment from ones that are blocked by parents in countries where traditional media dominated.

3) It supports continuous learning as users can interact with content, or information, at any time. Social media also allows supports audio and video communication that can enhance conversations and recall with the aid of immediate feedback.

4) It also enhances integration with the use of hypertext or search engines with the capability to send and receive data instantaneously.

5) It supports the creation of communities in different forms and with different goals, aspirations or interests, like educational, entertainment or political groups.

6) It affords convergence of many different forms of communications, including video, audio, photographs, film, graphics, stickers and emoji.

7) It allows for interoperability in all aspects of an activity, social, political or organizational, with the support of different forms of communication, text, picture, audio and video.

8) It supports the compilation, or aggregation of content that can then be edited, abridged and altered without any restrictions to form new user-generated content.

9) It supports the expansion of types and choices for reception as well as the range of activities for users, for example accessing and reading the latest news through Facebook or Twitter or watching a film or listening to music via YouTube.

2.3.4 Types and Formats of Social Media Platforms

Currently, social media is one of the more important tools to contact persons or conduct activities, whether for work or pleasure. It is now an integral part of people's daily lives worldwide, including Thailand. People use it to write, tell stories, describe experiences, share pictures and videos they have produced themselves. These may be work that is self-inspired or adapted from something they have found on another platform or chat they are part of. These can also be produced and shared via a smartphone or other device with access to the internet via an internet forum, blog, wiki, pictures, graphics, stickers or video. There are a number of platforms that are capable of receiving this content, including blogs, picture-sharing and video-sharing websites, web boards and email. Platforms that provide such services include Google, Facebook, YouTube, Line, Twitter and Instagram (Jiraphorn Srinak, 2013). There are many forms of social media, which can be classified according to their uses (Amika Hemmin, 2010; Jiraphorn Srinak, 2013).

1) Weblogs, or as more commonly known in its short form, Blogs This is an individual, or personal communication posted via the internet to disseminate

information, news, knowledge, opinions and private records to be shared with others who will access to read or view as well as add their opinions to the contention.

2) Social Networking provides a platform for individuals or groups to connect to form social groups in which they can interact interact and exchange information concerning things like work, politics and education.

3) Microblogs are websites that allows users to write short content, approximate 140 characters, which is called status, or notice, to convey the current condition or emotions of the writer, what activity they are involved in or disseminate news to their friends, or followers on a specific social media.

4) Media Sharing is conducted on websites that offer the opportunity for users to upload pictures or video to share with family members, friends or the public. Currently, this form or communication has become wide spread and rapidly expanding as there are no limitations on content and the services are quite secure. Users can also easily choose the content they want to access.

5) Social News and Bookmarking are conducted on websites that offer articles or content that can be voted for or against as well as rated, which can be shared.

6) Discuss, Review or Offer Opinions are conducted on web boards often dealing with products, services or public issues.

7) Wiki are websites that store and offer access to data and information. The writers are often academics, scholars, professionals or experts in the fields of politics, economics, social issues or culture. Users can enter or correct content in addition to just reading.

8) Crowd sourcing is a form of members of a social network assisting one another. It can be conducted by establishing a website that can offer answers to questions as well as explain the solution to the given problem.

9) Podcasting, or PODs, Personal-on-Demand, offers persons the opportunity to broadcast text as well as audio and video content that can be uploaded and made available through a webpage to those interested in the subject.

The above can also be classified according to usage (Jiraphorn Srinak, 2013):

1) Communication: conversation or chats, discussion, reviews, criticisms, either person or as a group

2) Cooperation and Sharing: news, photographs, film, video and music

3) Multimedia: live streaming, real time descriptions of events or conditions

4) Reviews and opinions

5) Entertainment: websites and applications, games, movies, television, radio and online magazines

Different social media websites and applications are always evolving and gaining in popularity. Social networks, such as Facebook and Line and the previous sites like Hi5 and Multiply lost or gained subscribers according to how the satisfied users demands

The concept of social media as a communication tool or channel that can influence the family institution was used as the focus for the literature review to answer the following research questions:

1) How can social media contribute to enhancing communications within the family in this digital age strengthen family relations, focusing four communication criteria that can strengthen relations within the family? 1) To communicate meaning and teach values and beliefs; 2) to demonstrate emotions and desires so that all members come to a common understanding; 3) to demonstrate relationships, love and concern for each other; and 4) to solve problems in decision making and conflict.

The social media content of a family will be examined when answering the second research question, which is how does a family in this digital age build relations through the use of social media?

2.4 Maslow's Hierarchy of Needs

This psychological theory was developed by Abraham Maslow (1908-1970), which sets fives levels of needs in the form of a pyramid. The first level covers the basic needs for a satisfactory existence. The levels then climb to include further human needs, or desires.

Thus, the first level is physiological needs for survival, including food, water and air and warmth, which humans require since birth. This should be provided by the

family for each member. If they feel hunger, for example, and cannot be fed, they will not be able to think about any higher level needs. Their focus will remain on filling their stomach.

Once these basic physiological needs are fulfilled, humans turn their attention to safety and security. This is when they become concerned about their surroundings and the safety and security, or protection, it can provide. A good example would be when an infant or young child is left alone. So, they become frightened because of they don't know their surroundings. It can also caused by parents who appear not to care, possibly from a divorce or fighting within the family, which will affect a child's confidence and sense of security.

Belonging and a sense of love form the third level and will be reached once both physiological and security needs have been fulfilled satisfactorily. People find a love and a sense of belonging by developing relationships with others.

Self-esteem is the fourth level and will be found once the needs of the previous three levels have been satisfied, and the person now looks for respect from in two respects, first, self-respect and second, from others through the actions they perform.

The last and highest levels of needs is self-actualization and is achieved one an individual has reached their full potential and the goals they have set for themselves. At this point, once they have achieved this realization, they will no longer need to think before they act.
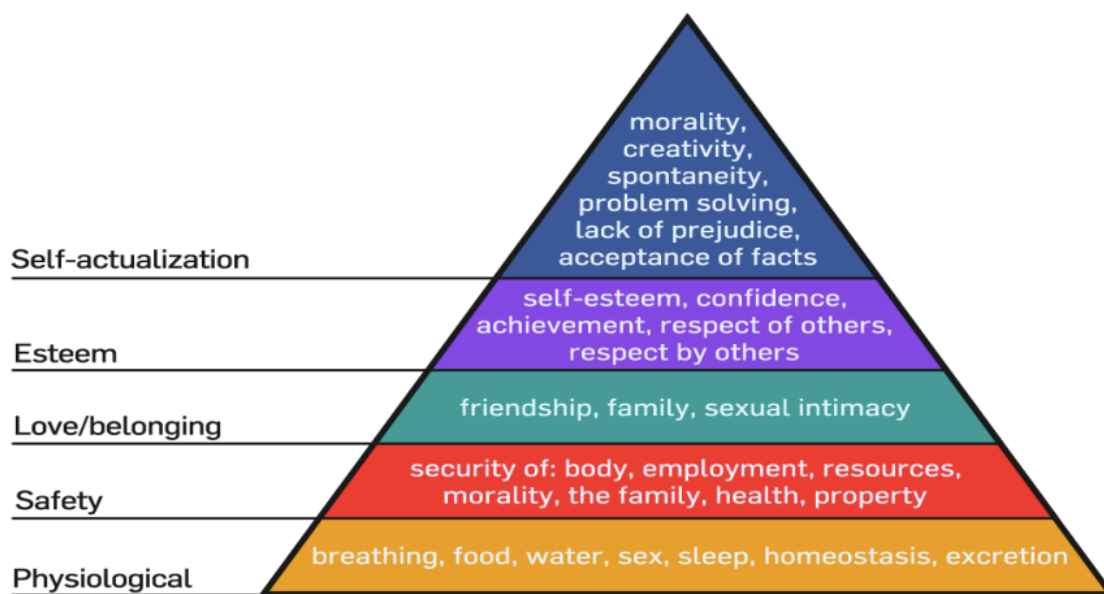
Figure 2.1 Maslow's Hierarchy of Needs
Source: Maslow (1943, pp. 370-396).

Human needs have a direct influence on humanity's development from birth through adulthood dependent on the support of the family institution until a member leaves, particularly during the first three levels of needs, physiological, safety and love and belonging. This, then, establishes the most important roles of the family and therefore, this is why this theory has been employed in this research when examining the role of social media for a family in this digital age.

2.5 Psychological Communication Concepts

2.5.1 Meaning, Significance and Roles of Communication in the Family

Family study has long attracted attention since it first began in the 19th century, particularly in the West. Today, the family is examined through a variety of dimensions, psychological, sociological, anthropological and economic. Still the findings are limited when it comes to communications. (Kanchana Kaewthep, 2014, p. 307)

This research, Social Media as a Tool in Family Communication in this Digital Age to Build Bonds, Strengthen Relations and Increase Understanding, examines how social media serves as a communication tool for the family during this digital age: its role, how it helps to build bonds and achieve mutual understanding. Therefore, the literature review continues now looking at family psychology, its meaning and role within the family, placing communication at the center of the family to assist it in fulfilling its role and responsibilities effectively. It thus examines studies that apply the Attachment Theory and relationship concepts to help establish the direction of this research and analysis of relationships in a digital age family. Both internal and external factors are considered that can affect, or influence, a family's communication behaviors and the structure of the family institution, which can take many forms, to achieve a better understanding, beginning with the meaning of the family.

Burgess and Locke (as cited in Suphatra Suphap, 1994, p. 45) defined the family as a human unit of action comprising a wife, husband and children. Each society will establish the roles of the family as its affected by customs and traditions not just by what they eat and how the live, as family members must also interact and develop relationships, giving love and care, teaching one another and developing emotional bonds.

Chaliew Bunyong (1995, p. 45) summarized the meaning of the family as a small social unit that is formed through marriage, heritage or adoption and resides as a household.

Chavarat Cherdchai et al. (2003, p. 108) has defined the family as a relationship system that forms an association of members. The relationships between members is quite distinct and is seen as a family when there are at least two members who together create common dreams, or aspirations.

The family is the basic entity for building a foundation for human development from birth. The family care for, cultivate, educate, train and refine the child as they mature to become a quality member of society. This investment can contribute to sustainable national development (Ministry of Social Development and Human Security. Office of Women's Affairs and Family Development, 2010).

As the family is a social institution, Chaliew Bunyong (1995, p. 37) defined certain universal functions that the family must play:

1) Biological, or the conceiving of family members who once born must be cared for so that they mature into a quality individual who can contribute to society. If a couple cannot produce children, they can adopt and then fulfill this same role.

2) Education, i.e. teach the child customs, traditions and values.

3) Love, providing a warm and loving environment for the child.

4) Economic in order to be able to satisfy the child's needs and wants while a member of the family, including food, clothing, medicine, residence and education.

In addition, additional responsibilities include providing security and good recreation. Suphatra Suphap (1994, pp. 57-59) stated that it is the responsibility of the family to teach its children socialization and provide affection as well as protection and emotional security in addition to the support and motivation to the can surpass any obstacle. Thus the role of the family includes:

1) Satisfy any physiological needs such as food, water, residence and clothing.

2) Satisfy any emotional needs by providing love, affection and understanding for all family members to they feel loved, safe and confident.

Communication is then necessary to maintain these feelings, providing news and information as well as understanding for all family members. A number of researchers and scholars have added to this discussion of the family and communications:

Thiranun Awatsirivong (1990), when defining family communication, stated that the family is one of the oldest and most primary of social institutions and quality of life depends on the communication behavior. Family behavior can take many forms that members can utilize. The family can be compared to a classroom, pavilion, a council, association of development organization.

Kathleen, Galvin, and Brommel (1991, as cited in Nisarat Thongupakarn, 1995), family communication scholars, stated that a family is much like a network formed by persons who reside together for a long period of time, beginning with

marriage, a common heritage through blood relations or law, or are considered a member of the family, all who have common aspirations for the group.

Somphop Ruangtrakul (2000) defined family communication as the exchange of information that is clear and sufficient enough to express emotions, i.e., sufficient enough communication to express emotions that can be understood.

Consequently, the role of communications in the family is to serve as an important mechanism for the family to function, express affection and strengthen relations to bring the family closer together and assist members to adjust themselves to more easily interact with society.

For the implementation of the Ministry of Social Development and Human Security's strategic plan (2012-2017), the ministry created a plan to support key issues of social development to strengthen society so it is able to adjust to changes, particularly in the family, which is the foundation of the nation, Asia and the world. The definition of a strong family is then two or more persons that reside together with the the purpose of developing closer relations among all members while supporting those near by and society as a whole. They can help each other to adjust to changing conditions and will not waver when they face difficulties or obstacles, which together they can overcome.

The standards of a strong family are reflected in the internal communication processes that support the family in fulfilling its functions to their full potential. Thus, role of communications in a strong family can be classified as follows (Ministry of Social Development and Human Security. Office of Women's Affairs and Family Development, 2010):

1) To communicate the meaning of the family through teaching and training to teach values, beliefs, customs and traditions as well as rules and regulations to the children and grandchildren of the family. The family must also foster the development of good habits, morality and ethics as well as a lifestyle that can fit with society.

2) To demonstrate how to display emotions and convey thoughts, opinions and desires through different behaviors so other members of the family know and understand.

3) To display relations within the family using communications to convey love, affection or admiration for one another, whether it be through words, symbols and/or gestures.

4) To solve family problems through communication that reflects different conditions and together make decisions concerning different matters. If a problem or conflict does arise, they will work together to solve them.

Communication within the family then has a number of levels of efficiency, particularly for the family, which is confronting rapid changes that can affect their economic, social, cultural and technological conditions. Goldenberg and Golderberg (1980) were able to set these levels of efficiency for family communications into three classifications as follows:

1) Optimally Functional Families

This classification includes family members who are mutually dependent on each other. They show concern for one another and listen to each other about what is bothering them. They are ready to help as well when they can. They value each other and will demonstrate these feelings as they see the importance of each member of the family. No one person has power over the views of another, including the children. Each member of the family will feel a sense of independence and respect for their individuality and personal space. Furthermore, each member can accept changes that take place within the family.

Communications with the family will be clear and open, understandable and not ambiguous. With highly effective family communications, children that grow up in this environment will be able to adjust to changes and will also be able to develop good relations with people outside the family as well.

2) Moderately Dysfunctional Families

In this type of family, the family framework and roles of the different members are not clearly defined. This ambiguity can cause the rules of this group to be misunderstood when it comes to the upbringing of the children. They can feel threatened or scared as they are uncertain if they have performed badly or not. The members of this family would be less inclined to accept changes they may occur. The atmosphere can become to feel competitive, and if a member chooses to move out, they can feel lonelier and estranged. If or when a family problem should arise, they

may choose to ignore it. When it comes to the children that grow up in this type of family, they could feel mental stress or turn more to friends for help and to have someone to talk to.

3) Severely Dysfunctional Families

This is often a family that closes itself off from the world around them. The family organization and roles are very confusing and difficult to understand. Family members don't know clearly know their responsibilities, including parents as well as children. The parents have little knowledge of what they need to do as the leaders of the family. Therefore, it is difficult to come to a common understanding and consensus when making decisions. Family members will not feel confident or self-assured and the family environment can feel hostile and competitive, which can lead to disagreements and quarrels that can end in threats, reprimands or confusion. Children in these family often have a tendency to demonstrate antisocial behavior that can even lead to them braking the law.

Bearing this mind in mind, this research aims to find the answer to the first research question as to how social media can help strengthen roles of communication in the family in this digital age as the context of the family has changed from the past to the present according to changing conditions, obstacles or problems the family members may face. It will examine how communications within the family helps it to function and how the strength of the family as described in the classifications above have an effect on the family situation as promoted by national policy.

2.5.2 Changes in the Family Structure and Environment

Data provided by Ministry of Social Development and Human Security. Office of Women's Affairs and Family Development (2010), of the Ministry of Social Development and Human Security offers a number of different interpretations for the definition of the family, as follows:

1) The family is a group of persons who are related through blood relations, marriage or upbringing. Sometimes, it is said that they must be living in the same household. There is a common economic reliance, sexual relations or ancestry.

2) Family means a group of persons who feel bound and live together. There can be many forms for this basic social institution in addition to the traditional unit formed by a father, mother and child or children. Now, they might not have one of these members, i.e, a single-parent family or a couple without children. It can also be in the form of a grandparent and grandchild.

The family can also be extended to include grandparents, parents and children as well as the grandparents' or parents' siblings. Some will even define a family as an individual. Then, there are the cases or divorce or abandonment, which will change the structure of the family. Some families, when they cannot have children of their own, will adopt a child. Today, there are also same sex marriages. All told, the instruction of the family has many forms and continues to evolve. With these changes there are no four factors that can affect the family:

1) Demographics

2) Changes in resources and the environment

3) Influence of technology

4) Value of money

All four of these factors have affected the family structure and its evolutions and expansion in forms.

This research then has had to study the changes in technology and their effect on the family as each member is affected by changes to the family environment and life cycle in which they live and operate. How the family integrates, or interacts with its surrounding environment, Bronfenbrenner (1994) described as human ecological systems. He explained that the family and surrounding community develops an integrated relationship. He breaks down the surroundings, or environment, five classifications:

1) Micro-system: This is the closest environment in which humans function and has a direct impact on their development, for example, personality, making the family the primary unit where development begins.

2) Meso-system: This is a central system where the micro-system interacts with other environment systems during which the family develops relations expand from the family to nearby institutions, like the family and school, the family and a Buddhist temple.

3) Exo-system: This is the system in which the surrounding social environment does not have a direct effect on the family, for example, political, educational and health systems.

4) Macro-system: This is then the largest, or broadest social environment and comprises all systems which can affect family members, like culture.

5) Chrono-system: This is the system composed of events and changes that take place over time that can have an impact on a family member's behavior such as parents' divorce that will affect their children's behaviors or the death of a family member.

Each of these systems can affect human behavior and the changes that may occur. Humans mature through their interaction with the different systems (Jittinun Dechakhup et al., n.d.). Thus, digital technology is considered a part of the environment that can have an influence on family members, both positive and negative. How much will be answered by this research.

2.5.3 Internal and External Factors that Affect the Forms and Behaviors of Communication in the Family

Patchanee Cheyjunya and Prathum Ruekklang (1988) stated that the form of family communications means the structure, or framework and process applied for communications between family members, for example, husband-wife or father-mother-child. This can lead to a study on communications between different individuals influenced by different factors.

Communication behavior is then defined as action or symbolic performance that can communicate meaning. The process will transmit meaning, thoughts, opinions and experiences between the sender and receiver to achieve mutual understanding. The characteristics of communication behavior can then be explained, as follows:

1) Communication behavior is a process in which humans communicated between one another continually without any restrictions. The sender and receiver will take turns, switching in their roles. This will continue until reaching mutual understanding.

2) Communication behavior is related to psychological, social and cultural processes. This integrated process can be complicated and difficult to predict

as well as analyze. The relationship between the sender and receiver is not just dependent on the verbal content. It will also be dependent on different internal factors such as the mental state of the participants, which can be affected by their impulses, memory, concerns, opinions and fears. Furthermore, there are external factors that can affect them such as customs, ethics, laws and culture. These can all affect both individual and group communication behavior.

3) Communication behavior is a procedure related to the surrounding environment outside the communication process, which means the communication process does not exist in an empty space but in a space controlled by terms and conditions dictated by the situation. Communication behavior in the family can then be divided into four classifications:

(1) Laissez faire family communication, which means the communication is not repetitive to teach a young child respect for those older than them. They aren't taught to care for others or to express their own opinions. Parents, or guardians, allow their children freedom to mature on their own. There isn't a fixed structure. They are just observed.

(2) Protective family communication, which stresses establishing a set of rules for behavior. The child must respect their seniors and are not give full freedom to act as they want.

(3) Pluralistic communication in the family is a free form, which allows the child to act as they want, express their own opinions and desires in situations where respect will reduce in importance.

(4) Consensual family communication, which stresses respect for elders and the freedom to express oneself.

Communication behavior according to Kantor (as cited in Juthanat Phadungcharoern, 2000) can be divided into three classifications:

1) Closed family communication, which is found in a family in which problems are solved through the power of authority to establish discipline and control the behaviors of family members. Members are not given the freedom to do what they want according to the will. Their daily lives will therefore follow a set of established rules.

2) Open family communication allows family members to cooperate in decision making and a variety of situations. Still, they all have specific roles to play within their structure. These can change over time. Persuasion is used more than authority in decision making. This family will have a lot of interaction with outside social groups, which can influence them. This allows for all family members to grow and mature, intellectually and emotionally.

3) Free family communications, which means the forms of communication within the family can reflect what members want within the rules. There is constant interaction and exchange, particularly about current situations. There is no set plan for the behaviors.

Dian Baumride, an American psychologist on the faculty of the University of California, Berkeley, conducted a study on family parenting and designated three styles that fit Kantor's theory:

1) Authoritative Parenting

This style of parenting supports children as they mature with a set direction in which the child must listen to instructions and act accordingly. They will include the child in decision making, and while the parent has authority, they also provide a loving and caring home, trying to fulfill their child's desires.

2) Authoritarian Parenting

This form of parenting is much stricter in which there is no real concern for satisfying the child's desires. Rules are established and supervision can be quite restrictive. Explanations are few or not at all. The child must accept what their parents tell without complaint, and if they do something wrong, they can expect to be punished. This can lead to estrangement between parents and child.

3) Permissive Parenting Style

Parents that adhere to this style will allow their children to do what they want without restriction. There will be minimum punishment. The children's behavior will thus be dependent on their mood and emotions. Thus, parents will have little authority or control over their children. The parents will demonstrate their love their children and will try to satisfy their desires.

These three styles are then internal factors that can affect communications. Thus they will be employed to determine their influence on social media usage by different families.

In addition, an external factor, communication context and environment, can be seen as a system or surrounding event that emerges outside the family, for example, culture, political conditions, natural disaster and changing technology, that can influence thinking, emotions and sending and receiving. (Chitapha Sukphalang, 2005) described the external factors that can affect communication behavior, as follows:

1) Social structure defines an individual's status which will determine the different roles and responsibilities of each person to fit the expectations of society.

2) Culture will establish behavioral patterns for members of society and influence communication interactions between individuals.

3) Social and economic conditions will influence communications. If status between the persons is similar, or close, it will be easy to achieve a common understanding. If the status of each is different, there can be problems in interpretation.

The culture of the Thai family in the past gave great importance to the extended family, which would include grandparents as well as other relatives living together with an immediate family. These families would be affectionate, show concern, assist and support one another. Other characteristics of these Thai families is that they were patriarchal with the male also responsible for family income. They also showed respect to their elder members because of their life experience (Phasara Phongsukvechakul, 2011).

Today, though, the Thai family can take many different forms as adjustments are made to fit more modern conditions and changes in society. Kanchana Kaewthep (2014) explained that the family is considered a cultural unit which is constantly evolving according to culture that can lead to changes in one member of the family who will then influence changes in the rest of the members.

This research than takes this concept that each family can have different communications behavior to pose the third research question as to what internal and external factors can influence social media usage within the family in this digital age and how this can create mutual understanding.

2.5.4 Attachment and Relationship Theories for the Family

The Attachment Theory was developed by Bowlby (1969). He theorized that attachment between parents and children develop from birth through both good and bad experiences. This includes providing affection and protection as attachment helps to build stronger sense of security for the child that leads to greater bonding and attachment over time. This will then influence parental roles, especially of the mother as she raises her child. This will also influence the life of the child. The father can also demonstrate affection for their child and help in their upbringing, guiding them in the right direction and showing them love.

At all stages of the life cycle, Anawat Visetborisut (2012) says a family will face problems, or crises. This can be the result of different attitudes or opinions as well as the different emotions of the different generational family members. It can also be caused by parents not clearly understanding their roles, which can lead to conflicts (thaihealthlife.com), which must be resolved to restore good relations in the family.

As a result, the family as a social unit is composed of two or more members. They live together and have integrated relationships that are dependent on family communications between all members to exchange information. The objective is to develop close relations and compromises in behavior so all get along better.

Suraphol Phayomyaem (2005, p. 21) said that building relations is one object of an individual, and if they don't pursue this actively, the relations will not develop. Thus, these activities can have both positive and negative effects.

Schutz (1967, as cited in Thiwa Thongkhonguem, 2007) stated that relationship between individuals will be expressed in different behaviors, both positive and negative, according to the relationship and how it is developing. It is also dependent on the desires of the individuals and their goals.

A relationship may be established based on the desires of one individual or two. These can be physical, emotional or social as summarized below Suraphol Phayomyaem (2005, pp. 23-24):

1) Need of assistance

2) Need for attention or acceptance; to feel included and a sense of value or importance; to feel admired and spoken highly about

3) Need to reduce worry or fear

4) Need for further information

5) Need for self evaluation

There are a number of elements in the development of relationships between individuals as they are looked at from various aspects:

1) Common purpose and understanding that will lead to further development of a relationship.

2) Acting in accordance to prescribed roles and interactions such as parents and child, grandparents and grandchildren and husband and wife to contribute to the development of relationships.

3) Paying respect to those persons of importance to develop relationship.

4) Effective communications though the right choice of method and channel for the situation as well as conditions. By selecting the best form of communications, problems can be solved more easily because this can lead to success for all involved when it comes to satisfying desires, which will ultimately lead to better relations.

4) Feeling concern for one another which is a natural feeling of humans. By showing this interest and concern, each individual will feel a sense of appreciation that will lead to better relations.

5) Values and beliefs are vital to building a relationship. Thus, choice are words becomes very important in this endeavor.

To build family relations as described above requires both verbal and nonverbal communications, which includes speaking techniques and gestures of all each family member to express opinions directly but not assertively, according to the concept developed by David Bohm, a physics scholar. In his theory, he noted now different frameworks, or paradigms, can be used to describe the same phenomenon. The important point being the different communication models can be used to solve a similar problem when it comes to knowledge. All problems that the world faces comes becomes of the different thinking of different parties, and these can only be solved through dialogue and discussion. The parties must be willing to listen to each other, and they can not be swayed by role, position or the authority of one above the

other to make the final decision. The dialogue must be on an equal level with active listening and placement of value as well as understanding of what each party states, or proposes to come to a common understanding. (Bohm, as cited in Natthanit Tunmanasiri, n.d.).

For a discussion to occur, there must be a common venue or channel in which the parties communicate. It cannot be in an atmosphere in which the different parties argue with the aim of winning, but it must be in an environment in which all listen to one another and work to come to a consensus (Sorot Sirisai, 2005)

This research will thus employ the concepts of attachment and relationship to answer the second research question on relationship bonding in the digital age family.

2.6 Intergeneration Communication Concepts

Every person lives a context based on their own social groups that affect their lifestyle, view of the world, thinking and methods of communication. Taking the teenage grouping as an example to consider, members have their own way of thinking and beliefs. These are important factors that can influence relationships and social structures.

Intergeneration communication is a concept that has captured the attention of scholars in a number of fields for a number of years now. When examining the literature, the studies have focuses more on face-to-face communication or communication between a bad-behaving person and others. There are also studies on communication affected by customs, or often in the household in which children are misbehaving or disobedient over toys.

As the structure of Thai society has been evolving, particularly from the extended family, and technology has been advancing, lifestyles have also been changing. This has also led to changes in the once vertical relationships between adults and children and superiors and subordinates to a more horizontal structure with new rules. For example, socio-economic status has replaced seniority as persons of different ages now appear to be more equal. This has now changes the gap between teenagers and other members of society.

A number of studies have thus shown the intergeneration communication between these two age groups has both positive and negative effects on the relations between these groups in the exchange and fulfillment. For example, the elderly with much knowledge and experience can share this with children and teenagers if they have the ability to bridge the gap and use the new forms of communication.

2.6.1 Traditional Forms of Intergeneration Communications

Intergeneration communication is one format of communication between persons of different ages and generations, particularly between children and adults. Thus, it comprises communication between a number of different levels compared to the standard communication models (Kanchana Kaewthep et al., 2010). This is then dependent on the rules established by the arrangement of the levels of members when considering age, or seniority, as was shown by Chong Vongkhan (1975, as cited in Chavivan Kaewphrom, 1978).

Our society is similar to bamboo which will grow in an ever larger cluster as it sprouts shoots. After these have grown tall, they will be cut for different uses and the new shoots will form an even tighter cluster. This is not so different as a family. The older poles, like elders, can be used to gain benefits, but even if left alone they help to strengthen the family.

The above is a very good analogy for the relations between others and the elderly. This is especially true for Thai society in which the elderly is accorded a high level of respect. This is an important part of Thai culture that has been adhered to since long ago. The elderly feel they can depend on those of other generations, whether it be within the family, community or Thai society as a whole.

The concept of intergeneration communication abroad has developed over more than three decades, beginning with an attempt to explain intergeneration communication in the family by Bengtson (1991) who studied the gap between elders and other members of American families. With his findings, he was able to develop a concept framework to explain the relationships between each generation represented in the family, both immediate and extended.

Intergeneration Communication is a heading that was applied in a number of books that discussed communication of the elderly and introduced a new research methodology. One of these that was published was by Hummel and colleagues (1995, as cited in Kanchana Kaewthep et al., 2010, p. 48) in which they presented a projection technique based on a psychological method of analyzing children's pictures. Here they would have grandchildren draw pictures of their grandparents. They then evaluated as many as 13,000 pictures.

In Thailand, research has been conducted by scholars in a number of fields on communication with the elderly, including environmental science, social sciences, political science and communication arts. These studies work to explain relationship between the elderly and members of the family, community and society through the broadcasting of programs that involve communications between the elderly and misbehaving children. The studies examine only traditional and folk media, which can be divided into forms of communication between the elderly according to the following details:

2.6.2 Communication as an Intergeneration Bonding Tool

The nature of communication between individuals is characterized by the face-to-face communication model that includes immediate response, or feedback, and is dependent on both verbal and nonverbal communications, which can be employed to develop relations between persons of different generations. Chitapha Sukphalang (2005) summarized the importance of intergeneration communication, as follows:

1) Provides answers to satisfy the curiosity of individuals

2) Builds understanding between members of a society

3) Develops a social network that can lead to unity and peace

4) Helps console to bring joy, contentment and a feeling of security

5) Promotes the exchange of knowledge between people

6) Demonstrates the difference between human and animals

7) Acts as the start of communication for communication of higher levels

8) Develops different symbols to improve the effectiveness of communications

9) Helps individuals better understand themselves, others and the world

10) Helps to teach how to survive

From thus it can be seen that the bonding, or building of relations between persons of different generations is just a small part in a family that uses communication as a tool for many different purposes, for example, building understanding, building an affectionate social network, building peace and solace, exchange of knowledge and helping to understand oneself, others and the world at large, which will be addressed in this study that examine how Thais use individual communication to build relations between persons of different generations in different dimensions, as follows:

1) Intergeneration relations in the family

Research conducted by Phromchit Honbunherm (2007) studied intergeneration relations and its relevance to the happiness of the elderly in Thailand and found that families composed of three generations demonstrated a strong unified solidarity in which love was expressed between the grandparents and their grandchildren. Time would be afforded to employ communications to build closer relations as they communicated in way that fulfilled their roles in the family, i.e., the senior teaching the child and the child showing respect by listening.

In their research, Homhuen (2007) studied changes in economic, social and cultural conditions and their influence on the intergeneration relations in families with elderly members located in rural communities in the northeast (Isan) of Thailand. They found that intergeneration relations were strong, and the elders worked at maintaining these close relations with their grandchildren, but because of the rapid changes to economics, social structures, culture and the family, as the children grew up, it was difficult to maintain close ties between the different generations.

These two studies that involved both sociology and political science reflect the relevance of this dimension of intergeneration communication in the family through the sharing of experience, instruction, caution and assistance that can lead to

greater understanding and closer relations between the different generation family members. Still, the study conducted using a sample found in rural communities in the northeast of Thailand is limited in the way communication is employed and the different characteristics of the subjects representing the different generations.

2) Cultural bonding between different generations

Raymond Williams, an English cultural scholar, defined culture as forms of lifestyles that demonstrate relations of members of society, with each social unit getting its form based on the different members and their status, language, race, gender and other demographic criteria (Kanchana Kaewthep, 1996).

In addition, It showed that culture is inherited and passed down to the next generation in Thai society, which will help to build stronger affection among members of a family. It can also contribute to strengthen relations in other dimensions continually.

The aforementioned thus shows the importance of the link between dissemination of culture and intergeneration relations, which was demonstrated in the research conducted by Thanasarp Meesarp (2006) in which he studied communication behavior to understand the sequence of inheritance of the Chinese language among ethnic Chinese living in Yawarat (Bangkok Chinatown). He found that Chinese language was inherited in and outside the family both directly and indirectly, for example, through self-practice and being taught by family elders where the family requires all members to use Chinese in their daily relations in the household so that the children will realize the importance of this language,

3) Bonding through the exchange of career experience

Research by Umaphorn Rosaphitak (2009) examined the transfer activities of family businesses from a legal point of view in seven industries and found that the important factors that would lead to success in the transfer of authority clear family communications. She also found that parents would have to train their children from the earliest ages through repetitive demonstration of how the parents work and make their decisions so their children can learn how to judge conditions and make their own decisions in the future.

4) Bonding through Activities

In the environmental science research conducted by Banjerd Trakrutderm (2007) he studied attitudes in local environmental conservation culture among the Thaiberg ethnic group of Natakrut community, Srithep subdistrict, Srithep district, Petchabul. When considering living conditions and housing, he found that when a home was built a terrace, closer relations would develop among family members because, in addition to this providing a place to relax, it provides an alternative place where family members can gather and exchange experiences and ideas as well as teach the younger family members.

2.6.2.1 Traditional or Folk Media as an Intergeneration Bonding Tool

Folk media, or local communication, can be defined as all culture that Thai society have created and collected up to the present which is used as a tool to disseminate and save important news that can act as symbols and reflect the identity of Thai society. This can be seen in spoken and written language, the lyrics of songs, music, play, handicrafts, architecture, ceremonies, thinking, beliefs, values and lifestyles (Somkhuen Kaviya, 1981, p. 4, as cited in Monthein Sakulnee, 2010). Folk, or traditional media comprises performance art, music, dance, theater and sport that provides an opportunity for intimate conversation to customs and ceremonies that are factors that influence communications (Suraphon Virulruk, 1946, pp. 1-8, as cited in Monthein Sakulnee, 2010).

Intergeneration communication will employ traditional media, or local communication as a communication channel or link, which will be shown in this research, as follows:

1) Dimension to assist promoting family relationships

A study by Banjerd Trakrutderm examined the attitudes towards environment protection in local culture of the Thaiberg ethnic group of the Natakrut community, Srithep subdistrict, Srithep district, Petchabun province. He found that folktales would be employed to teach and warn villagers. He also found that they have very strong opinions, or attitudes, towards the folktales be used to strengthen family relations and teach the children to have ethics and morals. The elders will use traditional songs and games to teach the children. The villagers were

also found to traditional games, like sand building and traditional Songkran (Thai New Year) water ceremonies help to strengthen relations and build unity within the community. Furthermore, games were seen to teach about the Thaiberg ancestors as well as preserve their traditional media.

2) Dimension of cultural bonding and intergeneration vocational training

Monthein Sakulnee (2010) studies local cultural preservation by examining traditional music and song in the district of Ladlumkaew, Pathumthani province. He found that the locals worked to preserve their traditional music by making it a part of their daily lives. For example, when they have to work, they will sing songs that the younger generation will learn from their elders regularly so they will be remembered. In addition, the youth will learn of local customs and traditions from their grandparents which will then be practiced by the family.

3) Dimension of Bonding Activities

Ruttikal Jenchut (2005) conducted research from a communication arts point of view. He studied generational communication between elders, youth and children through their use of traditional toys. His results showed that elders as the teachers will give love and knowledge through their understanding of children. The communication strategy will be to use demonstration that the children can then copy. The communication environment will be informal and interactive so that questions can be asked and answered.

The reason relations between the elders and children can become estranged were found to be: 1. the family structure is immediate as found in contemporary society; 2. children need to go to school; 3. the use of new technology; 4. children want to do other activities; and 5. Lack of public areas where elders and youth can meet and interact. The ways they can interact is through traditional toys and personal conversation. In addition, traditional toys can serve as a communication device that can contribute to building relations between individuals such as between elder and elder, child and child, elder and teacher, elder and members of the community.

From this research that has been discussed, it can be seen that individual communication and traditional media contribute to building intimacy

and relationships as it allows for the teaching and sharing of values between generations in the context of Thai society, particularly in the past when status of the superiors and subordinates was more clearly defined and actions were more dictated, for example, the superior showing kindness and advice and the subordinate showing respect by listening and acting in accordance to what has been taught or recommended.

Furthermore, those of advanced ages will be given respect in society, for example, as the leaders of every status group, from family to community and society as well as managers of inheritances, or legacies. This is often depicted in television dramas in which they act as a mediator in disputes and the planner of the future of the younger generations when it comes to education, family life or professional career. They are the one who carries on and teaches traditions. Thus, the elders are the practitioner and leader. They are the promoted of traditional beliefs and motivator as well as advisor. They are the protector and guardian of the family and thus feel a strong self-importance as they share their knowledge and experiences with their children and grandchildren (Kanchana Kaewthep et al., 2010).

2.6.2 Intergeneration Communication in the Wireless Era

As social structures have changed and the extended family has evolved into the immediate family, the relationship between grandparents and their children and grandchildren has reduced in importance. Still, technological advancements such as the internet have helped to strengthen them once more as they allow for the sharing of knowledge and experience now not just at an individual level. The youth of today are now spending much more time online, which can contribute to building relations, even while reducing joint activities. Any generation can now decide how they want to use this new technology, setting their own rules and choosing the platforms they want to use. This also changes the importance of the older generation as a resource of knowledge as the gap between the generations becomes more defined.

There are a number of studies that demonstrate that how the relations between the elder and younger generations have changes such as the research of Shedletsky and Aitken (2004, as cited in Kanchana Kaewthep, 2014) in which they recorded the roles of computers in family communications, as follows:

       1) Set topics for communication

For example, family members bring up issues related to computers and share information and activities.

       2) Develop relationships

Communication devices can provide communication channels for interaction, for example children can help print work or search for information.

       3) Study together

       4) Develop relationships

For example, family members can exchange information and experience through a social network.

Then, there is the study by Ling (as cited in Kanchana Kaewthep, 2014) who studied how new technology and the mobile phone affected relations between children and the younger generation in the family. He found that children would feel safer and more loved when separated from their immediate family because they could contact and talk to family members. This then helped to strengthen family relations as they could share important stories from their daily life.

Hoffman, Novac, and Chaterjee (1995, as cited in Jiraphorn Srinak, 2013). studied how communication through the internet or other communication devises, or online communications, can connect persons of different generations and status. They showed how online media was multifaceted as it served as both interactive interpersonal and mass communication channels as an individual can play the roles of sender and receiver. They can both generate and receive user generated content, in forms such as blogs and Wikipedia, pictures and video on platforms like YouTube, Instagram, web boards, Facebook and Line.

When examining data released by the Ministry of Information and Communication Technology (ICT) in a survey of Thai internet usage behavior (2016) conducted by its Office of Electronic Transaction Development (Public Organization), or ETDA, it was found that internet and social media usage continue to expand while the number of intergeneration communication users also grew, particularly between children and elders. When examining percentages of use of online social media platforms, according to age groups, it was found that online communications increased in every group with the trend for this to continue.

Statistics show how this trend has moved to social media as a channel for developing intergeneration relations.

When considering the differences of elders and children and youth in Thai society, it has been found that there are clear similarities and differences. For example, elders have a vast amount of knowledge and experience, including Thai culture of their era. Meanwhile, today's children and youth are growing up in this age of technology and so have a familiarity of current communication systems, software and equipment. Thus, both groups have knowledge and experience they can share and benefit from through the use of online communications and different communication devices. This can help them to rebuild relations as online social networks are continuing to grow and flourish.

2.6.3 Intergeneration Communication Concepts in the Digital Age

Generation can be defined as individuals with experience from similar conditions or environments during a specific era. This experience will have common traits and behaviors for each generational group (Glass, 2007, p. 99).

Thus, a generation is then related to age and evolution of society according to status. So, as the world enters the digital age, this has led to changes as to writers, marketers and the ways in which people access news and information. For this reason, executives and administrators have had to study the social makeup and classify the different generations according to consumer behavior to understand their values, how they view the world and why they act the way they do according to the generation classifications that follow (Ministry of Information and Communication Technology. Office of Electronic Transaction Development Agency (Public Organization), 2016; Srikanya Mongkolsiri, 2005):

1) Baby Boomer (Born between 1946-1964, or aged between 52-72)

These persons were born during the recovery after World War II. Boomers are those who strived to succeed and feel self-confident. They, for the most part, feel that people should play by the rules and show respect to their elders. Their choice of communication is face to face.

2) Generation X (Born 1965-1980, or aged between 36-51)

These persons were born when the world seemed stable. They grew up when video games and computers had become popular. They feel a strong sense of independence. They are creative and work hard. They focus on the development and success of the business they are involved in. They like things that are easy and unofficial, and they work to find a balance between work and the family.

3) Generation Y (Born 1981-2000, or aged between 18-37)

They are part of the new age that do not see or use their voice with persons they are communicating with as they were born as new Information Technology and the internet was rapidly advancing. They see the elderly as out of date in their thinking and behavior. They can be broadminded, but not deep thinkers. Many enjoy a very young lifestyle as if they don't want to grow up after growing up in an affectionate and understanding family. They can be creative and enjoy multitasking.

4) Generation Z (Born in 2544, or aged not over 17)

This is the next generation, one that thinks and lives much differently the Generation Y as they grew up with many new infrastructures and facilities. They are experts in the new technologies. They are happy to express themselves and learn quickly.

5) Generation Alpha (Born between 2010 and the present)

These are the children of Generation Y and Z and are now attending nursery school or kindergarten and, thus, have grown up with the latest technology. They can be described as a borderless society. They can become bored easily as their interest can change rapidly. They can have a low tolerance, but can learn quickly and adjust themselves accordingly.

To manage these generation groupings, they need to be handled individually. Their differences from other age groups, or generations, can be easily distinguished; however, in this digital age, new communication phenomena have emerged, like social media. Classified according to behavior, they have each been affected different by these technological advancements. Therefore, a study on internet usage in Thailand conducted in 2016 by the Office of Electronic Transaction Development that examined the top five online activities for each of these groups found that 98.5 percent of Generation Z used social media for voice communication, followed by 98.0

percent of Generation Y, 95.5 percent of Generation X and 89.5 percent of Baby Boomers.

This shows that all four groups have the same top reason for using social media.

This research will then examine intergeneration communication to answer the question on how social media contributes to bonding between family members even with their generational differences.

2.7 Related Research

Phasara Phongsukvechakul (2011) studied different technologies employed by members of the family, father, mother and children. She found that mobile phones were used the most for family communications followed by notebook computers. The prime factor for the purchase of these communication devices was parents realizing the need to contact their children when they were not together or when their children were at school. Another factor influencing these purchases is the children seeing the features of the different devices. This research will therefore look as to when the family realized the importance of this equipment and employed it to support family relationships.

Amika Hemmin (2010) the use of and reasons behind the use of social media networks of Bangkok residents. The study showed that Facebook was used the most, and it was accessed the most via smartphones. The period of time they would access social media networks the most was daytime, 08.00 am.-4.00 pm. For from one to three hours per day. The number one reason was to talk with friends, and the reason for this was to share news quickly. The also felt that the social media websites would be why individuals would be attracted to use a specific a specific network.

It was also found that gender, age, education, profession, marital status and monthly income could affect social media usage behavior with statistical significance In six classifications: communication, expressing identity, time, social influences, entertainment and business. Communication scored the highest followed by entertainment, respectively. Hemmin's research can then give direction for this study study as well as serve to confirm the use of social media in daily life.

Jiraphorn Srinak (2013) analyzed the types, designs, content and use of social media in Thailand and found that the largest sample group composed of females aged 21-30 used Facebook the most. They would use content to support their communications and online conversations, followed by entertainment and to learn about events. They also used social media to create a positive impact on their daily lives. Therefore, these findings as reference for social media communication activities analyzed in this study.

In addition, a study conducted by Thitinun Bunyaphup (2013) which examined lifestyles and the use of social media service networks by working age residents of Bangkok, she found the largest group, females aged 25-30 used social media network platforms much more than males. They used social media daily at an average of 89.76 minutes a time, or approximately 1.5 hours a day. The activities they were involved in were chatting with friends followed by updating personal information, photographs and exchanging information, respectively.

Data collected by the website, www.theasianparent.com, in a survey on internet usage behavior of 10,000 mothers residing in ASEAN countries, including Thailand, Singapore, Indonesia and Malaysia, showed that over 80 percent used the internet and accessed social media at a higher level than for entertainment or work.

There have also been a large number of studies conducted abroad on the use of social media for many different reasons or in different forms. Stein, Osborn, and Greenberg (2016) studied the use of social media by university students in America. From a sample of 326 students, she found that they would use these platforms to chat and share information, pictures and video to strengthen relations in their social group and, if members of their families understood, this could also strengthen relations with in this social unit as well.

Cheek (2015) studied the role of communication technology for fathers in the U.S. who were not living with their children using a mixed methodology. He employed a quantitative method with a sample of 93 persons to find answers for their use of communication technology to maintain their relations with their children and a qualitative method with a sample of ten children who believed that the use of communication technology is quite important in strengthening and maintaining relations. The first result of this study showed that fathers who don't live with their

children first and foremost use mobile phones to contact and talk to their children as well as send information. The second result showed that children and youth feel that employing communication technology to communicate with their fathers is important to strengthen relations.

Linke (2012) studies the use of communications to strengthen relations within the family with a sample of ten German families. Applying a qualitative method, she found that communication between family members will be conducted through smartphones and depend on family involvements and be just one factor influencing family relations. This is because there are no restrictions of time or place in their contacting each other and communicating. Thus, they enjoy greater flexibility, and this can help to reduce concerns and worry. This research, therefore, reflects the importance of communication technology in daily life and why communication is increasing through the use of smartphones.

Rudi (2015) studied the use of communication technology for four reasons in the American family: exchange of information, exchange of email, use of social media and use of Skype. Her sample included as many as 1322 persons, and her results showed that parents used communication technology for all four reasons, but the amounts were different for each family and thus were employed differently to maintain and strengthen family relations. Results also showed that the use of social media to communicate between parents and children is on the rise, particularly to exchange information.

Carvalho (2015) studied the use of communication technology in the daily life of Portuguese families through a contextual analysis of 45 magazines published between 1998-2013. She examined relationships based on five factors: viewpoints of communication technology, types and designs of communication technologies, 3. Family communication, 4. Roles, rules and intergeneration gaps in the family and 5. Bonding in the family. She found that communication technology changed the roles and responsibilities in the family. It helped strengthen relations and create a new environment as well as influence changes in relationships between family members.

Both the Thai and foreign studies discussed above confirm that social media is an ever-increasing important communication channel in the daily life of families because of their features, behavior of users and and the communication activites that

are employed. Therefore, these findings will be employed to give direction to finding the answers for this study's research questions.

CHAPTER 3

RESEARCH METHODOLOGY

This research, Social Media as a Tool for Family Communication in the Digital Age:

Communication Functions, Relationship Bonding and Building of Mutual Understanding, examines the role of communication uses a mixed research method that comprises both quantitative and qualitative approaches, as follows:

3.1 Quantitative Research

3.1.1 Variables

1) Independent Variables

Independent variables applied in this research that studies the social media usage of family members to communicate include the following:

The ability to communicate or the features of social media, including:

    (1) Interactive communication,

    (2) Easy to access and disseminate information,

    (3) Support for continuous learning,

    (4) Immediate connection and transmission of information,

    (5) Helps to create a community,

    (6) Combines many different media,

    (7) Supports multitasking and joint activities,

    (8) Supports creating user content and

    (9) Activities can take many different forms.

The different forms of communication available through social media include:

    (1) Chat, talking about happening in everyday life,

    (2) Send/receive stickers to express emotions,

(3) Send/receive pictures to replace explanations,

(4) Sharing stories with family members,

(5) Send/receive beneficial information,

(6) Video calling via an application,

(7) Voice calling via an application,

(8) Send/receive audio clips,

(9) Send receive video clips,

(10) Send/receive songs, and

(11) Playing games together via applications.

2) Dependent Variables

Dependent variable applied in this research are the roles of communication and the bonding or building or relations in the family.

(1) Roles of Communication

The roles of communication to strengthen family ties can be classified as follows:

a) To communicate meaning through teaching values and beliefs,

b) To express deep feelings and desires so family members will understand,

c) To express love and affection,

d) To solve decision-making problems or conflicts together.

(2) Strengthening Family Relations

a) Encourage family members

b) Express delight or admiration

c) Provide assistance

d) Adjust oneself or compromise to fit with one another

e) Reduce the gap between family members

f) Give time to one another

g) Maintain relations

h) To get closer

3.1.2 Population and Sample

1) Population

The population for this study include Thai nationals who are members of a family with members aged seven to 70 years of age and reside in Bangkok. They must all have experience using social media to communicate with family members.

2) Sample

The sample for this research was calculated according to the formula developed by Yamane (1973).

$$n = \frac{N}{1+Ne2}$$

n = sample size

N = Population size

e = deviation of acceptable sample

Thailand has about 68.6 million persons, or family members (2015) The sample for this research is approximately 400 persons who are family members of different generations in many different family forms. This research has applied a quota sampling approach dived into four groups of 100 persons each:

Group 1: Gen Alpha and Gen Z (Born in 2001 and after) aged no more than 15 years of age

Group 2: Gen Y (Born between 1981-2000) aged between 16 to 35 years of age.

Group 3: Gen X (Born between 1965-1999) aged between 36 to 51 years of age.

Group 4: Baby Boomers (Born between 1946-1964) aged between 52 to 70 years of age.

3) Sample Selection

Step 1: The quota sampling is based on the four sample groups listed above.

Step 2: Questionnaires were distributed at education institutions, government and private sector offices, hospitals, residences and public spaces in six zones of Bangkok.

3.1.3 Research Tools

A questionnaire was distributed to collect data, asking sample members of all four groups to complete the form individually. If any of the respondents needed help reading the questions, they would be read and explained to them, but they would have to answer the questions themselves. The questionnaires are explained in detail below.

1) Part 1

The first part asks multiple choice questions concerning demographics of the sampling, including gender, profession, income, education, marital status, whether live with their family or not and birthplace.

2) Part 2

The second part is also composed of multiple choice questions that ask for general information about social media communication within the family, devices used, time, location, etc.

3) Part 3

The third part asks questions concerning social media used to communicate with family members for two main reasons, as follows:

(1) Questions about opinions about how social media can benefit family communications

(2) Questions concerning communication activities that can be conducted via social media

4) Part 4

The fourth part deals with questions concerning the role of family social media communications under four classifications: 1. To communicate meaning by teaching, including values and beliefs, 2. To express feelings and desires so family members understand, 3. To express love and affection and 4. To solve decision-making problems and conflicts.

5) Part 5

This part asks questions concerning family relationships. Answers to questions 3 to 5 are based on the Likert Scale as follows:

4   Most

3   A Lot

2   Little

1   Least

To determine the mean, this research gave the same weight to each of the above classifications. The average of the criteria, or measures, were than calculated, as follows:

$$\frac{\text{Highest point} - \text{Lowest Point}}{\text{Number of Criteria}} = \frac{4 - 1}{4} = 0.8$$

Value   3.20 – 4.00   Most

2.40 – 3.19   A lot

1.60 – 2.39   Little

0.8 – 1.59   Least

3.1.4 Quantitative Tool

Pre-test

The questionnaire was test with a sampling of 30 participants and used the results to conduct a reliability test ti determine the reliability of the questionnaire as well as measure the internal consistency using the Cronbach's Alpha coefficient formula.

3.1.5 Data Collection Method

400 questionnaires were distributed according to the quotas for each group at various locations. After receiving the completed forms, they were checked to determine of they had been answered correctly. The results were then calculated, evaluated and analyzed to prepare additional questions for the qualitative part of the research.

3.1.6 Data Analysis Method

1) Descriptive statistical analysis to calculate the percentage of frequency, mean and standard deviation to explain population and sampling characteristics as well as social media usage for family communication.

2) Pearson Correlation to test the relationship between social media usage to communicate with family members and the role of family communications and the relationship between social media usage in the family to strengthen family relations.

3.2 Qualitative Research

This research approach used in-depth interviews to collect a range of data that would best conform with actual family conditions in this digital age. The interviews aimed to answer the third research question about building understanding using social media in the family and proving the first hypothesis on the use of social media in different family forms and their environments with results based on different internal and external factors.

The questions are extensions of the questions posed in the quantitative research that deal with the roles of social media in family communications, bonding (building relations) and giving new meaning from personal use.

3.2.1 Sample

Four groups were designated according to ages.

Group 1: Gen Alpha and Gen Z (Born in 2001 and after) aged no more than 15 years of age

Group 2: Gen Y (Born between 1981-2000) aged between 16 to 35 years of age.

Group 3: Gen X (Born between 1965-1999) aged between 36 to 51 years of age.

Group 4: Baby Boomers (Born between 1946-1964) aged between 52 to 70 years of age.

From these groups, a purposive sampling was selected to serve as key informants. They have to be persons who have no least than three years of experience using social media for family communications so they can provide detailed information. They must be ready to devote time and energy to answering questions openly in order to acquire the best quality data according to the research criteria. Six family identified for this research, include:

1. 3-generation family, including grandparents, children and grandchildren

2. Immediate family, parents and children

3. Couple, just husband and wife

4. Single-person household

5. Single-parent family, i.e., a father or mother and child, which could be because of divorce, death or other reason

6. Cross generation family, i.e., grandparent and grandchild

A total of 24 participants were selected for this sampling through meetings (Snowball).

Table 3.1 Sampling Selection

Sample	3-Gen Family	Immediate Fam	Couple	Single Person Household	Single Parent Family	Cross Gen Fam
Baby Boomer	1	1	1	1	1	1
Gen X	1	1	1	1	1	1
Gen Y	1	1	1	1	1	1
Gen z	1	1	1	1	1	1

3.2.2 Research Tool

The qualitative research tool in-depth interview with a structured format composed of questions to acquire answers to satisfy the research objectives, as follows:

1) To learn family history, their environment and family members. Questions related to the form of the family, number of members and birthplace. Demographic questions include age, profession, education, marital status, income, family costs, communication device usage, acquisition, service costs and social media usage for family communications, frequency, time and place.

2) To learn the roles of social media in family communications, questions focused on the roles of social media in family communication under four classifications: to teach meaning, values and beliefs, 2. To express feeling and desires so all family members understand, 3. To express love and affection and 4. To solve decision-making problems together and resolve conflicts, and determine whether it is possible to accomplish these tasks or not as well as other task in addition to the for mentioned above.

3) To learn what internal and external factors influence social media usage behavior in the family. To answer this, questions were asked concerning terms and conditions of usage behavior such as difference between generations, family lifestyle, setting times, costs and different family environments, including child rearing, teaching, respect, punishment and use of free time.

4) To learn how relations are fostered between family members by asking about social media activities, using social media to express love, affection and intimacy, support and assistance when family members are stressed.

5) To learn how social media is used to develop understanding in the family using questions concerning joint decision making, compromise, following tradition, maintaining relations and disagreements that may occur when communicating.

3.2.3 Data Collection and Analysis Method

The data from the in-depth interviews for a structured format. The data was recorded by recording the interviews including extended, or follow-up questions during the interview as well as at the end. Once completed, the data was organized and recorded in a chart that could be analyzed first and then summarized in relation to theories that were determined to relate to this research.
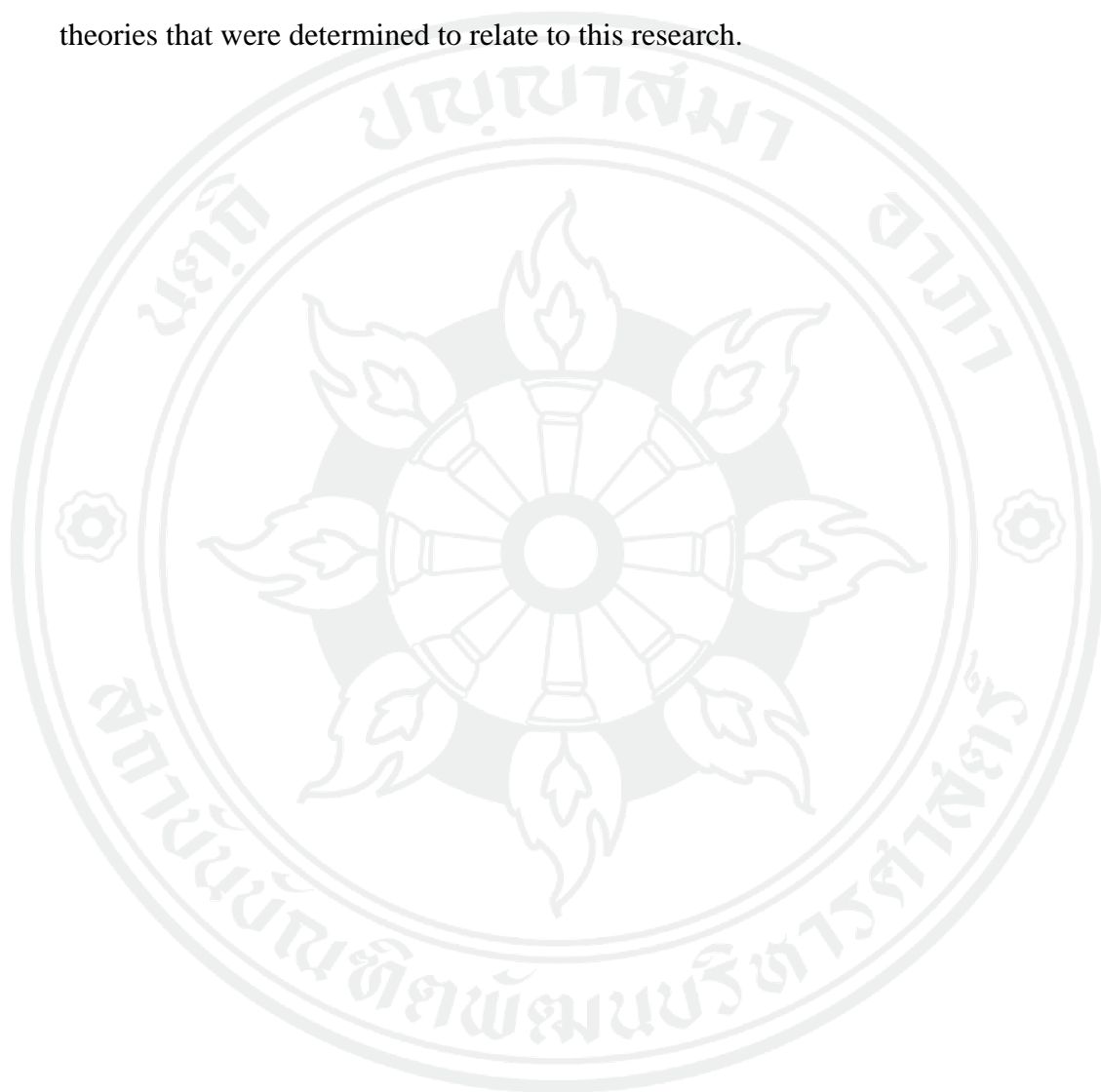
CHAPTER 4

RESULTS

This research, Social Media as a Tool for Family Communication in the Digital Age: Communication Functions, Relationship Bonding and Building of Mutual Understanding, has the following results, which have been divided according to research methods, quantitative and qualitative.

Quantitative Results

4.1 Sampling Demographic Results

4.2 Data Analysis of General Social Media Usage for Family Communication

4.3 Data Analysis of Social Media Usage in the Family

4.4 Analysis of the Roles of Social Media Usage in Family Communication

4.5 Analysis of Social Media Usage to Strengthen Family Relations

4.6 Results of Hypothesis Testing

Qualitative Results

4.7 Analysis of Social Media Usage and Its Roles in Family Communication

4.8 Analysis of Social Media Usage to Strengthen Family Relations

4.9 Analysis of Building Understanding

Quantitative Results

4.1 Sampling Demographic Results

     4.1.1 Gender

Table 4.1 Numbers and Percentages of Sampling Groups According to Gender

Sampling	Gender	Number	Percentage
Gen Z	Male	53	53.0
	Female	47	47.0
Gen Y	Male	26	26.0
	Female	74	74.0
Gen X	Male	53	53.0
	Female	47	47.0
Baby Boom	Male	51	51.0
	Female	49	49.0
Total		**400**	**100.0**

This research has a sampling of 50.0 percent (53 persons) male and 47.0 percent (47 persons) female for Gen Z, 26.0 percent (26 persons) male and 74.0 percent (74 persons) female for Generation Y, 53.0 percent (53 persons) male and 47.0 percent (47 persons) female for Generation X and 51.0 percent (51 persons) male and 49.0 percent (49 persons) female.

4.1.2 Age

Table 4.2 Numbers and Percentages of Sampling According to Age

Age (Years)	Number	Percent
7 -15	100	25.0
16 - 35	100	25.0
36 - 51	100	25.0
52 - 70	100	25.0
Total	**400**	**100.0**

The age of the sampling has been divided into for groups, 25.0 percent (100 persons) aged 7-15 years of age (Gen Z and Gen Alpha), 25.0 percent (100 persons) aged 16-35 years of age (Gen Y),), 25.0 percent (100 persons) aged 36-51 years of age (Gen X) and), 25.0 percent (100 persons) aged 52-70 years of age (Baby Boomers).

4.1.3 Profession

Table 4.3 Numbers and Percentages of Sampling According to Profession

Profession	Number	Percentage
Student	179	44.8
Private sector employee	41	10.3
Gov/state enterprise employee	33	8.3
Merchant / Private Business	45	11.3
Freelancer / Gen. worker	32	8.0
Did not specify	57	14.2
Did not answer	13	3.3
Total	**400**	**100.0**

The sampling has been divided into six groups according to profession, which are 44.8 percent (179 persons) students, 10.3 percent (41 persons) private sector employees, 8.3 percent (33 persons) gov/state enterprise employees, 11.3 percent (45 persons) merchants / private business owners, 8.0 percent (32 persons) freelancers, 14.2 percent (57 persons) who did not specify and 3.3 percent (13 persons) who did not answer.

4.1.4 Education

Table 4.4 Numbers and Percentages of Sampling According to Education

Level of Education	Number	Percentage
Primary/Secondary	164	41.0
Por Vor Chor./Por Vor Sor. (Vocational Diploma)	62	15.5
Bachelor	158	39.5
Master or higher	16	4.0
Total	**400**	**100.0**

The level of education for the sampling was divided into four categories, which are 41.0 percent (164 persons) completed primary or secondary school, 15.5 percent (62 persons) earned a Por Vor Vhor or Por or Sor vocational diploma, 39.5 percent (158 persons) earned a Bachelor degree and 4.0 percent (16 persons) earned a Master degree or higher.

4.1.5 Income

Table 4.5 Numbers and Percentages of Sampling According to Income

Income (Baht)	Number	Percentage
Not over 10,000	186	46.5
10,001-20,000	61	15.3
20,001-30,000	86	21.5
30,001-40,000	28	7.0
40,001 and over	19	4.8
Did not answer	20	5.0
Total	**400**	**100.0**

The income level for the sampling have been divided into seven classifications, which are 46.5 percent (186 persons) have an average income does not exceed 10,000 baht per month, 15.3 percent (61 persons) have an average income of 10,001-20,000 baht per month, 21.5 percent (86 persons) have an average monthly income of 20,001-30,000 baht per month, 7.0 percent (28 persons) have an average monthly income of 30,001-40,000 baht per month, 4.8 percent (19 persons) have an average monthly income of 40,001 baht per month or higher. 5.0 percent (20 persons) did not answer this question.

4.1.6 Contributing Shares of Family Income

Table 4.6 Numbers and Percentages of Sampling According to Share of Contribution
to Family Income

Contributor to Family Income	Number	Percentage
Father	118	29.5
Mother	76	19.0
Children	58	14.5
Grandchildren	7	1.8
Paternal grandfather	4	1.0
Paternal grandmother	7	1.8
Maternal grandfather	-	-
Maternal grandmother	6	1.5
Relatives	15	3.8
Did not answer	109	27.3
Total	**400**	**100.0**

In cases when family members contribute to family income, the largest group
comprises fathers at 29.5 percent (118 persons) followed by mothers at 19.0 percent
(76 persons), children at 14.5 percent (58 persons), grandchildren at 1.8 percent (7
persons), paternal grandfather at 1.0 percent (4 persons), paternal grandmother at 1.8
percent (7 persons), maternal grandmother at 1.5 percent (6 persons) and relatives at
3.8 percent (15 persons). 27.3 percent (109 persons) did not answer this question.

4.1.7 Family Style

Table 4.7 Numbers and Percentages of Sampling According to Family Members Residing in the Same Household

Household	Number	Percentage
Grandparents, parents and children/grandchildren	81	20.3
Parents and children	179	44.8
Husband and wife	40	10.0
Single parent and child	39	9.8
Live alone	46	11.5
Grandparent and grandchild	14	3.5
Did not answer	1	.3
Total	**400**	**100.0**

Family structures, styles, or forms have been divided into six classic classifications, which include three-generation at 20.3 percent (81 persons), parents and children at 44.8 percent (179 persons), couple at 10.0 percent (40 persons), single parent at 9.8 percent (39 persons), single person living alone at 11.5 percent (46 persons) and cross-generation (grand parent and grandchild) at 3.5 percent (14 persons). 0.3 percent (1 persons) did not answer this question.

4.1.8 Number of Members in the Family

Table 4.8 Numbers and Percentages of Sampling According to Number of Family Members

Members	Number	Percentage
1 person	46	11.5
2-4 persons	233	58.2
5 persons or more	121	30.3
Total	**400**	**100.0**

The sampling has been divided into three groups according the the number of members in the family, which includes persons living alone at 11.4 percent (46 persons), two to four members at 58.2 percent (233 persons) and five persons or more at 30.3 percent (121 persons).

4.1.9 Birthplace

Table 4.9 Numbers and Percentages of Sampling According to Birthplace

Birthplace	Number	Percentage
Province	156	39.0
Bangkok Metropolitan Area	243	60.8
Did not answer	1	.3
Total	**400**	**100.0**

The birthplace of the sampling has been divided into two groups with the majority born in Bangkok at 60.8 percent (242 persons) and the remainder upcountry, in one of the provinces, at 39 percent (156 persons).

4.2 Data Analysis of General Social Media Usage for Family Communication

4.2.1 Communication Devices Usage for Family Communication

Table 4.10 Numbers and Percentages of Communication Devices Used for Family Communication

Device	Number	Percentage
Smartphone	387	96.8
Tablet	58	14.5
Notebook computer	97	24.3
Desktop computer	50	12.5
Other	-	-

When it comes to communication devices used by the sampling for family communication, nearly all use smartphones at 96.8 percent (387 persons) followed by notebook computers at 24.3 percent (97 persons), tablets at 14.5 percent (58 persons) and desktop computers at 12.5 percent (50 persons), respectively.

4.2.2 Number of Times Communication Devices are used for Family Communication

Table 4.11 Numbers and Percentages of Times Communication Devices are used for Family Communication

Times Per Day	Number	Percentage
1-3	143	35.8
4-6	97	24.3
7-9	55	13.8
10 or more	105	26.3
Total	**400**	**100.0**

The frequency of use of communication devices has been divided into four classifications, beginning with one to three time per day at 35.8% (143 persons) followed by ten or more times per day at 26.3 percent (105 persons), four to six times per day at 24.3 percent (97 persons) and seven to nine times per day at 13.8 percent (55 persons).

4.2.3 Venue for use of Communication Devices for Family Communication

Table 4.12 Numbers and Percentages of Venues when Communication Devices are used for Family Communication

Venue	Number	Percentage
Outside of home	306	76.5
At home	68	17.0
Domestic/international travel	19	4.8
Did not answer	7	1.8
Total	**400**	**100.0**

    The venue, or sites, where the sampling would use their communication devices to communicate with their families have been divided into the classifications with a high majority answering out of home at 76.5 percent (306) followed by at home at 17.0 percent and during domestic and international travel at 4.8 percent (19 persons). 1.8 percent (7 persons) did not answer the question.

4.2.4 Social Media usage by Sampling Aged 7-15 years of Age (Gen Z and Alpha) with Family Members

Table 4.13 Frequency, Percentages, Mean and Standard Deviation of Social Media Usage of Sampling Aged 7-15 years of Age (Gen Z and Alpha) with Family Members

Family Member	Most	A lot	Little	Least	Not at all	MEAN	S.D.	Interpretation
Father	17	26	24	23	10	2.17	1.25	Little
	(17.0)	(26.0)	(24.0)	(23.0)	(10.0)			
Mother	31	33	15	16	5	2.69	1.21	A lot

Family Member	Most	A lot	Little	Least	Not at all	MEAN	S.D.	Interpretation
	(31.0)	(33.0)	(15.0)	(16.0)	(5.0)			
Child	-	-	-	-	100	-	-	
					(100.0)			
Husband	-	-	-	-	100	-	-	
					(100.0)			
Wife	-	-	-	-	100	-	-	
					(100.0)			
Grandfather	6	6	15	22	51	.94	1.20	Least
	(6.0)	(6.0)	(15.0)	(22.0)	(51.0)			
Grandmother	7	9	18	20	46	1.11	1.27	Least
	(7.0)	(9.0)	(18.0)	(20.0)	(46.0)			
Grandchild	-	-	-	-	-	-	-	
Relatives	12	22	24	21	21	1.83	1.31	Little
	(12.0)	(22.0)	(24.0)	(21.0)	(21.0)			

The results of social media usage by 7-15 year olds (Gen Z and Gen Alpha) to communicate with family members are as follows. They use social media to communicate with mothers at the A Lot level with a mean of 2.69, followed by using social media to communicate with their father and relatives at the Little level with a mean of 2.17 and 1.83, respectively. These are followed by using social media to communicate with grandfathers and grandmothers at the Least level with a mean of .94 and 1.11 respectively.

4.2.5 Social Media Usage by Sampling Aged 16-35 years of Age (Gen Y) with Family Members

Table 4.14 Frequency, Percentages, Mean and Standard Deviation of Social Media Usage of Sampling Aged 16-35 years of Age (Gen Y) with Family Members

Family Member	Most	A lot	Little	Least	Not at all	MEAN	S.D.	Interpretation
Father	25	26	22	12	15	2.34	1.37	Little
	(25.0)	(26.0)	(22.0)	(12.0)	(15.0)			
Mother	36	40	17	3	4	3.01	1.01	A lot
	(36.0)	(40.0)	(17.0)	(3.0)	(4.0)			
Child	6	4	3	13	74	.55	1.13	Least
	(6.0)	(4.0)	(3.0)	(13.0)	(74.0)			
Husband	3	4	4	10	79	.42	.96	Least
	(3.0)	(4.0)	(4.0)	(10.0)	(79.0)			
Wife	3	5	3	10	79	.43	.98	Least
	(3.0)	(5.0)	(3.0)	(10.0)	(79.0)			
Grandfather	3	8	6	10	73	.58	1.10	Least
	(3.0)	(8.0)	(6.0)	(10.0)	(73.0)			
Grandmother	3	7	9	9	72	.60	1.10	Least
	(3.0)	(7.0)	(9.0)	(9.0)	(72.0)			
Grandchild	3	7	7	4	79	.51	1.08	Least
	(3.0)	(7.0)	(7.0)	(4.0)	(79.0)			
Relatives	11	26	20	6	37	1.68	1.46	Least
	(11.0)	(26.0)	(20.0)	(6.0)	(37.0)			

The results of social media usage by 16-35 year olds (Gen Y) to communicate with family members are as follows. They use social media to communicate with mothers at the A Lot level with a mean of 3.01, followed by using social media to communicate with their father and relatives at the Little level with a mean of 2.34 and 1.68, respectively. These are followed by using social media to communicate with other groups at the Least level, children at a mean of 55, husbands at a mean of .42,

wives at a mean of .43, grandfathers at a mean of .58, grandmothers at a mean of .60 and grandchildren at a mean of .51.

4.2.6 Social Media Usage by Sampling Aged 36-51 years of Age (Gen X) with Family Members

Table 4.15 Frequency, Percentages, Mean and Standard Deviation of Social Media Usage of Sampling Aged 36-51 years of Age (Gen X) with Family Members

Family Member	Most	A lot	Little	Least	Not at all	MEAN	S.D.	Interpretation
Father	35	25	9	7	24	2.40	1.59	A lot
	(35.0)	(25.0)	(9.0.0)	(7.0)	(24.0)			
Mother	46	22	8	6	18	2.72	1.53	A lot
	(46.0)	(22.0)	(8.0)	(6.0)	(18.0)			
Child	22	17	5	8	48	1.57	1.70	Least
	(22.0)	(17.0)	(5.0)	(8.0)	(48.0)			
Husband	30	7	7	6	50	1.61	1.79	Little
	(30.0)	(7.0)	(7.0)	(6.0)	(50.0)			
Wife	28	11	4	6	51	1.59	1.78	Least
	(28.0)	(11.0)	(4.0)	(6.0)	(51.0)			
Grandfather	8	6	8	11	67	.77	1.29	Least
	(8.0)	(6.0)	(8.0)	(11.0)	(67.0)			
Grandmother	3	7	10	12	68	.65	1.10	Least
	(3.0)	(7.0)	(10.0)	(12.0)	(68.0)			
Grandchild	8	9	14	7	62	.94	1.36	Least
	(8.0)	(9.0)	(14.0)	(7.0)	(62.0)			
Relatives	8	13	14	10	55	1.09	1.39	Least
	(8.0)	(13.0)	(14.0)	(10.0)	(55.0)			

The results of social media usage by 36-51 year olds (Gen Y) to communicate with family members are as follows. They use social media to communicate with their fathers and mothers at the A Lot level with mean of 2.40 and 2.72, respectively. Next, they use it to communicate their husband the Little level with a mean of 1.61. After

this they use social media to communicate with other family members at the Least level, including their children with a mean of 1.57, their wife with a mean of 1.59, their grandfathers with a mean of .77, grandmothers with a mean of .65, grandchildren with a mean of .94 and with relatives at a mean of 1.09.

4.2.7 Social Media Usage by Sampling Aged 52-70 years of Age (Baby Boomers) with Family Members

Table 4.16 Frequency, Percentages, Mean and Standard Deviation of Social Media Usage of Sampling Aged 52-70 years of Age (Baby Boomers) with Family Members

Family Member	Most	A lot	Little	Least	Not at all	MEAN	S.D.	Interpretation
Father	12 (12.0)	8 (8.0)	11 (11.0)	13 (13.0)	56 (56.0)	1.07	1.44	Least
Mother	12 (12.0)	12 (12.0)	8 (8.0)	18 (18.0)	50 (50.0)	1.18	1.45	Least
Child	46 (46.0)	14 (14.0)	11 (11.0)	10 (10.0)	19 (19.0)	2.58	1.59	Most
Husband	10 (10.0)	7 (7.0)	9 (9.0)	13 (13.0)	61 (61.0)	.92	1.37	Least
Wife	17 (17.0)	6 (6.0)	11 (11.0)	7 (7.0)	59 (59.0)	1.16	1.59	Least
Grandfather	-	1 (1.0)	7 (7.0)	12 (12.0)	80 (80.0)	.30	.68	Least
Grandmother	-	3 (3.0)	7 (7.0)	12 (12.0)	78 (78.0)	.35	.74	Least
Grandchild	9 (9.0)	9 (9.0)	11 (11.0)	8 (8.0)	63 (63.0)	.93	1.38	Least
Relatives	11 (11.0)	8 (8.0)	15 (15.0)	11 (11.0)	55 (55.0)	1.09	1.42	Least

The results of social media usage by 52-70 year olds (Baby Boomers) to communicate with family members are as follows. The Baby Boomers use social media to communicate with their children at the A Lot level with a mean of 2.58 and use social media to communicate with other family members at the Least level, including fathers with a mean of 1.07, mothers with a mean of 1.18, husbands with a mean of .92, wives at a mean of 1.16, grandfathers with a mean of .30, grandmothers with a mean of .35, grandchildren with a mean of .93 and relatives with a mean of 1.09.

4.3 Data Analysis of Social Media Usage in the Family

4.3.1 Attitudes towards Attributes of Social Media for Family Communication

Table 4.17 Frequency, Percentages, Mean and Standard Deviation of Attitudes toward Attributes of Social Media for Family Communication

Attitude towards Feature of Social Media	Totally agree	Agree a lot	Agree a little	Agree the least	Mean	S.D.	Interpretation
1. Helps to contact and communicate faster	244 (61.0)	142 (35.5)	11 (2.8)	3 (.8)	3.56	.58	Totally agree
2. Helps reduce costs when travelling	165 (41.3)	177 (44.3)	48 (12.0)	10 (2.5)	3.24	.75	Totally agree
3. Helps improve relations between family members	113 (28.2)	170 (42.5)	97 (24.3)	20 (5.1)	2.94	.85	Agree a lot
4. Helps communicate and respond to important matters when not together	174 (43.5)	165 (41.3)	48 (12.0)	13 (3.3)	3.23	.79	Totally agree
5. Helps to add confidence when expressing different feelings from other family members	100 (25.0)	182 (45.5)	100 (25.0)	18 (4.5)	2.91	.82	Agree a lot

Attitude towards Feature of Social Media	Totally agree	Agree a lot	Agree a little	Agree the least	Mean	S.D.	Interpretation
6. Helps to share information to other family members	123 (30.8)	187 (46.8)	75 (18.8)	15 (3.8)	3.04	.80	Agree a lot
7. Helps in work of family members	89 (22.3)	202 (50.5)	79 (19.8)	30 (7.5)	2.87	.84	Agree a lot
8. Helps in learning of family members	82 (20.5)	193 (48.3)	98 (24.5)	27 (6.8)	2.82	.84	Agree a lot
9. Helps communicate desires in a situation that one doesn't want to face	85 (21.3)	173 (43.3)	108 (27.0)	34 (8.5)	2.77	.89	Agree a lot
10. Contributes to family members communicating together and keeping all informed	124 (31.0)	170 (42.5)	81 (20.3)	25 (6.3)	2.98	.87	Agree a lot

The results of data analysis of attitudes towards attributes of social media for family communication are as follows. There were three attributes that the sampling answered they totally agreed, which were helps to contact and communicate faster with a mean of 3.56, helps reduce costs when travelling with a mean of 3.24 and helps communicate and respond to important matters when not together with a mean of 3.22. There were also a number of attributes to which they agreed a lot, including helps improve relations between family members with a mean of 2.94, helps to add confidence when expressing different feelings from other family members with a mean of 2.91, helps to share information to other family members with a mean of 3.04, helps in work of family members with a mean of 2.87, helps in learning of family members with a mean of 2.82, helps communicate desires in a situation that one doesn't want to face with a mean of 2.78 and contributes to family members communicating together and keeping all informed with a mean of 2.98.

4.3.2 Social Media Activities for Family Communication

Table 4.18 Frequency, Percentages, Mean and Standard Deviation of Social Media
Activities for Family Communication

Social Media Activity	Most	A lot	Little	Least	Mean	S.D.	Interpretation
1. Chat, Talk about daily life	146 (36.5)	162 (40.5)	65 (16.3)	27 (6.8)	3.06	.89	A lot
2. Send/receive stickers to express feelings	107 (26.8)	188 (47.0)	72 (18.0)	33 (8.3)	2.92	.88	A lot
3. Send/receive pictures to replace text	82 (20.5)	167 (41.8)	104 (26.0)	47 (11.8)	2.70	.95	A lot
4. Share stories of family members	89 (22.3)	154 (38.5)	113 (28.2)	44 (11.1)	2.72	.94	A lot
5. Send/receive beneficial information	109 (27.3)	175 (43.8)	82 (20.5)	33 (8.6)	2.89	.92	A lot
6. Voice call via applications	112 (28.0)	161 (40.3)	92 (23.0)	35 (8.8)	2.87	.93	A lot
7. Video calls via applications	84 (21.0)	170 (42.5)	88 (22.0)	58 (14.5)	2.70	.97	A lot
8. Send/receive audio clips	60 (15.0)	143 (35.8)	100 (25.0)	97 (24.3)	2.41	1.03	A lot
9. Send/receive songs	56 (14.0)	132 (33.0)	98 (24.5)	114 (28.6)	2.31	1.05	Little
10. Send/receive video clips	52 (13.0)	111 (27.8)	104 (26.0)	133 (33.3)	2.72	.94	A lot
11. Play games together via applications	69 (17.3)	107 (26.8)	87 (21.8)	137 (34.3)	2.26	1.13	Little

The results of data analysis of social media activities for family communication are as follows. The social media activities for family communication that the sampling answered they used a lot include begin with chatting about daily life with a mean of 3.06, send/receive stickers to express feelings or emotions with a mean of 2.92, send/receive pictures to replace text with a mean of 2.70, share stories of family members with a mean of 2.72, send/receive beneficial information with a mean of 2.89, make voice calls via an application with a mean of 2.87, make video calls via an application with a mean of 2.70, send/receive audio clips with a mean of 2.41 and send/receive video clips with a mean of 2.72. There were then two social media activities used little for family communication, send/receive songs with a mean of 2.31 and play games together via applications with a mean of 2.26.

4.4 Analysis of the Roles of Social Media Usage in Family Communication

4.4.1 Roles of Social Media Usage in Family Communication

Table 4.19 Frequency, Percentages, Mean and Standard Deviation of Roles of Social Media Usage in Family Communication

Roles of Social Media Usage in Family Communication	Totally agree	Agree a lot	Agree a little	Least agree	Mean	S.D.	Interpretation
1. Teach and learn about different subjects	70 (17.5)	200 (50.0)	97 (24.3)	33 (8.3)	2.75	.88	Agree a lot
2. Introduce different social rules	53 (13.3)	215 (53.8)	102 (25.5)	30 (7.5)	2.71	.82	Agree a lot
3. Teach about customs and beliefs that the family adheres to and practices	49 (12.3)	215 (53.8)	99 (24.8)	30 (7.5)	2.67	.85	Agree a lot

Roles of Social Media Usage in Family Communication	Totally agree	Agree a lot	Agree a little	Least agree	Mean	S.D.	Interpretation
4. Exchange opinions on different issues	83 (20.8)	218 (54.5)	78 (19.5)	21 (5.3)	2.89	.81	Agree a lot
5. Explain to family members personal desires	79 (19.8)	224 (56.0)	81 (20.3)	16 (4.1)	2.91	.77	Agree a lot
6. Tell family members about personal feelings	86 (21.5)	197 (49.3)	92 (23.0)	25 (6.3)	2.85	.84	Agree a lot
7. Express love	129 (32.3)	163 (40.8)	78 (19.5)	30 (7.5)	2.97	.91	Agree a lot
8. Express concern	143 (35.8)	155 (38.8)	77 (19.3)	25 (6.3)	3.04	.89	Agree a lot
9. Express pride	122 (30.5)	161 (40.3)	86 (21.5)	31 (7.8)	2.93	.91	Agree a lot
10. Reconcile conflicts and build common understanding	85 (21.3)	171 (42.8)	107 (26.8)	37 (9.3)	2.75	.92	Agree a lot

The results of data analysis of the roles of social media in family communication are as follows. The sampling agreed a lot on the roles of social media in family communication, including teach and learn about different subjects with a mean of 2.75, introduce different social rules with a mean of 2.71, teach about customs and beliefs that the family adheres to and practices with a mean of 2.67, exchange opinions on different issues with a mean of 2.90, explain to family members personal desires with a mean of 2.91, tell family members about personal feelings with a mean of 2.85, express love with a mean of 2.98, express concern with a mean of 3.04, express pride with a mean of 2.94 and reconcile conflicts and build common understanding with a mean of 2.75.

4.5 Analysis of Social Media Usage to Strengthen Family Relations

Table 4.20 Frequency, Percentages, Mean and Standard Deviation of Social Media
Usage to Strengthen Family Relations

Social Media Usage to Strengthen Family Relations	Totally agree	Agree a lot	Agree a little	Least agree	Mean	S.D.	Interpretation
1. Motivate, or give support, to family members when they appear tired or face an obstacle	92 (23.0)	219 (54.8)	68 (17.0)	21 (5.3)	2.95	.79	Agree a lot
2. Express pleasure when a family member succeeds or achieves their goal	108 (27.0)	213 (53.3)	65 (16.3)	14 (3.5)	3.04	.76	Agree a lot
3. Provide beneficial information that a family member wants	113 (28.2)	205 (51.2)	66 (16.5)	16 (4.0)	3.04	.779	Agree a lot
4. Discuss to make a decision that ever family member understands and approves	92 (23.0)	203 (50.7)	81 (20.3)	24 (6.1)	2.90	.84	Agree a lot
5. Communicate and express approval of intergeneration differences	93 (23.3)	179 (44.8)	97 (24.3)	31 (7.7)	2.83	.88	Agree a lot
6. Use as a communication channel for when family members are not together	102 (25.5)	188 (47.0)	77 (19.3)	33 (9.1)	2.90	.88	Agree a lot

Social Media Usage to Strengthen Family Relations	Totally agree	Agree a lot	Agree a little	Least agree	Mean	S.D.	Interpretation
7. Use as a communication channel to express emotions so family members can get along	70 (17.5)	223 (55.8)	87 (21.8)	20 (5.1)	2.85	.78	Agree a lot
8. Use as a communication channel to strengthen relations and achieve stability	76 (19.0)	210 (52.5)	95 (23.8)	19 (4.8)	2.85	.78	Agree a lot
9. Use as a communication channel to discuss problems of family members	82 (20.5)	197 (49.3)	93 (23.3)	28 (7.0)	2.83	.84	Agree a lot
10. Use as a communication channel to share happiness and sorrow	103 (25.8)	179 (44.8)	86 (21.5)	32 (8.0)	2.88	.90	Agree a lot

The results of data analysis of the use of social media usage to strengthen family relations are as follows. The sampling agreed a lot on the use of social media usage to strengthen family relations, including motivate, or give support, to family members when they appear tired or face an obstacle with a mean of 2.95, express pleasure when a family member succeeds or achieves their goal with a mean of 3.04, provide beneficial information that a family member wants with a mean of 3.04, discuss to make a decision that ever family member understands and approves with a mean of 2.90, communicate and express approval of intergeneration differences with a mean of 2.83, use as a communication channel for when family members are not together with a mean of 2.90, use as a communication channel to express emotions so family members can get along with a mean of 2.85, use as a communication channel

to strengthen relations and achieve stability with a mean of 2.85, use as a communication channel to discuss problems of family members with a mean of 2.83 and use as a communication channel to share happiness and sorrow with a mean of 2.88.

4.6 Results of Hypothesis Testing

4.6.1 Hypothesis 1

The use of social media has a relationship with the role of family communications based on the analysis that follows.

Table 4.21 Correlation Coefficient for the Attitude of Attributes of Social Media and the Role of Family Communication

Attitude toward Attributes of Social Media	Mean	Standard Deviation	f value	p
Role	28.50	6.10	8.01	.000

Social media used in family communications according the relationship between attitude toward the attributes of social media and the role of social media has a statistical significance with a correlation coefficient of 0.000, which is less than .001, showing that the relationship is very high.

Table 4.22 Correlation coefficient for social media activities and the role of family communication

Communication Activities	Mean	Standard Deviation	F value	p
Role	28.50	6.10	5.93	.000

Social media used in family communications according to the relationship between social media activities and the role of social media has a statistical significance with a correlation coefficient of 0.000, which is less than .001, showing that the relationship is very high.

4.6.2 Hypothesis 2

The use of social media in family communication has a relationship with strengthening family relations based on the analysis that follows.

Table 4.23 Correlation Coefficient for the Attitude of Attributes of Social Media in Family Communication Strengthening Family Relations

Attitude toward Attributes of Social Media	Mean	Standard Deviation	f value	p
Strengthening family relations	29.06	6.24	10.42	.000

Social media used in family communications according the relationship between attitude toward the attributes of social media and strengthening family relations has a statistical significance with a correlation coefficient of 0.000, which is less than .001, showing that the relationship is very high.

Table 4.24 Correlation Coefficient for Social Media Activities and the Strengthening Family Relations

Social Media Activities	Mean	Standard Deviation	F value	p
Strengthening family relations	29.06	6.24	6.58	.000

Social media used in family communications according the relationship between social media activities and strengthening family relations has a statistical significance with a correlation coefficient of 0.000, which is less than .001, showing that the relationship is very high.

Qualitative Results

The results for the use of social media in family communication have been divided into three three analyses: 4.7 Analysis of social media usage and its roles in family communication, 4.8 Analysis of social media usage to strengthen family relations and 4.9 Analysis of building understanding. The data was collected through in-depth interviews with a a sampling selected from the four age groups, Gen Z, or Alpha, aged 7-15; Gen Y, aged 16-35; Gen X, aged 36-51 and Baby Boomers, aged 52 and older. From these four groups, participants were selected to represent six family forms: 1. 3-generation, 2. parents and child, 3. Couple without child, 4. Single person, 5. Single-parent family and 6. Cross-generation family. For this study, it was not possible to find a representative of the Gen Z or Alpha group (7-15) who live alone or for a couple without child. Thus, the total of sampling for this approach numbers 23 person with a summary as follows:

7-15 years of age (Gen Z or Alpha)

1. 3-gen family	Suvata Ochavat, aged 14, female
2. Parents and child	Pantida Insrikerd, aged 11, female
3. Couple without child	-
4. Single person	Visaya Rirermsuthorn, aged 14, female
5. Single-parent family	Thanyarut Chumjan, aged 13, female
6. Cross-generation family	Sisiprapa Veti, aged 14, female

16-35 years of age (Gen Y)

1. 3-gen family	Nevika Malanun, aged 24, female
2. Parents and child	Punga Kerdplien, aged 27, female
3. Couple without child	Phenvisut Punkhun, aged 25, female
4. Single person	Chanthavani Phromao, aged 28, female

5. Single-parent family	Siriluk Hongthong, aged 22, female
6. Cross-generation family	Khuntong Arivutanapong, aged 22, female

36-51 years of age (Gen X)

1. 3-gen family	Aruni Chankul, aged 46, female
2. Parents and child	Nunthanit Srichamorn, aged 37, female
3. Couple without child	Varinthorn Tharanichaistech, aged 53, female
4. Single person	Chawfa Liemu, aged 47, female
5. Single-parent family	Chiranun Singthuen, aged 45, female
6. Cross-generation family	Phatanati Thonsa, aged 50, female

52-70 years of age (Baby Boomers)

1. 3-gen family	Kitthiphong (alias), aged 60, male
2. Parents and child	Phornpriya Yotsaprayun, aged 58, female
3. Couple without child	Ladda Kongchaiprayun, aged 58, female
4. Single person	Vanchai Vaivong, aged 56, male
5. Single-parent family	Col. Varocha Sutthruk, aged 67, female
6. Cross-generation family	Phanumpha Pornpiramun, aged 65, female

Table 4.25 Qualitative Sampling

Sampling	3-Gen Family	Parents & Child	Couple	Single Person	Single Parent Family	Cross Generation Family
Gen Z/Alpha	Suvata Ochavat (child/grand child)	Pantida Insrikerd (child)	-	Visaya Rirermsuthorn (child)	Thanyarut Chumjan (child)	Sisiprapa Veti (grandchild)
Gen Y	Nevika Malanun (child/grand child)	Punga Kerdplien (wife)	Phenvisut Punkhun (wife)	Chanthavani Phromao (child)	Siriluk Hongthong (child)	Khuntong Arivutanapong (grandchild)
Gen X	Aruni Chankul (wife/mother)	Nunthanit Srichamorn (wife)	Varinthorn Tharanichaistech (wife)	Chawfa Liemu (wife)	Chiranun Singthuen (mother)	Phatanati Thonsa (grandmother)
Baby Boom	Kitthiphong (alias (grandfather/ father)	Phornpriya Yotsaprayun (grandmother /wife)	Ladda Kongchaiprayun (wife)	Vanchai Vaivong (father)	Col. Varocha Sutthruk (mother)	Phanumpha Pornpiramun (grandmother)

4.7 Analysis of Social Media Usage and Its Roles in Family Communication

The research results show that social media has an important role to play in family communications in this digital era as the social environment of the urban family is composed on different members holding different roles and responsibilities that change daily. This results in limitation in time and place for face-to-face communications and why smartphones and tablets have become much more popular. The results also show that social media has a central role in family members being able to communicate with one another in six ways though different social media applications' content and activities made possible through the attributes of this technology that helps support family members' communication in this digital age.

The data shows that social media plays four roles in family communication: 1. Communicating meaning, by teaching values and beliefs, 2. Communicating feelings and desires, 3. Communicating love and affection and 4. Communicating to solve problems in decision making and conflict.

The role communication when it comes to everyday conversation, social media in the form of chats, voice calls, video calls, sending content and different information, using photographs, video clips and graphics as well as stickers, allows members to express feelings in place of text when they want.

The research also shows that social media can enhance family communication in many aspects, such as lowering the emotional impact between encounters, reducing bashfulness and inhibition and making it possible to communicate about certain matters without having to talk face-to-face with family members, for example, when discussing money or studies as well as when fearing confrontation. Further roles that were identified include exchange of knowledge and experience between different generations when the members have a similar amount of knowledge as well as sharing feelings each day according to the following details.

4.7.1 Role to Communicate Meaning by Teaching and Sharing Values and Beliefs

From the in-depth interviews with 23 representatives of the four age groups and six different family styles, or forms, the research found that all used social media in family communications on an average of twice daily with the highest being five times a day. The content to teach meaning, values and beliefs would be part of daily communications via social media at least once a day for the Gen Z and Gen Y, who are the children and grandchildren of family and are taught by Gen and Gen Y in areas such as:

1) daily traditions and customs and paying proper respect in dress, time allocation and driving,

2) Thai values and beliefs, gratitude, Buddhism, marriage and diligence

3) Conduct and behavior to be able to live happily as part of society and prevent social problems from arising such as when using money, meeting friends, selecting a partner, being tolerant concentrating on work and talking.

Here, it was observed that in teaching that when knowing what someone is attempting to do can be dependent on the social environment of this digital age and is an issue that has changed from previous eras as it has become more an exchange of knowledge and experience between generations. For example, Gen X and Baby Boomers will teach their children and grandchildren about expressing content that does not fit with social media, and Gen Z and Gen Y will serve as teachers for the family's older generation when it comes to techniques and the how to use and set different social media applications, which buttons to push and not push. This is found in families in which these two generations live together, such as the 3-generation and cross generation families.

When using social media to teach meanings, values and beliefs, the forms this will take are writing text and sending graphic epigrams, Buddhist dharma teachings, moral instructional clips, calling via an application, both voice and video.

When it comes to communication attributes, both Gen X and Baby Boomers agree that social media contributes to teaching the younger generations about good morals in the fast paced daily life of family members who don't have much time to

spend together. They can use the channel to warn as well as teach family members in different situations that can reduce concern as expressed in the following data acquired for analysis.

1) Data for teaching morality in daily life and respect for social rules by Gen Z, Gen Y and Baby Boomers are as follows:

"My mother will send information via LINE to tell me she wants not to come home and to dress appropriately, focus on my studies and read the books I need to before a test" (Visanya Rirermsunthorn, personal communication, April 4, 2017)

"My grandmother likes to send messages and clipsthat can teach me different things about dharma through Facebook, which I can then access and read." (Suvata Ochavut, personal communication, March 19, 2017)

"Usually, my mother will tell me to sweep and clean the house. She teaches me about time allotment between my studies and play. She send text and audio clips or she'll teach me by sending clips or quotes as examples." (Siriluk Hongthong, personal communication, December 24, 2016)

"I'll receive reminders or warnings often about driving, not to be short tempered or careless or do something dangerous. I'm also told to cost conscious and to think before acting." (Col. Varocha Sutthiruk, personal communication, January 20, 2017)

2) Data for teaching Thai values and belief by Gen Z, Gen Y and Baby Boomers are as follows:

"Last New Year, my mother LINED me to wish me my teacher Happy New Year and give her a garland as a sign of respect." (Thanyarut Chumchan, personal communication, February 9, 2017)

"I sent a text to my husband to tell him about coming home late and reminding him he has a family, and we should spend time together. Sometimes we text to discuss the future." (Phenvisut Punkhun, personal communication, January 17, 2017)

"I'm always teaching my children via my mobile phone. I tell them not to forget to pray on the Buddha days before they go to sleep. I usually do this by calling via LINE, sometimes via video calls, sometimes via voice calls." (Phornpria Yosprayern, personal communication, March 10, 2017)

"I send clips whenever I find something interesting that a friend has shared, and I think it can be beneficial for my children. They may be about a child being cruel or hitting their mother. I shares these to show as examples so they will be good to their mother and speak to her politely." (Vanchai Vaivong, personal communication, March 14, 2017)

3) Data for teaching behavior to fit happily in society and not cause social problems by Gen Z, Gen Y and Baby Boomers are as follows:

"I receive teaching and reminders or warnings regularly concerning money, using it, saving it. I share monthly expenditures with my father along with warnings and being told to behave properly." (Nevika Malanun, personal communication, February 23, 2017)

"My mother will tell me to be tolerant about work, not to go late or skip it too often." (Chanthavani Phromao, personal communication, February 9, 2017)

"When thinking about something, I'll teach about at the same moment, as I don't want to forget. Whenever they are free, he can open his account and read what I have sent. Usually, it's about friends or my spouse and how they are acting." (Aruni Chankul, personal communication, February 3, 2017)

"Whenever I call my child using LINE, sometimes they will start screaming, and then I have to teach, or remind them they should speak politely with their mother or friends. They should not use this kind of tone and need t control their emotions." (Phornpria Yotprayern, personal communication, March 10, 2017)

In addition to the above, Gen Z who live with their children and grandchildren, or a three-generation family, and Gen X who live in a single-parent family will use social media to discuss topics in which they know what others are up

to as can be seen in comments posted on Facebook as well as improper pictures and impolite language.

"When I post something on social media that's inappropriate, my grandmother will warn me that what I've said isn't good. I have fought with friends and then go post immediately on Facebook. I don't tell their names. Still, my grandmother will tell me to erase the post as this is a public space. What we have posted can sound ambiguous and be misunderstood. So, I'll take it down." (Suvata Ochavut, personal communication, March 19, 2017)

"I've seen my son post an inappropriate comment, like after he has had a fight with his girlfriend and responded on Facebook. I'll LINE and warn him not to respond because this can be read by anyone as it can affect our business and life in general. Anything inappropriate should be erased." (Chiranun Singthuen, personal communication, February 7, 2017)

In the same way, Gen Y sampling who live with their children and grandchildren, or a three-generation family, when sharing knowledge such as techniques with other family members who belong to Gen X or the Baby Boomers, including mothers and grandparents will teach about settings for Facebook and which button, or key, to push and not push as well as how to block users they are not sure about.

"I was the one who set our family LINE group so everyone would have the chance to chat with each other, my immediately family and relatives who live in the provinces. I told my grandmother how to turn on and off the ring, which keys to push and not push and how to share pictures." (Nevika Malanun, personal communication, February 23, 2017)

"My gandmother's eyesight is not very good. Sometimes, it's hard for her to type a message. So, I taught her how to record a message and send it. I also showed her how to upload and send stickers to friend's when chatting. I've also helped her to upload games that he can play." (Khunthong Arivatanaphong, personal communication, March 29, 2017)

To teach and share values and beliefs is an important role for the family. With the restrictions of time and place faced by society today, children and grandchildren can still be taught as to proper behavior to fulfill their family and social roles by parents and grandparents through social media. This can serve as a communication center to enhance family communication in a smooth manner.

4.7.2 Role to Express Deep Feeling and Desires so Family Members All Know and Understand

From the interviews of the 23 participants who represent the four age groups, it has been found that all use social media to express their feelings and desires so other members of their family will understand. They will do this at least once per day concerning the following situations:

1) To ask for help in different daily life situations

2) To tell about a desire for something

3) To express personal feelings to reduce frustration concerning a family matter

4) To express a mutual feeling

The formats for communication of deep feelings and desires to other family members so they can better understand each other include sending text, audio clips sharing information and pictures, posting emoji stickers such as for not satisfied, anger, happiness, sadness, disappointment, etc.

It was also found that they like social media for the ability to respond immediately in an interactive communication as the sender expresses their feelings and desires without having to wait to meet and talk face-to-face. This makes family communication more convenient and easier.

It should be noted that each of the age group samplings felt that communicating via social media helps to communicate feelings and desires more easily than talking directly and helps to reduce confrontations better than expressing desires face to face. Furthermore, it appears that social media makes it easier to desires that one would not normally open up about. A summary of the collected data follows:

1) When it comes to dependability, or providing assistance when not together, it was found that Gen Z and Gen Y as children and grandchildren will use social media to ask for help or advice from family members who belong to Gen X or Baby Boomers, who are parents or grandparents in general situations such as school and work by texting or calling via an application.

"Whenever I need something quickly like scotch tape or cardboard for work or am hungry, I'll LINE my mother to tell her to hurry home." (Punthita Insrikerd, personal communication, January 7, 2017)

"My grandchild will text me before they leave school. They say where and when they want me, grandfather, to pick them up or what activities they are going to do next. This is very convenient and makes understanding each other easier. Sometimes, my daughter will ask me to do something for her, actually almost every day. So, I have things to do most every day." (Kittiphong (Alias), personal communication, March 9, 2017)

2) To express mutual desires, it was found that Gen Y that live in a cross-generation family will use social media to tell or ask about requirements of the elder in the household.

"I'll send an audio clip to ask my grandma how she is or if she needs anything. I'll do this so she can tell me how things are and we can chat with each other and we can know what the other likes and dislikes." (Khunthong Arivathanaphong, personal communication, March 29, 2017)

The Gen Y and Gen X sampling that live in an immediate family or as a couple without children use social media to communicate their desires with their spouse to maintain close family relations.

"Usually I'll use video calls to talk about taking care of our children, to purchase something for them. I'll also send links or pictures so he can buy the right product. Sometimes, I'll tell my husband to hurry home to help with the children." (Punga Kerdpliem, personal communication, January 14, 2017)

"I can tell the others what I want in many different instances using social media. It can be something small, but we might not have had time to talk about it. Makes things a lot easier. I can also know what the others might want or need as well as make it easier to adjust to a situation that comes up." (Nunthinit Srichamorn, personal communication, March 8, 2017)

The Gen X group that live in an immediate family and the Baby Bommers who live in a three-generation family will use social media to express their desires concerning caring for their children or grandchildren

"I use social media almost every day to tell what I want to my children to do or what I think about something that may have happened. I will text or make a voice call using an application so I don't have to wait till we see each other." (Aruni Chankul, personal communication, February 3, 2017)

"My child will tell me what they want in different situations. They tell me they won't be home and are staying in the dorm, that they are going to do something friends, or they'll tell me not to forget to do something they asked me about earlier." (Pornpriya Yotprayern, personal communication, March 10, 2017)

3) To express one's own feeling to lessen frustration with a family situation, it was found that Gen Z and Gen Y will use social media as a channel to express how they really feel and remove any sense of frustration in family matters more than any of the other generations.

"I often use social immediate to communicate how I'm feeling and what's bothering me, when my mother scolds me or when we don't understand each other when we talked at home. So, when I don't know who to talk to, I will post content on Facebook about the misunderstanding, and question why it has to be this way. I don't know whether my mom or someone else in the family will read it, but it helps me to feel better." (Suvata Ochavut, personal communication, March 19, 2017)

"Usually I use social media when I have to help my grandparent's with work, find a picture or give them some information. But, when I have a lot of work, I might use social media to vent my frustration and tell them what I like or dislike. It makes it easier than talking to express what I want." (Sisiprapha Veti, personal communication, March 24, 2017)

"When I'm feel stressed out or am angry with someone at home, I won't answer my phone or respond to a LINE message. What I will do is post something on Facebook. It helps me to ease my frustration. Then, when they read what I've written, they'll understand how I feel." (Thanyarut Chumchan, personal communication, February 9, 2017)

"I usually feel that my son won't tell me exactly how he feel bust will post on social media. Then, I'll know what he is really feeling and will better understand him, what he is feeling or wants." (Jiranun Singthuen, personal communication, February 7, 2017)

"I often see how my child is feeling on Facebook, like today school was tough, I've got problems with some friends or I'm stressed about my studies. I always post on social media. I think this is good because then I know much better how they are feeling." (Vanchai Vaivong, personal communication, March 14, 2017)

4) As far as communication to express both positive and negative feelings, it was found that all four generation groups use social media as a communication center. This is because they feel the attributes of social media make it easy and helps reduce inhibition when compared to talking face to face.

"When my parents say they can't come to see me in Bangkok like we planned, I'll feel sad and disappointed. Then I'll send a emoji so they will know how I feel. It's the same when I'm happy about something, like I scored high on a test, I'll send a text or call using an application so they can hear the news." (Visalaya, Rirermsunthorn, personal communication, April 14, 2017)

"Social media lets me express my mood in most all situations in my daily life. When we chat, I can respond immediately with how I'm feeling. It's easy because social media has lots of emoji stickers." (Nevika Malanun, personal communication, February 23, 2017)

"I think using social media to express how I feel is better than speaking face to face. If it is something good, I might feel a little shy about talking about it. I might feel uncomfortable saying how I'm worried about something I opened up about before. But, on social media, I can say what I want when I'm dissatisfied or angry about something. It's easier to explain using social media, like when my husband tells me he isn't happy with our morning conversation. He'll text me an explanation why, and after reading it, I'll feel better." (Phenvisut Punkhun, personal communication, March 17, 2017)

"I use social media to tell both how I feel and what I want, usually together, like some days I'll ask if my child to make dinner as I'm tired or lazy. They'll answer by send an emoji expressing happiness." (Col. Varocha Sutthiruk, personal communication, January 20, 2017)

"I use social media often to tell how I'm feeling, like when I go traveling abroad with fiends. I'll Skype my grandchildren and tell them how I miss them and want them to join me." (Phanumpha Phornphiraphan, personal communication, April 5, 2017)

It was found that social media would be employed at times when family members were not together as it helps reduce emotional conflict better than talking face to face according to the data collected from Gen Y and Gen X interviewees.

"Social media is good because you tell just what you are feeling and thinking. The person I'm communicating with might not see my reactions, but at least

they know what I'm feeling. If we are talking face to face, I might hid how I actually feel because I don't want to start an argument. So, I hold in my anger. However, if I text a message or send an emoji, it can help." (Varinthorn Tharanititdech, personal communication, March 13, 2017)

"I know my mom can be hot-tempered. I can as well sometimes. In these cases, we don't do so well when talking face to face. This is when social media can help." (Siriluk Hongthong, personal communication, December 24, 2017)

It was also found that social media would be used to tell what someone wanted in certain situations when a member of the sampling doesn't want to open up in, for example, the following instances.

"When I get a low grade or score, I don't feel brave enough to tell my mom. So, I do it online." (Suvada Ochavat, personal communication, March 19, 2017)

"When I want to go on a trip, I know my mother won't let me. So, I'll go and then tell her by messaging online. I'll take pictures with my friends in front of the attractions and send them so she can see where I am and who I'm with." (Navika Malamun, personal communication, February 23, 2017)

"I'll think if my mom will be OK with what I'm doing before I'll tell her, like when it comes to money. I understand that my mom doesn't have a lot, but if I need it for school, I'll tell her why. But, if it's for something else, like going on a trip with friends, and I know she won't let me go, I'll go anyway and later use social media to let her her." (Siriluk Hongthong, personal communication, December 24, 2017)

Communicate Emotion

It is very important for family members to learn about and understand each other's deep feelings and desires though family communications no less than it is employed for other reasons. It can help members adjust themselves and their behaviors accordingly, which means a constant flow of communications. Thus, social media provides a supplementary channel for face to face communications to help achieve a smooth and continuous exchange. Furthermore, this is a good system for

children and grandchildren to let their elders know how they are feeling or what they need as well as provide their elders with a channel they can rely on to communicate their feelings and desires in return, which is very import for these members of the family to strengthen relations.

In addition, social media can serve as a center for family communications. It can help reduce inhibition and conflict better than speaking together face to face. This then confirms how the attributes of social media technology can contribute to and benefit family communications in this digital age.

4.7.3 Role of Communicating Love and Affection

From the interviews of the 23 interviewees representing the four age groups and six family forms, or styles, it has been found that all use social media to express love and affection at least once a day. This will appear in the content in normal daily communications and on special occasions and important holidays. The data shows that they will express love, missing someone, concern, interest, looking after one another and offering help according to the following:

1) To greeting and express acceptance of identity and existence of family members

2) To express love and missing one another

3) To express concern in different instances, like for health and safety of a family member and property

4) To give support, or motivation, in daily life, like for school or work

5) To share happiness and sorrow in daily happenings

The sampling said they would use many different forms of communication including sending text, making either a voice or video can via a social media application, both individually and group, sending emoji stickers, graphic pictures to express thoughts or support or express congratulations or well wishes, links to songs or encouraging comments.

The attributes of social media platforms can be divided into two classifications: social media removes the barriers of place and time so that family members know they are loved and cared and worried about when they are not together as they know others are thinking about them. It also allows one to feel that they are

not alone or forgotten as social media helps them maintain relations through positive interaction between family members. The research data shows how family members of all four age groups use social media to interact on a daily basis and will respond to each other during normal times and important occasions as has been summarized below.

1) Greeting and and expressing acceptance and the existence of family members helps build closer relations. The data shows that members of all four age groups use social media to greet family members every day and members will respond to each other at normal times and on special occasions.

"I say good morning to my father every morning. I LINE my mother to tell her I'm at school. I tell her I've had healthy breakfast, not eaten just sweet or had a sweet drink. ON mother's day, her birthday or other important occasions, I send congratulations and good wishes or, at the least, an audio or video clip." (Suvata Ochavat, personal communication, March 19, 2017)

"When I wake up, I'll see the message, "Good morning." During the day, my husband and I will exchange clips. He'll send some of our pet dog and cat. I feel it is good social media lets us contact and see each other whenever we want. We know that we are not alone." (Sofa Liemyu, personal communication, February 12, 2017)

"My son and daughter will send stickers to wish me a good morning. They'll ask what I'm doing, tell me they love and miss me. When at work and I see these messages, it really helps to motivate me. Sometimes, we'll take selfies to show how we appreciate the support. I'll also send messages to tell my older child to look after their younger sibling and, if driving their motorcycle, I'll tell them to be extra careful. We can express our live and affection through text and pictures." (Jiranun Singthuen, personal communication, February 7, 2017)

2) To express love and missing someone, the research data shows that the interviewees of all four age groups express and learn they are loved and missed through text, emoji, songs, graphics and both voice and video calls via a social media

application. The technology's attributes, or features, help family members communicate these feelings faster and more easily as well as as often as they want.

"When I miss my mom, I'll make a video call using an application to tell her. I'll also send stickers to tell her I love her. On her birthday or an important occasion, I'll share my good wishes all the time." (Panthita Insrikerd, personal communication, March 7, 2017)

"In our social media communications, I'll know that my grandfather and grandmother love and worry about me. They miss me all the time. On holidays, I'll send pictures and good wishes." (Sisiprapa Veti, personal communication, March 24, 2017)

"During the day, I'll send stickers to express my love and how I'm missing my grandmother. He likes that." (Khunthong Arivatanaphong, personal communication, March 29, 2017)

"I can tell my mother what I want anytime. It makes me feel close to her and loved. Even when my mom isn't with me, I always feel loved and worried about." (Thanyarut Chumchan, personal communication, February 9, 2017)

"We talk about trivia, little things all the time, even when not together. I send a message to my grandchildren that I miss them, and they'll use their own language, like, "I love you and send a kiss." (Phatharati, Thonsa, personal communication, February 20, 2017)

"I use social media. I use face to face conversation. I know my grandchild can be easily influenced. So, I'll tell them regularly that they are loved using emoji whenever we communicate." (Kittiphong (Alias), personal communication, March 9, 2017)

"I use social media, especially with my younger child, to tell them I love them. On special occasions, I'll send pictures of flowers with good wishes. I never missed one either." (Phornpriya Yotprayuern, personal communication, March 10, 2017)

"I'm always communicating with my grandchildren how I love them. I like send stickers. I think they can really represent my feelings of love and affection, and now social media makes a lot easier than before." (Phanampha Phornphiraphan, personal communication, April 5, 2017)

3) To express concern in certain instances, for example, when it comes to health or safety of persons or property, the research shows that all the family member sampling of all four age groups use social media for this purpose as well as to demonstrate generosity when they are not together, for example:

"Whenever there is upsetting news, my mother will worry and so make a video call to tell me to be careful. Social media can thus replace face to face conversation. This lets me feel like my mom and dad worry about me and are always close by." (Visalayai Rirermsunthorn, personal communication, April 4, 2017)

"I use social media to express my concern every day. I will ask how their day is going, if they've eaten. I use either an application's voice or video call function." (Phenvisut Punyakhun, personal communication, January 17, 2017)

"I can show my concern at any time, for example, asking where are you now, have you eaten yet, what have you eaten, is it hot, what time will you get home or how far have you traveled?"

"My husband will ask whether I've gone to bed, locked the house. These questions come up daily. If we find something interesting or funny on Youtube, we'll share it as well as send pictures, stickers and text." (Varinthorn Tharanisitdet, personal communication, January 13, 2017)

"When my husband has to go abroad for work, he'll tell me where he is so I won't worry. If there's a problem, we'll tell each other. We'll tell how we are concerned, which makes the other feel better whatever it is." (Ladda Kongchaimong khol, personal communication, January 14, 2017)

"My child will send me messages when I'm at work, like father is a good driver. Sometimes, when they take a taxi, they'll send the taxi's registration number and car model. I'll also make a voice or video call using an application to tell my children that both dad and I worry about them." (Vanchai Vaivong, personal communication, March 14, 2017)

4) To express both positive and negative feelings, is was found that the members of each age group will use social media as a communication center because the attributes of social media make it easy as it also helps to reduce inhibition when compared to face to face communication.

"When my parents tell me that they are coming to visit me in Bangkok and then cannot come, I feel very sad and disappointed. I'll send emoji to let them know. Then, when I'm really happy because I scored a high grade on a test, I'll send a text or call them using a application to tell them." (Visalayai Rirermsunthorn, personal communication, April 4, 2017)

"Social media lets my express virtually any mood in my daily life. When we are chatting, I can respond and tell how I feel. It's so easy because there are so many emoji and stickers." (Nevika Malanun, personal communication, February 23, 2017)

"I think that social media can let me express my feelings better than speaking face to face. Sometimes, with news, I might feel shy, even worried. It's hard for me to speak direct. However, with social media, I can speak easy, and if I'm angry or dissatisfied, it seems better to explain using social media, like when my husband and talk about something in the morning that I'm not so happy about, I can send a text to explain my reasons, Then, after he reads it, he'll understand." (Phenvisut Punkhun, personal communication, January 17, 2017)

"I use it for both, telling what I want or how I'm feeling, usually at the same time, for instance, asking what will my child make for dinner because I'm tired or lazy. They'll answer quick. We often do this by sending stickers." (Col. Vorocha Sutthiruk, personal communication, January 20, 2017)

"Sometimes, I come across a question that I will share with my child after I have read it as it seems interesting and motivatn in some way." (Jiranun Singthuen, personal communication, February 7, 2017)

5) It was found that those persons who live alone and single parent families will use social media to share happy moment in their daily live more than other family types.

"I'll ask almost every day how family members who are living upcountry are doing. I'll do this by making either a voice or video call. I'll send text and stickers to share love and affection all the time. I'll know what's happening at home, what people are doing. Social media helps me a lot." (Junthavani Phromao, personal communication, February 9, 2017)

"I try to talk to my mom about everything, both sad and happy. Sometimes, I get a lot of homework. My teacher assigns so much, So, I'll text my mom to share my frustration. I'll send stickers to show how I feel. Also when I do well at something, I'll want my mom to hear. If she is feeling stressed out, this can help her feel better." (Siriluk Hongthong, personal communication, December 24, 2017)

Furthermore, it was found that Gen Y and Gen X that live in three-generation families, an immediate family with one child and couples see the importance of social media attributes, including building and strengthening a family network in which they can conduct group communications. Family members can support and motivate each other and together build much stronger inter-relations.

"When our family goes on a trip together, I'll produce a photographic album. I'll add text so all can look at after by sharing it online with my extended family, including relatives living in the provinces. Everyone will join in a discussion. Now, my family members like to make group video calls. So, we can all talk to my grandmother who isn't well. This helps us maintain our relations. Even if we are far away, it's like we are together." (Nevika Malanun, personal communication, February 23, 2017)

"My child has formed a family group with relatives in Bangkok and the provinces. We'll chat together and it gives us a chance to unburden ourselves if we have a problem."

"When I take my mother to see the doctor, I'll tell the others about it and send pictures. Everyone will then let me know they've seen the news. Or when my younger sister bought a home, my child got a job, we'll let everyone know. It helps to improve moods and feelings and strengthen our relationships." (Aruni Chankul, personal communication, February 3, 2017)

"I use social media to communicate with my husband. Sometimes, I'll use video call so he can see what the children are doing. Sometimes, when we travel and plan what we will do the next day, I'll send pictures. I think this helps a lot in maintaining our husband-wife relationship." (Punga Kerdplien, personal communication, January 14, 2017)

"When I go to work upcountry and my husband is at home, I'll make a video call so we can see each other and our child. When it comes to texting, my child still can't type so he'll tell his father what to write. It let's me feel like we are close together and I don't feel lonely." (Nunthanit Srijamorn, personal communication, March 8, 2017)

No matter the style of family, they still need to express love and affection for all family members. Social media can help fulfill these roles and much more easily and faster because of its attributes, or many different functions, including audio and video functions and emoji, which members can easily transmit and receive. It makes members feel good because they are loved and others are concerned for them at all times. They can communicate their joys and sorrows and so feel loved and connected as this helps to strengthen family ties with the immediate and extended family members.

4.7.4 Role of Communication to Solve Problems, Make Family Decisions and Resolve Conflict

From the interviews of 23 representatives of the four age groups and six family types, research results show that all age group employ social media to help solves problems, make joint family decisions and resolve conflict through daily communications at least once a day. They will voice opinions as well as share reasons

to make decisions about their daily lives and family matters. Addition, they will use social media to solve problems and resolve conflicts under the following situations.

1) To communicate to find reasons for decisions concerning daily life

2) To communicate to find reasons to make a common family decision as well as make family plans

3) To communicate to mediate conflicts

4) To serve as a communication center to help solve problems that arise between family members.

The forms of social media communication they will apply include texting responses, sending pictures and emoji, making voice and video calls via an application and sending audio messages.

Further information supplied my the informants concerns the attributes of social media such as the ability to interact immediately, which makes decision making faster and more convenient and so saves time. It should thus be noted that the sample all give the reason for using social media to solve conflicts before trying to do so face to face as it helps reduce anxiety and stress. A summary of the findings is found below.

1) For communicating to find reasons for decisions concerning daily life in the context of the lives of the sampling are reflected in the following responses.

"In the afternoon before school ends, my mother will line me and tell me she will wait at the same place, hurry up or she can't find a parking place. My mom might tell me she will walk and find me herself and to wait at the spot we'd arranged." (Punthuta Insrikerd, personal communication, January 7, 2017)

"We often ask each other for opinions. It helps my mother and me make decisions faster. For example, what time will I get out of school, what days I have an after school project and will get out late so my mom should head home and doesn't need to prepare a meal. This communication is normal every day." (Thanyarut Jumchan, personal communication, February 9, 2017)

"Usually, we use it to make a decision and we want the other's opinion. I'll call and tell what I think. It's usually something to do with my parents or the family." (Junthavani Phromao, personal communication, February 9, 2017)

"I'll ask my grandmother what she thinks about something. For example, I'll send a picture of some food and then asks if she would like me to buy some to bring home. My grandmother will tell me not to. Her doctor has told her not to eat it. So, we can make a decision immediately." (Khunthong Arivathanaphong, personal communication, March 29, 2017)

"I'll ask my grandchild his opinion and to make a decision about something in our daily life, like where will we go on Saturday or what does he think about this food, would they like some?"

"Sometimes, my grandchild will ask me if they can go home with a friend. Is it OK or not? And I can answer and explain why." (Phatradi Thonsa, personal communication, February 20, 2017)

"We can talk together to come to an understanding as to why we think one way or the other. When asking permission to do something and can answer no and explain why. For example, I might receive a message from my grandfather to pick up some Borax to clean slime. I'll tell him no as it could be dangerous." (Kittphong (Alias), personal communication, March 9, 2017)

2) As to communicating to find reasons to make a common family decision as well as make family plans, such as family expenses, the results of interviewees who live in immediate families with a child and those couples without children are summarized below.

"We use social media to talk about monthly family expenses, for example, to discuss what added expenses we may have, how to solve a problem and possibly setting up a plan." (Punga Kerdplien, personal communication, January 14, 2017)

"I'll use social media to communicate with my husband about family expenses, whether we have paid a bill or not. I'll remind him about something important he's responsible for to be sure he won't forget. We chat to come up with a common decision so we don't have any conflict. I think in our home we have the same idea about things." (Aruni Chankul, personal communication, February 3, 2017)

"So, we can come to a decision, I'll ask opinions or talk a lot about other things about the family." (Ladda Kongchaiprayern, personal communication, January 14, 2017)

3) To communicate to mediate, or resolve, conflicts, the results show that social media can serve as an important channel, as follows.

"Sometimes, we have arguments. We don't understand each other before we leave the house. When my husband calls, I might still not want to discuss this as I'm still unhappy. After a time, he will text me on Line about something inconsequential. This keeps the argument from getting big. I think social media can really help." (Phenvisut Punkhun, personal communication, January 17, 2017)

"When things are silent and we aren't talking, my mom will know I'm not in a good mood. So, she'll send a sticker or ask what I'm doing. Sometimes, she'll call via Line and we'll talk. I think talking via an application will help us avoid a fight because I know my mom has a short temper and I am, too. Stickers can also help improve our moods. Then we don't feel pressured. Sometimes by chatting using Line, we can think before responding and so don't get upset like can happen when we talk face to face." (Siriluk Hongthong, personal communication, December 24, 2016)

"As I live apart from my husband, when we don't understand each other, I will hurry to resolve this because I know if I let the matter linger, it can fester. Social media has really helped to solve this faster, saving time, as there are ways to brighten things like sending a funny picture." (Chawfa Liemyu, personal communication, February 12, 2017)

"Sometimes, after speaking with my child, I might have been a little too harsh. Once I have calmed down, I'll see that there was no need to make such a big deal. So, I'll send a sticker before speaking again. When I get a response, I'll know things have improved, which will make me feel better." (Jiranun Singthuen, personal communication, February 7, 2017)

4) For serving as a communication center to help solve problems that arise between family members, the research shows that the sampling would use social media as summarized below.

"Sometimes my mother gets angry with my father and won't speak to him. So, I'll send an audio clip and tell my mom to talk to my dad as otherwise this could cause problems and I want to see things improve." (Visanya Rirermsunthorn, personal communication, April 4, 2017)

"There can be a problem between my two kids and before I speak to them, I'll decide to use social media to solve the problem. I'll tell them not to think to much about this. Don't get real angry with each other. I'll tell them to talk together so they understand each other." (Col. Varocha Sutthiruk, personal communication, January 20, 2017

The forms of social media communication the sampling would employ include texting together, sending pictures and emoji, making voice and video calls via an application and sending audio clips.

In addition, the sampling showed that the social media attributes that felt helped them to make joint decisions easier and faster, thus, helping them save time.

"Social Media helps in my work. It helps me find pictures to send my customers. Then, when I explain, they understand. I can send a lot of pictures which I have chosen. Social media helps save time as I can do things faster." (Sisiprapha Veti, personal communication, March 24, 2017)

"Recently, I had a conversation with a friend about taking a trip. My husband is with me, but he doesn't agree. He then leaves the room and Lines me and tells me don't hurry to make a decision because he doesn't want to go where we were planning." (Varinthorn Tharanitidej, personal communication, January 13, 2017)

The research also found that the sampling used social media to resolve conflict before face to face conversation as it helped to reduce pressure or stress.

"When I have something on my mind, but don't have the confidence to tell my my parents to their faces, I'll use social media to tell them. Once things are clear, I'll feel I can now talk to them about it and not feel all tied up." (Suvada Ochavat, personal communication, March 19, 2017)

"I'll use social media with things that aren't really serious because I think these things I keep in and don't want to reveal or to show how I really feel are subjects for discussion when I've calmed down. Social media has helped reduce the tension on a number of occasions." (Nunthanit Srijamarn, personal communication, March 8, 2017)

"When we don't agree or not satisfied about something, my daughter will know but ignore this and send a Line message asking about something. I'll answer and there will be no apology from either of us. Still, we will know through social media that conditions have improved. Then, we can discuss things about what we don't like and avoid a fight." (Phornpriya Yotprayern, personal communication, March 10, 2017)

The results on the role of social media for family communication to explain issues showed two characteristics for this role, as follows. First, social media serves as a communication center for transmission of content or to conduct different activities offered by an application, for example, texting, sharing pictures, graphics or video clips. Second, the technological attributes such as ability to immediately respond, view pictures, and listen to audio at the same time helps to control emotions and feelings and interact together. This also allows family members to communicate more and more often than before this digital age.

Thus, social media play the role of supplementing family communications.

1) In addition to it being a communication tool for teaching, including values and beliefs according to Thai cultural traditions, social media can also be used

to teach knowledge the same as is taught in the context of the family in this digital age.

2) Social media can serve as a communication center to express emotions and desires so everyone will know and understand. It also helps to supplement face to face conversation and resolve conflict better than just talking. It affords more ways to express desires when a family member feels inhibited to let others know directly.

3) Social media can serve as a communication center to express love and affection. Its attributes allow family members to develop a network so they can conduct group communication and even become closer, thus, adding to the strength and stability of relationships. As each member can share their joys and sorrows they encounter in their daily lives, they can even feel more love and affection through the support they feel they receive.

4) Social media can serve as a communication center to solve problems, make joint decisions and resolve conflict together through daily online dialogue.

The research findings show that social media is used to resolve differences even before face to face encounters, thus, helping to reduce anxiety and stress.

In summation, it can be said that family communication requires time and constant interaction to its roles of teaching, developing relations and building much closer ties between all family members. The results of this research therefore confirm that the attributes of social media afford great benefits for families in this digital age.

4.8 Analysis of Social Media Usage to Strengthen Family Relations

With the state of society and structure of the family changing along with time and place restrictions, traditional forms of communication, more specifically face to face conversation, did not completely fulfill their role. The findings of this research concerning the use of social media in strengthening relations between members of the family are as follows.

4.8.1 Provide Support to Family Members when they Feel Depressed or Encounter a Problem

Results show that the sampling representing each family structure will communicate their support through texting and sending emoji and pictures, making a voice or video call via an application.

"Our family really relies on social media because sometimes I want to show support for my mother, but I feel shy about doing it. So, instead, I'll send an audio clip, "Mom, I know you're tired. Don't let yourself get stress out." (Siriluk Hongthong, personal communication, December 24, 2016)

4.8.2 Express Pleasure when a Family Member has succeeded or achieved their Goal

Results show that the sampling would use social media to express their pleasure when a family member achieved success or reach a goal by texting or sending emoji or pictures or making a voice or video call via an application.

"My son is a basketball player and when he wins a game, he'll send a picture when I'm at work. I can see how happy he is and show him the same by sending a sticker or text message. Then, when we meet, I'll tell him again. Then, when my younger child achieves some success, I can see it through social media. I'll then post the picture and tag it. Without social media to help like this, we'd have to wait till the evening to catch up, and people might be in different moods. I might be tired and then forget and then start talking about something else. The kids could then feel sad and neglected as they don't feel what they have done is important to me." (Jiranun Singthuen, personal communication, February 7, 2017)

4.8.3 Provide Information that could Benefit Family Members

The results of the sampling who represent all six family structures show that they use social media to give information that could benefit family members by sending video clips, links and pictures, sharing content and sending text about things

dealing with school, work and daily life, like stories about health, self care, and warnings about dangers to family members and property.

"My husband will send me a video clip that I can watch when I'm at home or go out to tell me to be careful of some danger. I'll share this with our children as a good example to remember." (Phornpriya Yotprayern, personal communication, March 10, 2017)

4.8.4 Converse to come to a Joint Decision

Data provided by the sampling show that they will communicate via social media to make a joint decision by texting, sending audio clips and stickers as well as make calls via an application.

"The problems between a husband and wife can be minor, but if left to fester than can become something major. So, if they communicate via social media, they can discuss things and find a common solution or decision. Some things you might now want to talk about face to face and social media provides a lot of alternatives to lighten things up, like sending an audio clip or sticker." (Varinthorn Tharanitidej, personal communication, January 13, 2017)

4.8.5 Communicate to Express Acceptance of Differences in Generations

Data from the sampling representing the three-generation family and cross-generation family show they use social media to communicate their acceptance of the differences in generations by sending audio clips and emoji as well as making calls via an application.

"At night, we'll be communicating via our Line group till 10.00 p.m. because that's when my grandmother will go to bed. We don't want her to be disturbed by the ring or light." (Nevika Malanun, personal communication, February 23, 2017)

"My grandmother's eyes are not very good. She can send a long text; so, she'll send stickers or call, sometimes by video call and sometimes by voice call." (Khunthong Arivathanaphong, personal communication, March 29, 2017)

"I've taught my grandmother how to send pictures to customers, which keys to and while she still isn't expert, this is important to help in her work." (Sisiprapha Veti, personal communication, March 24, 2017)

4.8.6 Communicate when not together

The data of the sampling show that they use social media to converse together and help relax when family members are not together. They will chat, send pictures and stickers as well as make voice and video calls via an application as well as talk through a Line chat room.

"When work or some responsibility keeps us apart, we have social media to help us stay close. It's almost the same as always being together, especially through our Line family group that let's us chat about things as well as make both voice and video calls. This way we are always up to date with what is happening and can stay close." (Nevika Malanun, personal communication, February 23, 2017)

4.8.7 Learn how Family Members are feeling so others can Compromise or Adjust so all will get along

The research shows that the sampling can show and know how people feel by sending and receiving emoji and posting on Facebook.

"My child is nearly forty. Sometimes, I want to show them respect so I won't ask where they're going or how they are. I therefore check on their Facebook page so I know and can better understand how they are feeling as well as figure out how to communicate." (Col. Viracha Sutthiruk, personal communication, January 20, 2017)

4.8.8 Build Closer Relations

The research shows that the sampling use social media as a channel to communicate, strengthen relations and get closer.

"I might not see the others often, but I can check on them using social media, which helps us stay closer than if I did nothing." (Phenvisut Punkhun, personal communication, January 17, 2017)

"I'd like my grandmother to live with us, but I know she has to work. Communicating via social media lets us feel we are still close together." (Thanyaluk Jumchan, personal communication, February 9, 2017)

"When I'm talking with my mother, she often like to yell, but when we converse via social media, I don't hear her tone of voice. So, I like talking to her through social media. It seems like we can talk more often." (Suvata Ochavut, personal communication, March 19, 2017)

4.8.9 Discuss a Family Member's Problem and come up with a Solution together

The results show that the sampling use social media as a place to talk and listen to a family member's problem and then work together to find a solution.

"My older and younger siblings will have disagreements all the time. Sometimes, I'll get a picture to communicate the problem. We'll then try to resolve it using social media." (Col. Virocha Sitthiruk, personal communication, January 20, 2017)

"When I do something wrong or tell a small lie, some days later I will want to get it out. So, I'll use our family Line group. Then wait till emotions have calmed down before I'll talk to my parents face to face and, if I have to, apologize. For example, I told them once that I had received certain grades, but, in truth, they were lower." (Suvata Ochavat, personal communication, March 19, 2017)

4.8.10 Provides a Place to Share Joys and Sorrows with Family Members

The research shows that the sampling use social media as a place to share joys and sorrows with with family members through interactive chats and making voice and video calls via an application.

"Before, when I had a problem, I could only make a telephone call and then imagine what the person on the other end of the Line was looking like. Now, though, I can make a video call using an application and see the other person' reaction, what they are feeling. We can then chat about what's bad or good. It reduces my stress at work." (Junthavani Phromao, personal communication, February 9, 2017)

To summarize, family relations can be difficult, but through interaction they can be maintained and strengthened by communicating and sharing time together. With the current social conditions and family structures changing in Thailand, families are faced with more obstacles when it comes to time and place. This can lead to communication problems for each person. The attributes afforded by social media allow it to play an important role in family communications to maintain and strengthen relations. Members can interact without being together. They can still see and hear each other in real time. Furthermore, if they don't want to talk with another member face to face, they can send a message as a text, stickers, audio or video clip so they always have the chance to communicate with one another.

Social media can now serve as a communication center to maintain family ties in three ways, as follows.

1) Maintaining relations between family members

2) Maintaining relations with relatives, members of their extended family and

3) Maintaining relations between family members of different generations.

4.9 Analysis of Building Understanding

These research results comes from the study of Thai family structures, which have currently expanded into a number of forms as shown in data provided by the United Nations Population Fund (UNFPA) for Thailand as follows: three-generation family, immediate family (father, mother, children), couple (husband, wife), single person, single-parent family and cross-generation family. All of these family use social media in a variety of forms, influenced by a number of factors directed by their

family environments. The following summary of the data collected will provided a better understanding of how social media contributes to family communication.

4.9.1 Analysis of Building Understanding among Family Members through the use of Social Media by the Three-Generation Family

The factors for using social media for family communication are as follows:

4.9.1.1 Time and Place

The times for family members participating in different activities are different. The members in the family include Gen Z, who are involved mostly in school and studying, Gen X, who are starting work, Gen X, parents who are also the children of Baby Boomers, or the grandparents, who will spend more time at home than the others. The research shows that the members of this type family will use social media to help communicate when they are not able to be together.

"Social media really helps as we have little free> it makes it possible to express our love and concern." (Aruni Chankul, personal communication, February 3, 2017)

4.9.1.2 Payments

The sampling of the three-generation family all see that social media social media helps reduce telephone usage costs as well as allows them to be in contact whenever they want.

"Social media helps me save time and costs. My children use it a lot with me. They make audio and video clips they'll send to me. And it doesn't cost much at all." (Nevika Malanun, personal communication, February 23, 2017)

4.9.1.3 Express Feelings and Emotions

The Gen Z members of the three-generation family felt that social media helps them better express how they are feeling than face to face communication.

"I need social media a lot of times to let my family know what I am feeling. Sometimes, I might not know what to tell my family in certain instances, so I'll post something if I have had an argument with my mother or a friend." (Suvata Ochavut, personal communication, March 19, 2017)

4.9.1.4 Digital Literacy

Gen Z and Gen Y were born and brought up in this digital age and so are very knowledgeable and capable in digital usage. They will act as teachers for the older generations, Gen X and Baby Boomers, so that all members of the family can communicate via social media.

In addition, Gen Z and Gen Y use social media in a number of forms for a number of activities, like posting clips, creating pictures, sharing links, making group video calls and sending audio clips to their elders at home. Thus, social media plays an important role in building stronger ties between the different generations of the family.

"I set up our family Line group and taught everyone how to use it. Now, my grandmother will use it to make voice and video calls as well as send and receive message. She knows how to open and close the application, which makes it so we can communicate more when we want." (Nevika Malanun, personal communication, February 23, 2017)

4.9.1.5 Keep Abreast about Family Members

The results show that family members exchange news and experiences through social media so that all members of the three-generation family so all are kept up to date about each other. Gen X and Gen Y will use it to tell Gen Z and Gen Y members what they should not post or share. Usually, this is about content about some experience in their daily lives. Gen Y and Gen Z will often use social media to share some information or experience or warn others about something. Gen X and Gen Y will use it to tell the elders at home about how to use some function.

"When I post something on Facebook, my grandmother will make a comment about it. She might warn me that what I have posted is not something I should on social media. She might even Line me as well to take it down." (Suvata Ochavut, personal communication, March 19, 2017)

"I help everyone, help to subscribe as a Facebook member, teach what keys to press and not press. I also show them how to send links and copy content so they become better at it." (Aruni Chankul, personal communication, February 3, 2017)

4.9.1.6 Work and Study

The research shows that family members of every generation use social media to communicate with each other according to their activities without needing to worry about the time. Gen Z will also use it to keep their parents informed about what they are doing.

"Before I go to school, I'll Line to say I'm leaving because I leave home early. I'll tell them when I'll be home and what I plan to do that day. I'll message this in our Line family group." (Suvata Ochavut, personal communication, March 19, 2017)

4.9.1.7 Maintain Relations

The research shows that the sampling used social media to communicate with family members to maintain their relationships.

"I don't say much and am pretty quiet. So, I use social media to chat with family members regularly. Sometimes, I will travel up country for work or work late. So, I can talk using social media so I don't feel separated from my family." (Kittiphong Chuethaen, personal communication, March 9, 2017)

4.9.2 Analysis of Achieving Understanding through use of Social Media for the Immediate Family (Father, Mother, Children)

The research show that factors behind the use of social media for family communication are as follows:

4.9.2.1 Time and Place

The sampling that represents the immediate family (father, mother, children) feel that daily activities, like work and school, cause them to have less time to be together. Thus, social media helps supplement time when they are apart.

"One good thing about social media is that it helps have more contact with each other than when we didn't have it and had to wait to be together to talk. Sometimes, when it's late or we haven't had time to catch up because the others have already gone to bed and the next day they leave, so we still don't see each other, we can still always chat and see each other through social media." (Phornpriya Yotprayern, personal communication, March 10, 2017)

4.9.2.2 Payments

Gen X and Baby Boomers who are wives or mothers feel that social media helps reduce family expenditure when it comes to use of a telephone. It also contributes to family members communicating more, for example, talking about little things or something important that comes up suddenly, in addition to parents and children sharing about their daily lives.

"It saves time and money. We have a young child right now, and so there is a lot of communication about many different things they may not seem so important, but it really helps in caring for the child. Social media has really helped." (Nunthanit Srichamorn, personal communication, March 8, 2017)

4.9.2.3 Express Feelings and Emotions

This sampling felt social media helped express family members' feelings and emotions, particularly when they are good, i.e., a person is happy or thankful about something.

"There are some feelings we won't usually talk about face to face, like when we miss someone or are worried. For this, social media is really helpful." (Punga Kerdplien, personal communication, January 14, 2017)

4.9.2.4 Maintain Relations

The research shows that the sampling use social media to maintain family relations as they have much less time now to be together. They can then supplement the time through social media so show their concern for and interest in each other.

"When I talk to my parents using social media, I can tell my parents love and worry about me. They never forget me." (Puntida Insrikerd, personal communication, January 7, 2017)

4.9.2.5 Work and Study

The research shows that the sampling use social media to communicate with family members about their work or what they are doing at any time. The Gen Z members will use it to keep their parents informed.

"I am always letting my family know what's happening, like telling my mom that I'll be staying in the dorm as I have a big assignment I need to submit the next day and the door is so close. When I plan to go home, I'll tell my mom to include me in what she prepares for dinner. I communicate like this a lot." (Phornpriya Yotprayern, personal communication, March 10, 2017)

4.9.2.6 Family and Children's Affairs

The research shows that Gen Y and Gen X, who are wives, will use social media with their husband about caring for their children and issues concerning responsibilities in the family.

"I'll ask him to buy things for our children regularly. I'll send pictures as well, so he'll understand as there could be lots of different styles or models." (Punga Kerdplien, personal communication, January 14, 2017)

"We'll talk about income and expenses and about planning for the children. Sometimes, I'll think of something and so can talk about through social media, like something to do with school, the teacher explained something to me. I might ask my husband to do something for the children as well." (Nunthanit Srichamorn, personal communication, March 8, 2017)

4.9.2.7 Beliefs, Traditions and Values

The research shows that the sampling use social media to communicate with their children about beliefs, traditions and values.

"I'll tell my child before they go to bed when they are staying in the dormitory to pray each night. I tell them not to forget to pay their respects to the spirits there. I'll tell them all the time. When it comes to their friends, I tell them to always try to help and not be selfish; otherwise they'll lose their friends." (Phornpriya Yotprayern, personal communication, March 10, 2017)

4.9.2.8 Speed in Connecting

The research results show that the sampling felt that social media helped to contact one another quickly and make decisions, which makes daily life much easier and more convenient.

"When I've made an appointment for my mom to pick me up after school or tutorial, I'll call her using Line, which makes it easier meet without having to wait long." (Punthita Insrikerd, personal communication, January 7, 2017)

"I can get an answer quick. It's fast and easy to connect. This makes it easier to come to a decision easier, without having to wait." (Punga Kerdplien, personal communication, January 14, 2017)

4.9.2.9 Keep Abreast about Family Members

The research shows that the sampling felt that social media serves as a public forum but that they won't share pictures or certain experiences when the information isn't good. Important information that will be shared face to face, like negative feelings and when a husband and wife do not see eye to eye.

"When I have a problem or feel stressed or irritable, or we just don't understand each other, I won't post because I know social media is like a public forum. Good news or something that isn't serious, that I will post." (Nunthanit, Srichamorn, personal communication, March 8, 2017)

4.9.3 Analysis of Building Mutual Understanding through Social Media of a Couple (Husband, Wife)

For the family that just comprises a husband and wife, it was not possible to find sampling who represented Gen 7 or Alpha who were aged 7 to 15. Therefore, it was only possible to interview representatives of Gen Y, Gen X and Baby Boomers. The factors for which they used social media for family communication are as follows.

4.9.3.1 Time and Place

The research shows that this sampling felt that social media helped enhance understanding of what a partner wanted when they were not together.

When we are apart and want something and it is difficult to explain, I'll send a picture. For example, when we wanted to purchase a small table for our yard and my husband was at the store, I sent him a picture to show what I wanted. He then understood. I could show easily what I wanted and where I wanted to put it." (Varinthorn Tharanititdet, personal communication, January 13, 2017)

In addition, it was found that social media was a necessity when the sampling were apart for long periods, for example when traveling for work up country or abroad.

"My husband is often traveling abroad for work for a week or more. When he's away, we use We Chat to talk about work. It's really convenient. If he has a problem, he can tell me, and it's the same for me. We can talk about our joys and sorrows easily." (Ladda Kongchaimongkol, personal communication, January 14, 2017)

4.9.2.2 Save on Expenditure (Payments)

The sampling felt that social media helped to save on expenditures for communication. The representatives of Gen X and Baby Boomers saw how it saved on telephone costs when compared to previously when there wasn't social media to contact and communicate with others, for instance when they are at work or not together. However, using social media now helps save money and makes it easier to communicate more often. They can also talk about minor matters more than in the past.

"Usually, we leave home at different times. So, during the day, we'll use social media to talk. Some days, it could be more than five times. I like to converse often. My husband understands and will use every social media channel, video calls, content, pictures, clips, emoji. So, we communicate a lot more, and I think this actually helps to save time and I know costs as well." (Phenvisut Punkhun, personal communication, January 17, 2017)

4.9.3.3 Express Feelings and Emotions

The research shows that the sampling felt face to face communications can sometimes lead to conflict. So, they will use social media to smooth things out.

"Social media really helps when we don't want to have an argument. I can send a sticker first before answering. Then what I text can sound softer. For instance, I'll write, "After you read this, don't get angry or I don't agree." Sometimes, it's just better to communicate through social media." (Varinthorn Tharanitdet, personal communication, January 13, 2017)

4.9.3.4 Maintain Relations

Results show that the sampling felt the attributes of social media was good for informal communication and expressing feelings more than speaking face to face. It can make it easy to stay in constant contact and, thus, maintain good realtions among family members.

"While my mother is at home, and I hear the sound of my phone and see a message from my husband, I'll feel better. Sometimes, I'll need he wants to have some support, so I'll send a sticker, picture, tell him I love him and send a kiss. I think it really helps, brightens things up a lot." (Varinthorn Tharanitdet, personal communication, January 13, 2017)

"We use social media to talk when we aren't together. I feel wherever we are, whatever we are doing, it can replace the time apart and help maintain our relationship. When we come home and see each other, we don't need to talk about things passed. We can talk about other things and our ties remain close." (Phenvisut Punkhun, personal communication, January 17, 2017)

4.9.3.5 Work

The sampling felt there is a need for social media to communicate with family members to talk about each other's work.

"Social media can really help in certain situations, for example, when my husband has to go work up country for a period of time. I will know when he is feeling tired and missing home. So, in the evening, I'll make a video call. Then, he'll see me and our home. He'll know everything is OK, and I can give him encouragement not to give in and to take care of himself. I'll let him know I'm waiting for his return." (Phenvisut Punkhun, personal communication, January 17, 2017)

"We use social media a lot to help my husband in his work. For instance, when he is looking for a picture to show how to decorate a client's condo. We can scan one and send it on."

"Our work requires a lot of pictures all the time. So, when we find one that I think we can use, I'll send it immediately and ask if it will work. We do this a lot." (Varinthorn Tharanitdet, personal communication, January 13, 2017)

"I use social media a lot when my husband goes abroad. I'll always know where he is and how he is feeling. If either of us has a problem, we'll tell the other. Sometimes, it isn't possible to answer, but I can send content telling him what I'm doing or asking how he is that he can see when he's free." (Ladda Kongchaimongkol, personal communication, January 14, 2017)

4.9.3.6 Problems in Communication between each other

The results show that representatives of Gen Y feel that social media helps resolve misunderstandings between the couple.

"When we have a misunderstanding, we should stop talking about it before we get into a big argument. Then, we'll each go do what we have to and after awhile, not me, but my husband will send a message through social media. He might share something. Then, I'll know he's OK and I'll respond by sending a sticker or message apologizing." (Phenvisut Punkhun, personal communication, January 17, 2017)

4.9.3.7 Keep Abreast about Family Members

The research shows that the sampling uses social media carefully and just with certain channels and specific activities. For example, they'll use Facebook for video and voice communication with a private camera. Some of those interviewed understood that this is a public forum and will not post anything that shows how they are feeling. If they do, they will erase it.

"When upset, I don't post anything because I know my spouse doesn't like this. What is between us is private and social media is public and so, we are careful about what we write and the pictures we post. We know what is 100 percent false when things are made public. So, we are extra careful." (Varinthorn Tharanitdet, personal communication, January 13, 2017)

4.9.3.8 Linguistic Culture

The results show that the sampling felt that the use of contemporary language is a factor that can affect the social media usage behavior.

"When I text or send content through social media, the details will be less than because I will think about the receiver and how they may react. Will they misunderstand what I want? Can I correct what I sent? When I want to create a good feeling, I'll use social media to help." (Varinthorn Tharanitdej, personal communication, January 13, 2017)

4.9.3.9 Signal

The results show that representatives of Gen Y feel Wi-fi is an important factor causing disruption so they cannot communicate like they want.

"Sometimes, when I'm making a video call, the signal is weak, so the picture isn't clear. The can keep getting cut off. Then, I'll have to end the call and maybe switch to texting. Then, I will try again later. Sometimes, I'll feel like it's difficult to stay connected." (Phenvisut Punkhun, personal communication, January 17, 2017)

4.9.4 Analysis of Building Understanding through Social Media of a Single-Person Family

The factors that influence the use of social media of a single person family are as follows:

4.9.4.1 Time and Place

The research shows that the sampling of this group who live far apart from their family use social media to feel they are spending time together and are occupying the same place.

"I'm usually at school Monday through Friday. Saturday and Sunday, I have off and will go back to our condo. My parents live up country, and I'll use social media to tell them what I plan to do, for example, take an exam. I'll use social media

to talk to them about everyday things as well. I'll tell them where I am and what I'm doing as well as my mom the same things. It helps cure my homesickness." (Visanya Rirermsunthorn, personal communication, April 4, 2017)

"I use social media with my younger sister to ask how our parents are. My family uses video calling so we can see each other and talk every day about the weather, about what's happening at home. I'll tell them about Bangkok and what's it like. It helps me feel that I'm close with my family all the tie." (Junthavani Phromao, personal communication, February 9, 2017)

"Social media is good in helping me now feel lonely and know that I'll be with my family soon. We'll use video calling so we can see each other. I at least get to spend some time with them, which helps some. It lets me talk about all sorts of things with those at home when I want." (Chawfa Liemyu, personal communication, February 12, 2017)

"I'll talk to my younger sister using Line or Facebook using video calling when we aren't together. I'll then know what she's been doing and she'll about me. It's like we're together. It helps lessen my concern when I know she's alright. Usually, using video calling can help me feel better." (Vanchai Vaivong, personal communication, February 14, 2017)

4.9.4.2 Economical

The sample felt that social media helped save on expenditure while communicating often using social media.

"I think this one of the good things about social media that we can talk to people at home without spending much. We can use it whenever we want. We send pictures and we can take them without needing a camera, and I don't have to print them before sending to my mom." (Visanya Rirermsunthorn, personal communication, April 4, 2017)

"Whenever I miss my family, I'll use social media to contact them. There is free Wi-Fi where I stay, so I really feel like we are saving money. Sometimes my younger sister tells me Dad isn't feeling well, and I'm caught up in work and

cannot get home. My dad will make a video call so I can see he is ok. I even same money for travel. We can talk for a long time. The cost is so much cheaper than making a regular call." (Junthavani Phromao, personal communication, February 9, 2017)

"In the past, before we had social media, when we make a call, we had to be quick and talk only about something important because the costs were high. Now, social media offers a number of channels, like Skype. I can then talk to my husband who lives abroad for a long time about the littlest things." (Chawfa Liemyu, personal communication, February 12, 2017)

"Social media makes things much easier and more convenient as well as helps save money much more than before. While driving a taxi in Bangkok. Before it would cost a lot to call home, but now social media lets me speak to people at home much more." (Vanchai Vaivong, personal communication, March 14, 2017)

4.9.4.3 Express Feelings and Emotions

The research shows that the sampling felt that social media helped when they are apart from their families to express how they feel.

"Social media has many features that help me communicate how I feel. When we talk, things can just flow and I can feel all sorts of ways." (Chawfa Liemyu, personal communication, February 12, 2017)

4.9.4.4 Maintain Relations

The sampling felt they could use social media so they won't feel far apart and can maintain, even build closer relations with family members.

"I'll send news to members at home all the time. Then, when we get together, we can continue the conversation like there isn't a break. I feel like we're together all the time." (Junthavani Phromao, personal communication, February 9, 2017)

"I think social media really helps maintain relationships. When we re far apart, I still need to talk with home often, all the time. Before we had social media,

I had to make long distance call and would often have to wait a long time. Social media has made life a lot easier." (Chawfa Liemyu, personal communication, February 12, 2017)

"I'll wait to contact my child all the time, and I'll use social media to tell them not to forget me. I know they like to use their smartphone. They like to talk and text using Facebook or Line. And when I see something, I'll respond." (Vanchai Vaivong, personal communication, March 14, 2017)

4.9.4.5 Work

The research shows that the sampling felt the needed social media more for their own work and family business.

"I'll use social media on weekends because Monday through Friday, my mother won't let me take my phone to school. My parents know I can't use social media during the week to communicate unless there is some important activity. Then, they'll let me take my phone." (Visanya Rirermsunthorn, personal communication, April 4, 2017)

"Usually, I'll use social media at night to communicate because when I get out of work, I'll start to miss home. At home, they'll also be free as they have finished their work. So, we'll communicate a lot at this time." (Junthavani Phromao, personal communication, February 9, 2017)

"In the morning, before leaving for work, my husband will call me using video call to tell me good morning. In the evening, after I get home from work, we talk again using video calling. He can then see our home as he will be missing it as well as our dog. This is how it usually is each day." (Chawfa Liemyu, personal communication, February 12, 2017)

"During the day, I'm usually driving, so I'm not usually able to text anything long. If I'm going far, I'll share my location with my kid. They'll send me pictures to show where they are and what they are doing. In the afternoon, I'll rest, and then we can talk however long we want." (Vanchai Vaivong, personal communication, March 14, 2017)

4.9.4.6 Up-to-date Demand

The research shows that the sampling felt that they would use social media to communicate with their families and for work because they want to be up-to-date.

"I know that the new generation are attached to their phones throughout the day. When I want to talk to my kids, I have to use social media. If I make s standard call, they may not answer, but if I use social media, I need to learn the latest updates. It's like to drive a taxi now, they will call me using some app. So, I need to learn about these as well." (Vanchai Vaivong, personal communication, January 14, 2017)

4.9.4.7 Choice of Communication

It was found that the sampling have choices for transmission and reception according to what they are interested in.

"Sometimes, my mom and dad will send a clip or link they want to share. It'll be different news, and so I'll select what I want to view. If it doesn't seem interesting, I won't look." (Visanya Rirermsunthorn, personal communication, April 4, 2017)

4.9.4.8 Social Requirements

The research shows that the sampling feel there are restrictions in using social media when it comes to communicating social requirements or rules for themselves as a member of the family.

"My school has rules for eating and sleeping as well as not using a smart phone. So, from Monday through Friday, I can't use social media. I can only use it on weekends. I really don't much about social media, just to contact my parents." (Visanya Rirermsuthorn, personal communication, April 4, 2017)

"At work, we can't make any noise. I work in a spa where the clients want it to be quiet. But I can make a video call without sound. They request that we

don't use our phones at work. I can use it once I finish for the day." (Junthavani Phromao, personal communication, February 9, 2017)

"During the day, I can't use social media to talk with my family because my husband is a hotel executive and is in meetings and needs to be making decisions all day. It just isn't convenient to talk. I need to know when he is available." (Chawfa Liemyu, personal communication, February 12, 2017)

4.9.5 Analysis of Building Mutual Understanding by Using Social Media for Single-Parent Families

The factors that influence the use of social media for communication of the single-parent family are as follows:

4.9.5.1 Time and Place

The research shows that the sampling agreed that when family members do not have much time together, social media can help them interact.

"I usually get home from school at 6.00 pm. My mother gets home from work around 8.00 pm. On weekends, my mother might also have to work, go see a client. So, we use social media to always stay in touch. It helps me feel like my mother is close by. Whenever I have a problem, I can tell my mom using Line or maybe by making a video call." (Thanyarut Jumchan, personal communication, February 9, 2017)

"When I contact my mother using social media, I can see her. So, I won't miss her. I might not see any physical reaction, but there will be emotionally. This helps me to feel close even when we are apart." (Siriluk, Hongthong, personal communication, December 24, 2016)

"Travel can cause problems. It can mean we have little time to be together. So, our family uses social media. It doesn't totally replace being together, but it does helps us feel much closer. It seems to shorten the time we are apart. When I finish work after 5.00 pm, we can meet and don't have to wait to catch up on things till we're together at 7.00 or 8.00 pm." (Jiranun Singthuen, personal communication, February 7, 2017)

"Usually, I use Line to talk with my child throughout the day because when I get out of work, they are starting. We worry about each other. We talk about things through social media all the time, what we are doing, where we are, whose busy and when we'll get home. If it's something important, we'll call immediately using Line." (Col. Varocha Sutthiruk, personal communication, January 20, 2017)

4.9.5.2 Cost

The sampling felt that social media helped save on communication costs.

"I can save a lot on telephone costs. When it is something small, we don't need to call; we can just text. But, if we have to talk, we can use an application because we are already paying for the internet for other activities. So, we can save on our spending." (Jiranun Singthuen, personal communication, February 7, 2017)

4.9.5.3 Express Feelings and Emotions

The research shows that the sampling feel that social media helps make family communication smoother.

"Communicating through social media helps prevent arguments. I know my mom can be short tempered, and I'm the same. So, when we communicate using social media, I can send pictures, graphics or stickers, which can make it easier to discuss certain things." (Siriluk Hongthong, personal communication, December 24, 2016)

"When my child doesn't know what to say to me, I'll send sticker to reflect how I'm feeling. I know my child is feeling bored or tired. So, I'll want to give them some encouragement, but still not bother them. I'll give them some time to think about things." (Jiranun Singthuen, personal communication, February 7, 2017)

"Sometimes when I talking to my child, they can become irritable and so can I. But when talking using social media, we don't seem to have this problem. My child can take her time to respond." (Col. Varocha Sutthiruk, personal communication, January 20, 2017)

4.9.5.4 Maintain Relations

The results show that the sampling would use social media to help maintain relations with family members.

"I'll ask how others are feeling and what I'm worried about. I'll want to chat if I'm feeling sad. I'll send messages that I miss them, and I do this everyday using social media. I feel that because of this our relationships don't suffer." (Siriluk Hongthong, personal communication, December 24, 2016)

"My work has me going to see customers throughout the day. I sometimes have to go someplace and will take pictures of the location for my child. They'll respond by sending a sticker to say good morning and then tell me what they're doing. Social media really helps. It lets us feel like there is someone at home worrying about us. I feel more energized to work. Also, if I feel like I've been a little harsh when we spoke, I can send a sticker to ease things." (Jiranun Singthuen, personal communication, February 7, 2017)

4.9.5.5 Work

The research shows that the sampling felt they need social media to communicate with family members when it comes to work in today's society.

"In the evening, when I'm doing homework or a project for my teacher and I cannot find what I'm looking for, I'll call my mother, but she can't answer because she's still working. So, I'll use Line to communicate with her." (Thanyarut Jumchan, personal communication, February 9, 2017)

"I want to give my more time, but it just isn't possible. I know she has to work. So, we chat using social media, which helps. It can fill in the time when we are apart, and sometimes, I can help my mom find information she needs." (Siriluk Hongthong, personal communication, December 24, 2016)

"My child knows that a lot of my life is in the car. So, they'll often reach me through a voice call using an application. We can then talk if it's something important that can't wait." (Jiranun Singthuen, personal communication, February 7, 2017)

"During the day I know my child is working and has to concentrate on numbers. They don't have any time to talk, and I don't want to disturb them. So, if it isn't anything important, I'll wait till the evening till can talk about things." (Col. Varocha Sutthiruk, personal communication, January 20, 2017)

4.9.5.6 Problems Communicating with each other

The research shows that the sampling felt social media helps in communicating about subjects they do not want to talk about face to face.

"I don't usually tell my mother that I love and worry about her as I feel shy about it. I've never told her, but with social media, we'll communicate more. I'll send her a lot of texts saying I love and miss her. Sometimes I'll send a sticker instead of text." (Siriluk Hongthong, personal communication, December 24, 2017)

"Sometimes, I get angry with my older child. I'll tell my younger child using social media I'm angry with your older sibling for this or that reason. I'll also tell them I still don't want to talk about it. I'll have them go talk to the other. It could be about something small. Social media can really help." (Col. Varocha Sutthiruk, personal communication, January 20, 2017)

4.9.5.7 Keep Abreast about Family Members

The research shows that the sampling uses social media to caution and check how others are using social media as well as use it as a channel to keep up with what others are doing.

"I'll see on Facebook when my son has had a fight with his girlfriend. I'll see that she has posted on her wall something that isn't good. I'll then text my son and tell him not to respond because this is a public forum. Sometimes, it's best to take down what's been said and just post good news. Some things they might want to share I'll tell them it's better not to. You might not be able to tell if it's true or not." (Jiranun Singthuen, personal communication, February 7, 2017)

4.9.5.8 Linguistic Culture

The results show that the sampling feel there can be a problem with texting and spelling. Then, it's better to send a sticker.

"When I have to send a message, I'm often lazy about writing. I spell words wrong. My mother will scold me asking how come I can't spell. So, I like to send stickers to tell how I'm feeling or call using an application." (Thanyarut Jumchan, personal communication, February 9, 2017)

4.9.5.9 Speed

It was found that the sampling felt social media made communication faster to contact and respond to family members.

"Social media offers channels to contact each other, and we can do it faster than if we would have to try to meet up. When I have to ask my mom or need a quick response about something or if I need some information, I can get it fast and easy. It can really make life a lot easier." (Siriruk Hongthong, personal communication, December 24, 2016)

4.9.6 Analysis of Building Mutual Understanding through the use of Social Media by the Cross-Generation Family

The factors that influence the use of social media by the cross-generation family are as follows.

4.9.6.1 Time and Place

The sampling felt that as they have little time to be together with the family as they are all doing different things. So, they use social media in place of meeting up.

"My grandparents will tell me when they are going to work at the store everyday. Their business is to put up wallpaper and curtains. Meanwhile, I'll go to school. Some weekends, I'll stay home and not go to the store to help. If I'm free, I'll

use social media to talk to them." (Sasiprapha Vethi, personal communication, March 24, 2017)

"When I go to teach music, my grandmother will be home alone. We'll use social media all the time to communicate. When I'm free, I'll make a Line video call. Some days, I'll work until very late and the traffic is bad. I'll then use social media to let her know." (Khunthong Arivathanaphong, personal communication, March 29, 2017)

"Social media makes it possible for me to talk to my grandchild when we are not together, particularly in the evening before she comes home. I worry a lot about them because she'll have to be at home alone. I'll use a video call when I'm in the car and we can then talk. I can help her with her homework or tell her things to do." (Putradi Thonsa, personal communication, February 20, 2017)

"My grandson will leave for school when it's still dark. The school bus will come pick him up very early, too early for me to tell him good morning. Later, I'll use social media to help replace the time when we're apart. Now, people are always out and about and come home late. Without social media, we'd lose our feelings of love and affection." (Phanumpha Phornphiraphan, personal communication, April 5, 2017)

4.9.6.2 Cost

The research shows that the sampling felt social media helped reduce communication costs.

"Now, Wi-Fi is free in a lot of places, which helps save time when communicating through social media." (Khunthong Arivathanaphong, personal communication, March 19, 2017)

4.9.6.3 Express Feeling and Emotions

It was found that the sampling want to express their feeling and emotions so family members know how they are, but this will be to supplement normal communications about their lives.

"Sometimes after we've talked, my grandparents still don't understand. So, I'll turn to social media to help them better understand. When I'm not happy about something, I'll post of Facebook. Then, they will understand what I don't want to explain." (Sasiprapha Vethi, personal communication, March 24, 2017)

"Usually, we'll tell each other often that we love and miss each other. We'll use social media because there's different tools to us, like sending pictures or emoji. They're easy for my grandmother." (Khunthong Arivathanaphong, personal communication, March 29, 2017)

"I'm always telling my grandchildren that I love and worry about them. I'll use social media because the kids like it. I'll use to to have different channels to contact them, and when they're doing something I don't approve of, I'll send a message because I can't be with them all the time." (Phutrati Thonsa, personal communication, February 20, 2017)

4.9.6.4 Maintain Relations

It was found that the sampling used social media to maintain relations.

"My grandmother will be contacting me throughout the day. She'll ask me things, and it's almost the same as when we talk. It helps us to stay close. Even if we aren't together, we can always talk using social media." (Khunthong Ariva thanaphong, personal communication, March 29, 2017)

"I want my grandmother to know that I love and worry about her. Sometimes, she'll be out and might encounter things that can surprise her, and I'm not sure how she'll react. So, I'll want to send a message and let her know how I am and what I'm doing, if I've eaten, where I am. Without this, our sense of belonging would fade." (Phanampha Phornphiraphan, personal communication, April 5, 2017)

4.9.6.5　Work

The research shows that the sampling needed social media to help in their work or studies.

"I use social media to help my grandparents in their work. They'll want pictures and information about curtains or wallpaper, which I'll search for and send them." (Sasiprapha Vethi, personal communication, March 24, 2017)

"I help my grandchild with their homework, Sometimes, they need a picture to attach to paper assigned by their teacher. So, I can look on Google and then send one to them or send a link."(Phatrati, Thonsa, personal communication, February 20, 2017)

4.9.6.6　Elder Generation

It was found that social media would be used by the sampling to communicate with elders physically restricted by their age.

"My grandmother's eyes are not very good. She can send and read short messages, but we'll use video calls and send emoji a lot of the time." (Khunthong Arivathanaphong, personal communication, March 29, 2017)

4.9.6.7　Digital Literacy

It was found that Gen Z and Gen Y representatives would teach the elder family members techniques for using social media.

"I've taught my grandmother how to send pictures to her customers. I do this to make her work easier." (Sasiprapha Vethi, personal communication, March 25, 2017)

"When a new set of stickers comes out, I'll upload them for my grandmother. Then, I'll show her the keys to press t make it easier for her." (Khunthong Arivathanaphong, personal communication, March 29, 2017)

4.9.6.8 Free Time

The research shows that the sampling who are elderly and do not work will have a lot of free time and will then use social media with their children and grandchildren often during the day.

"My grandmother will often try to contact me during the day. I respond when I'm free. Sometimes, I don't see the sign or I'm not free as I'm teaching. Then, when I'm free, I respond or call using Line." (Khunthong Arivathanaphong, personal communication, March 29, 2017)

Table 4.26 Factors that Affect Social Media Usage Behavior of the Family

Factor	3-Generation Family	Immediate Family (Father, Mother, Child)	Couple (Husband, Wife)	Living Alone	Single-Parent Family	Cross-Generation Family
Time/Place	/	/	/	/	/	/
Cost	/	/	/	/	/	/
Express feelings and emotions	/	/	/	/	/	/
Digital literacy	/					/
Keep abreast of family members	/	/	/		/	
Work/study	/	/	/	/	/	/
Maintain relations	/	/	/	/	/	/
Manage family/children matters		/				
Teach belief/traditions/ values		/				
Communication speed		/			/	

Factor	3-Generation Family	Immediate Family (Father, Mother, Child)	Couple (Husband, Wife)	Living Alone	Single-Parent Family	Cross-Generation Family
Communication problems between persons			/		/	
Language			/		/	
Signal			/			
Up-to-date demand				/		
Choice of communications				/		
Social restrictions				/		
Elder generation						/
Free time						/

To summarize, the social media communication usage for families is based on a number of different factors for each family, which will affect their communication behaviors. It will be used to achieve mutual understanding of each family, which is different in its own way.

Five factors that influenced all families include: 1. Time and place, 2. Cost, 3. Express feelings and emotions, 4. Work and study and 5. Maintain relations. These influenced all six family types to employ social media for family communications.

The factor of keeping abreast of family members was influential for four family structures, cross-generation, immediate families with a child, couples and single-parent families. It was found that all four of these family types have a member of Gen X, who are aged between 36 to 51 years of age and are active in keeping abreast of family members through communication.

It was also found that the factor affecting social media communication behavior would be different for different family types.

Digital literacy as a factor affected the three-generation and cross-generation families as they both have members of Gen Z and Gen Y who are children or grandchildren with high digital literacy in their families and use social media in a variety of formats to communicate with family members of other generations. They have been born into this digital age and thus use social media in the following ways.

Factors affecting the immediate family with a child:

       1) Manage matters concerning the family and child care

       2) Teach beliefs, traditions and values

       3) Communication speed

These would all influence social media communication of this type of family to better care for the children.

The use of social media to make family matters, or activities, run more smoothly, the couple, or husband and wife without a child, were influenced by the following factors:

       1) Problems with communication between members

       2) Linguistic culture

       3) Signal

These would all affect their social media communication behavior as the husbands and wives want to be in communication to gain information and make adjustments in many different situations. It was also found that communication behavior of the elderly would be influenced by Gen Y members who are husbands or wives and use social media as a communication center to stay in touch and reduce, or resolve conflict. Gen X will choose to use language when communicating online to comprise with their spouse.

Members of a family living alone are affected by the following factors:

       1) Up-to-date demand

       2) Choice of communication

       3) Social restictions

These affect the social media communication behavior as the elderly generation, or Baby Boomers, who live alone want to adjust themselves to keep up-to-date in communication with other family members. Gen Z members choose to either receive or not receive communications from their families at times and social

restrictions, like school rules, will affect their social media communications behavior as well.

Single-parent families are affected by the following factors:

1) Speed

2) Problems in communication between family members

3) Linguistic culture

These will also influence their social media communication behavior. It was found that members of Gen Z and Gen Y use social media to contact because of its speed and capability for quick response as well as communication problems between members, for example, when they are affected by their emotions or feel inhibited to discuss something face to face and so choose to use social media. They can also be affected by linguistic culture, for example, when texting and others not understanding what they mean or using language wrong. They can then use a sticker to replace the words.

The factors affecting the cross-generation family include:

1) Elderly generation

2) Digital literacy

3) Free time

As this family types comprises members of two generations, child or grandchild and grandparent, or a child with someone elderly, the elderly person could have some restrictions in the use of social media, which could be physical, for example, poor eyesight, or just being slow in responding. They also have a lot more free time. Thus, communication in this family type requires the teaching the use of social media as well as different restrictions that family members must learn and understand.

Whatever the case, social media has certain restrictions when compared to face to face communications such as it is a communication which will not convey nonverbal reactions and it doesn't require being physically close. Thus, certain family members say that face to face communication between family members is better. Social media then just serves as a communication center that can supplement and improve family communication.

"At home, we tell each other we love them. We can also do this through social media, but I myself like to say it to a person directly. We can hear the tone and see the expression, which I think is better. Still, I use social media when I'm not with family members. It's good in such cases." (Ladda Ochavut, personal communication, March 19, 2017)

"Social media helps when we are apart, but it can't replace being together. Even more, it helps to make my child know they are loved and not forgotten when we have to be apart." (Jiranun Singthuen, personal communication, February 7, 2017)

This research also found that when social media is used as communication center for family communication in this digital age, not every member can understand, or agree with this necessity. Some don't see its importance or elderly members could have physical impairments, like poor eyesight or their slow in their thinking process. There can also be emotional impairments, for example, fear of the technology and so they won't use it. They may not have a full understanding of this form of communication. Other members will then make compromises or exceptions to bypass these restrictions. Some members are just still not digital literate.

"I don't like it when my grandmother Lines me to come home and I'm with friends. So, I won't text an answer and just remain silent." (Sasiprapha Vethi, personal communication, February 24, 2017)

"Line has very few instructions. So, we'll talk more as my mom doesn't like to text long messages." (Punthida Insrikerd, personal communication, January 7, 2017)

"My grandmother is someone who falls behind in digital advances. She's always asking me the same thing. Whenever she uses her phone, I'll have to tell her what I told her before." (Nevika Malanun, personal communication, February 23, 2017

"The obstacle my grandmother has with social media is her eyesight. Sometimes, I send a text that's too difficult. I have to remember to keep it short, and I've taught her how to make an audio clip to make things easier." (Khunthong Arivathanaphong, personal communication, March 29, 2017)

To summarize, in family communication in this digital age, family members still give greater importance to face to face communication when it is convenient, but if there are restrictions on time and place, they will use social media to supplement their communications. Whatever the case, they will use social media to supplement communications whatever the family structure according to terms and restrictions that are summarized below:

1) They see the importance of joint communications in the family.

2) They need to understand the terms and rules of the family.

3) They can bypass physical and mental obstructions, and

4) They are digitally literate.

These can then support the role of family communication in this digital age, which will be discussed further in the next chapter.

CHAPTER 5

SUMMARY AND DISCUSSION

This research, Social Media as a Tool for Family Communication in the Digital Age:

Communication Functions, Relationship Bonding and Building of Mutual Understanding, has searched for answers for family communication focusing on three key points.

The first is how social media is used as part of family communication in its many different formats with the following objectives:

1) To study the role social media in family communication

2) To study how relations can be strengthened through social media and

3) To study how social media can help build understanding among family members

The research employed a mixed method that combined a quantitative and qualitative approach.

The research of the role of social media to strengthen the family was examined in four aspects: 1. To communicate meaning by teaching values and beliefs, 2. To express feelings and desires so all family members will understand, 3. To express love and affection and 4. To solve problems in making a joint decision and resolving conflict. To find the answers, both quantitative and qualitative research methods were applied. The data was collected by distributing 400 questionnaires to a sample comprising four age groups, Gen Z and Alpha born after 2001 and aged 7-15 years of age, Gen Y, born between 1979-2000 and aged 16-35 years of age, Gen X born between 1964-1978 and aged 36-51 and Baby Boomers born between 1946-1963 and aged between 52-70. A quota sampling approach was applied with 100 questionnaires distributed equally among each of the four age groups. The questionnaires were distributed in six zones of the capital city Bangkok, as follows:

1) Central Bangkok, which includes the districts of Dusit, Pomprapsutsuphai, Samphanthavong, Din Daeng, Huey KHwang, Phayathai, Ratchavethi and Wang Thong Luang. The questionnaires were given to office workers, the general public and school and university students in the Victory Monument and Ratchathevi Road shopping districts and Sai Numphueng School.

2) Southern Bangkok, which includes the districts of Pathumvan, Bang Ruk, Sathorn, Bang Khorlaem, Yannawa, Khlong Tuey, Vathana, Phrakhonong, Suen Lueng and Bangna. The questionnaires were distributed to office workers, the general public and students in the area of Soi Asoke, Vattanavitiyalai School and Srinakharinvirot Prasamit University.

3) Northern Bangkok, which comprises the districts ofChatuchuk, Bang Sue, Lad Phrao, Laksi, Don Muang, Sai Mai and Bang Khen. The questionnaires were given to office workers, the general public and school and university students in front of the Thai Rath newspaper headquarters, Chatujuk Park, in the area around Central Lad Phrao shopping complex and the road in front of Hor Wang School.

4) Eastern Bangkok, which comprises the districts of Bang Kapi, Saphan Sung, Puengkum, Khunnayao, Lad Krabang, Minburi, Nongjork, Khlong Samva and Pravet. The questionnaires were given to office workers, the general public and school and university students in the area of the 60th Anniversary of Queen Sirikit Park, in front of Songvitiyasuksa School and in front of Fashion Island shopping complex.

5) Northern Thonburi, which includes the districts of Thonburi, Khlong Sun, Jormthong, Bangkok Yai, Bangkok Noi, Bang Phlut, Talingchan and Thevivatana. The questionnaires were given to office workers, the general public and school and university students in the area around Phran Nok Road, Kuetvicha School around Suen Phuk Road and around Talingchan Floating Market.

6) Southern Thonburi, which comprises the districts of Phasicharoern, Bang Khae, Nong Khaem, Bang Khunthien, Ratpurana and Thung Khru. The questionnaires were given to office workers, the general public and school and university students in the area around Petchakasem Road, the road in front of Siam University and in front of Seacon Bang Khae shopping complex.

A quantitative and qualitative approach was employed to examine the relationships of members of the family in this digital age and study forms and methods applied to maintain and strengthen relations.

In depth interviews were conducted to see how mutual understanding between family members was achieved. Factors that affected social media behavior were determined and analyzed to determine how they influenced family communication and mutual understanding among family members.

The families of the sample had to comprise blood relatives and had the forms of: 1. Three-generation family, which included grandparents, parents and children or grandchildren; 2. Immediate family (Father, mother, child); 3. Couple (husband and wife without children); 4. A family member who lives alone; 5. Single-parent family (widow, widower or for other reason) and 6. Cross-generation family (grandparent and grandchild). The study was conducted between December 2016-April 2017.

5.1 Summary of Data

5.1.1 Sample Population and Basic Information on the Use of Social Media for Family Communication

This research divided the sample into four age groups: Gen Z and Alpha born after 2001 and aged 7-15 years of age, Gen Y, born between 1979-2000 and aged 16-35 years of age, Gen X born between 1964-1978 and aged 36-51 and Baby Boomers born between 1946-1963 and aged between 52-70, each group comprising 100 persons, or 25 percent of the total number. 183 were male and 217 female.

As far as education, it was found that 41 percent of the population had a primary or secondary education, followed by 39.5 percent completing a bachelor degree.

When it comes to salary, 46.5 percent has a monthly salary of 10,000 baht or less., followed by 21.5 percent who had an average monthly salary of 20,001-30,000 baht. The primary earner in the family was the father for 29.5 percent of the respondents, followed by the mother for 19% of the respondents and a child for 14.5 percent of the respondents, respectively.

For communication devices used for family communications, mobile phones was far the most at 96.8 percent of the sample, followed by notebook computers at 24.3 percent. The largest percentage, 35.8 percent, would use them on average one to three times per day, followed by 24.3 percent on average four to six time per day. 76.5 percent also said they used them for family communication outside of the home.

The Gen Z and Alpha said they used social media in family communications to contact their mother with an average score of 2.69 based on the Likert Scale, which at 3.01 was slightly higher for Gen Y. As far as using social media to fathers and mothers by Generation X, their average scores were 2.40 and 2.72, respectively based on the Likert Scale. Baby Boomers had an average score of 2.58 based on the Likert Scale for the use of social media to communicate with their children.

The research results show that social media is a main channel for parents and children communicating with each other when they are apart.

To summarize the finding on attitudes of the attributes of social media for family communication, it was found that felt their were three important attributes, which are it allows for fast contact and communication with an average score of 3.56 based on the Likert Scale followed by it helps reduce communication costs when traveling at an average score of 3.24 and helps to respond about important matters when not together at an average score of 3.23 based on the Likert Scale.

The qualitative research also revealed the four age groups who were members of the six different family structures, or styles, that the social media technology was quite important in providing the capability to interact and respond immediately when family members are apart. They can share import news or stories in their daily lives easily.

As far as social media activities employed for family communications, it was found that they would use it for different reasons, as follows:

1) First: to chat and talk about their daily lives with an average score of 3.06 based on the Likert Scale. It was further revealed that the four ages groups representing the six family structures would chat with family members no less than three times per day by sending text. The reason they do this is to further explain different matters. They said they can read a message and think about it; then read it again when they have time before responding.

2) Second: to send and receive emoji to express feeling with an average score of 2.92 based on the Likert Scale. The quality research results revealed that every generation in all six family structures use stickers to express how they feel in their chats as well as tell what they want and strengthen relationship between family members. It was also found that sending emoji helps resolve physical impairments of Baby Boomers, for example, poor eyesight and difficulty typing.

3) Third: To send and receive photographs in place of written explanations with an average score of 2.70 based on the Likert Scale. The qualitative research results revealed that the sampling of the four age groups and six family structures would send photographs along with graphic pictures to communicate explanations as well as further text explanation to other family members. The pictures include photographs taken themselves of the family, food and travel. They will also send graphics in the form of quotes and pictures with greetings. The sample felt that the images could be sent to replace text explanations to communicate good intentions and strengthen relations in the family.

4) Fourth: To share stories with family members with an average score of 2.72 based on the Likert Scale. The qualitative research results revealed that the sampling of the four age groups and six family structures would let family members know what is happening through a group chat room provided by an application. This method helps members of the family experience different emotions, like sadness, joy, pleasure, sympathy and concern. They will send messages when they are not feeling well, when pleased with something at school, work or the family. The sampling sees this as a method that assists in strengthening extended family relations including relatives.

5) Fifth: To send information that can benefit others with an average score of 2.89 based on the Likert Scale. The qualitative research results revealed that the sampling of the four age groups and six family structures will send and receive news and information that can benefit each other on a daily basis, for example, news to protect family members and property and about health, economics and weather. The sampling said that whenever they find news or information that will benefit a family member or relates to their daily lives, they will send a link or copy. It is one method of communicating their concern and caring for each other.

6) Sixth: To make video calls using an application with an average score of 2.70 based on the Likert Scale. The qualitative research results revealed that the sampling of the four age groups and six family structures use their mobile phone to make video calls using an application when they miss a member of their family. Those family members who live alone use this form of communication more than other sampling members. This is because they can talk while looking at the other person as well as their surroundings and hear them speak, which can help reduce their concerns and homesickness quite easily, thus, reducing the time or distance till them meet again.

7) Seventh: To send and receive audio clips with an average score of 2.41 based on the Likert Scale. The qualitative research results revealed that the sampling of the four age groups and six family structures will send and receive audio clips to help when family members are physically impaired, for example, poor eyesight or difficulty typing messages, in cross-generation families. This makes it possible for Baby Boomers to communicate through audio clips, and when Gen Z or Gen Y do not feel emotionally prepared, they will use audio clips then they want to talk about an important matter and not talk about it face to face, for example, when they have done something wrong. Furthermore, members will use this form of communication when things are not convenient, for example when they are traveling or at work.

8) Eighth: To send and receive video clips with an average score of 2.31 based on the Likert Scale. The qualitative research results revealed that the sampling of the four age groups and six family structures will send and receive when they have a good story or something funny to share or there's been an accident or they want to warn family members. Gen Z will also produce clips to greet or congratulate on important occasions. Family members can also choose to open and view or ignore the clip family members have sent.

5.1.2 Summary of the Roles of Social Media in Family Communication

According to the data collect, the overall summary of the role of social media in family communication can be classified as: 1) to communicate meaning and teach about beliefs and values; 2. To express feelings and desires to achieve mutual

understanding among all family members; 3. To express love and affection and 4. To solve problems and resolve conflict.

When considering family communicating during two eras, prior to digital communication, face-to-face communication was the main form of communicating and parents had to demonstrate good behavior, a sense of contentment speak with a soft voice, speak to encourage and motivate, provide support and be ready to help their children solve their problems at any time. These would all be affected by terms and conditions and different obstacles that would affect the functioning of the family, and thus achieve different levels of efficiency.

Next comes the digital age during which family communication becomes more dependent on social media that would assist in performing the roles mentioned above when members are not together for the following reasons:

1) Socially: the family members are unable to be together because of time and place restrictions.

2) Emotionally: the family members' communications are affected by their emotions, personality and personal habits.

In this research, the sampling saw the four above mentioned classifications strongly affected family communications.

5.1.2.1 The Role of Teaching Beliefs and Values

The sampling felt that social media played a role in teaching about various subjects with an average score of 2.75 based on the Likert Scale and introducing social rules at an average score of 2.71, followed by teaching beliefs and traditions, or customs, at an average score of 2.67 based on the Likert Scale.

These findings are similar to the data collected and analyzed from the qualitative approach that showed that the sampling of family members who were children and grandchildren would receive training through social media in daily life traditions and respect for social rules such as dress, time allotment and driving.

They also received training in Thai beliefs and values, including gratitude, faith, marriage and diligence.

In addition, they would also be taught to behave in order to get along and find joy in social situations and not cause problems in the use of money, making

friends, selecting a spouse, or partner, tolerance, commitment to work and the use of language.

The forms of communication they will use include texting, sending graphics with quotes of wisdom or dharma teachings, sending interesting clips, making voice and video calls through an application.

It should be interesting to note that the data showed that the teaching and training has increased in this digital age with social media according to how family the sampling is with the technology. It should also be notes that Sampling belonging to Gen Z and Gen Y were born into this digital age while Gen X and Baby Boomers are adults with much experience which they can exchange with the younger generations who teach the older generations how to use the new technology and applications as well as assist the older generation in setting the functions on their mobile phones or other devices and showing them which keys to press and which to avoid. Gen X and Baby Boomers will then teach their children and grandchildren about which content to post and which not to on social media, particularly in families that have three-generation and cross-generation structures.

5.1.2.2 The role to express feelings and desires for common understanding among family members

The sampling felt that social media can help with the exchange of feelings about different things at an average score of 2.89 based on the Likert Scale. They can explain to other members what want at an average score of 2.91, and what they are feeling at an average score of 2.85 based on the Likert Scale.

As far as the qualitative research results, it was found that social media had a similar role as mentioned above and was relied on to communicate assistance in daily matters that could affect the family environment, for example matters about school and work. They will use social media to express desires and how they themselves are feeling. It was found the Gen Z and Gen Y samplings will use social media as a channel to explain their feelings, both positive and negative, as the features, or attributes make it easier to communicate and reduce inhibition when compared to face-to-face communication. The forms of communication they will use include interactive texting, sending pictures, voice and video calling and sending audio clips and emoji.

Research results that captured interested are the attributes of social media allow for communication through various applications, thus, removing time and place restrictions. This helps to reduce emotional clashes more than face-to-face communication.

5.1.2.3   The Role to Express Love and Affection

The sampling felt that social media was important in expressing love and affection with an average score of 2.97 based on the Likert Scale, concern with an average score of 3.04 and pride with an average score of 2.93 based on the Likert Scale.

As far as the qualitative research approach, the results show that the sampling will use social media to chat and express love, homesickness and concern for issues as health and safety of persons and property as well as support in school and work. It will also be used to tell about sad and happy occurrences in daily life.

Results that captured further interest show that social media attributes such as building an expanding a family group network makes it possible to communicate with multiple family members at the same time, which can help improve and strengthen family relations. They will use interactive texting, video and voice calling through an application and sending photographs, graphics, audio and video clips and emoji.

5.1.2.4 The Role of Social Media to Solve Problems, make Joint Decisions and Resolve Conflict

The sampling felt that social media can play a role in mediation and building mutual understanding when there are differences with an average score of 2.75 based on the Likert Scale.

As far as the results for the qualitative approach, the sampling felt that social media played a role in four situations, as follows.

1)   Communicate to come up with a joint decision concerning daily life matters in the context of the family, like travel

2)   Communicate to make decisions concerning planning for the family such as family expenditures

3)   Communicate to resolve differences

4) Serve as a communication center to help solve problems that occur between family members.

Research results that captured interest show that the sampling use social media to solve problems before face-to-face communications. This helps to reduce stress and worry at one level. The sampling will use texting, sending pictures and voice and video calling using an application. They also send audio clips and emoji.

This is especially true for the first hypothesis concerning the attitudes toward the attributes of social media and the different activities employed using different applications showing a positive relationship in the role of family communication with a statistical significance at a correlation coefficient of 0.000, which has a value below .001.

Thus, this has a very high relation, thus, verifying the attributes of social media in this digital age assisting family communications in contemporary lifestyle conditions that make face-to-face communicating less convenient when compared to the past.

5.1.3 Summary of Results on the Use of Social Media to Strengthen Family Relations

The research results for this issue shows that the sampling would use social media to strengthen family relations to a high level for each of the following situations.

5.1.3.1 Social media used to support family members when discouraged or facing obstacles at an average score of 2.95 based on the Likert Scale. The qualitative research found that the sampling who are members of all six of the family styles will to support and encourage other family members by texting, sending emoji and pictures and making video and voice calls through an application. The Gen Y participants will want support from their mothers in work but will feel slightly shy about this. An audio clip from their mother can provide them with the support they want and strengthen relations between the mother and child.

5.1.3.2 To express joy and admiration

Results show that they will use social media when a family member achieves success or feels happy about something at an average score of 3.04 based on

the Likert Scale. The qualitative results further show that the sampling will show this by texting, sending emoji and pictures and making video and voice calls as they can respond immediately and don't need to wait until they meet. This allows for members to express their please together or as an individual.

5.1.3.3 To give information the can benefit family members

Results show they will use social media to provide information other family members want or which can benefit them with an average score of 3.04 based on the Likert Scale for all six family styles. The information will deal with school, work or daily life, for example, health, personal care and warnings about personal and property safety by sending video clips, links and pictures as well as sharing and writing content.

5.1.3.4 To discuss issues in order to come to a mutual decision

Results show that social media was used to discuss issues so that all family members would know and understand before coming to a mutual decision with an average score of 2.90 based on the Likert Scale. The qualitative research shows that family members will discuss an issue by texting, sending an audio clip and stickers, and making video and voice call through an application. They said that social media lets them talk and ask questions about opinions before coming to a decision even about the smallest matters.

5.1.3.5 To express the acceptance of differences among the family members of the elder generation

The qualitative research shows that younger generation members of the three-generation and cross-generation families use social media to show that they accept the differences of the older generation with an average score of 2.83 based on the Likert Scale. They will do this by sending audio clips and stickers as well as making video and voice calls. Gen Z and Gen Y family members understand the reasons and desires as well as the older generation, Gen X and Gen Y's limitations using social media, however, realize the ease and convenience which it provides.

5.1.3.6 To use as a Place for communication when apart from family members

The research shows that the sampling use social media to serves as a place to communicate, be creative and relax through conversation when they are apart

with an average score of 2.90 based on the Likert Scale. The will conduct interactive texting conversation through a chatroom. They found this especially convenient when work would take them away from home and become an obstacle for face-to-face discussions. They felt this contributed to strengthening and maintaining family relations.

5.1.3.7 To serve as a place to learn how other family members are feeling

The qualitative research approach shows that the sampling could learn how family members were feeling with an average score of 2.85 based on the Likert Scale. They use stickers and post on Facebook to show how they are feeling and what they want from other members they are conversing with so they can feel better.

5.1.3.8 To serve as a place to strengthen family relations

Results show that the sampling uses social media to serve as a place where they can chat and strengthen the ties between family members with an average score of 2.85 based on the Likert Scale. This is for a number of reasons such as unable to be together and family members have problems communicating with each other because of emotions or tone of voice. Social media offers another channel to help resolve conflicts and return to the status quo.

5.1.3.9 To serve as a place to chat and listen to mistakes that have been made

The qualitative research shows that the sampling uses social media to chat and listen to mistakes that have been made by other family members with an average score of 2.83 based on the Likert Scale. This will be done through interactive texting and video and voice calling through an application. Social media helps the sampling overcome their inhibition and feel braver to discuss an issue than speaking face-to-face.

5.1.3.10   To serve as a place to share joys and sorrows

The research shows that the sampling use social media to express joy and sadness with other family members when they are apart with an average score of 2.88 based on the Likert Scale.

The abovementioned research results coincide with the second hypothesis on the attitudes toward the attributes of social media and the activities

conducted through different applications. There is thus a positive relationship between the family relationships with a statistical significance at a correlation coefficient of 0.000, which has a value below .001.

Thus, this has a very high relation, thus, verifying the attributes of social media in this digital age assisting family communications in contemporary lifestyle conditions that can help strengthen family relations so they can continue to exist.

5.1.4 Summary of the Results on Building Understanding between Family Members

The results for this section come from qualitative research which entailed interviews about Thai society and its evolution that has led to changes in social structures and, thus, in the forms of the Thai family and parenting and communication of each family.

The interviews conducted were with representatives of each of the four age groups and six family structures to determine the factors affecting creating mutual understanding.

The results found five factors affecting the six family types and their dependence on social media with family members to create mutual understanding, as follows: 1. Time and Place, 2. Cost, 3. The desire to express feelings, 4. Work and school and 5. Maintaining relations.

These five factors are external, like time and place, which prevents face-to-face communication, cost, for instance when traveling and school and work, which involves rules of respect. Internal factors include include desire to express feelings and maintain relations within the family.

Factors that affected social media usage behavior as part of family communications are different for the six family structures.

The three-generation and cross-generation families found that the factor digital literacy affects social media usage behavior. Gen Z and Gen Y, who are children and grandchildren, are very knowledgeable about the technology and adept in many applications. They can help the older generations to become more familiar with the applications and use them. This can affect communication behavior as roles are

influenced and showing respect as communication is no longer one way with the elder the only person to speak. The younger members can now voice what they feel, which helps lessen the gap between the older and younger generations.

For the immediate family with a child, the factors that affected their communication are as follows:

1) Managing family matters and child upbringing

2) Teaching beliefs, traditions and values

3) Communication speed

These affected the use of social media in family communications when it comes to a child's upbringing as it becomes easier to make a joint decision about family life as communication can be smoother and more certain as a common aim can be established under different conditions and time restraints.

A couple, or husband and wife without child, are affected by the following factors:

1) Problems in communicating with each other

2) Linguistic culture

3) Signal

These can affect the communication between spouses who want to be kept up to date and make necessary adjustments or concessions. It was found that the elder generation can also have an influence on the social media behavior of the Y Gen who have a husband or wife. They will use social media as a central channel for communications to make compromises and resolve conflicts that may arise. The Gen X will choose the language to use with social media to strengthen the relationship with their spouse.

The family member living alone is affected by the following factors:

1) Desire to keep up-to-date

2) Choice of communication

3) Social restrictions

These will affect social media usage behavior by, for example, the elder generation, or Baby Boomers, who are living alone want to develop themselves and be up-to-date in communications so they can relate to family members of the other generations. Gen Z now have the choice to receive, or answer, or not a

communication from other family members. When it comes to social restrictions, for example school regulations, they can also affect social media usage.

The factors that affect a single-parent family are as follows:

1) Speed

2) Problems in communicating between family members

3) Linguistic culture

These affect social media usage behavior as the Gen Z and Gen Y who are members of a family use social media because of its speed and when they do not want to confront a family member, for example when they are upset or feel too inhibited to speak face-to-face. There is also the issue of texting the wrong or misspelled words or slang language, which can cause misunderstanding. It can then be easier to send a sticker.

The factors affecting the cross-generation family include:

1) Elder generation

2) Digital literacy

3) Free time

This family type comprises two generations, children and grandchildren with grandparents, or a child with an elder adult who can have physical or mental limitations in their use of social media, like poor eyesight and difficulty typing. Their free time can also affect their social media usage.

5.2 Discussion

The discussion on the research results has been divided into four sections, as follows:

5.2.1 Digital Technology and its Relationship to Family Communication

5.2.2 The Role of Family Communication to Change the Roles and Power in Relations between Family Members as Message Senders and Receivers

5.2.3 Social Media and Family Relations

5.2.4 Building Common Understanding in the Family

5.2.1 Digital Technology and its Relationship to Family Communication

Family communication is a vital tool for the functioning of family units. IN the past, this had to be conducted mostly through face-to-face exchanges and, therefore, required a space and time where and when members could meet during their daily life.

Today, people's lives have been evolving because of changes to the job market and Thai economic and social conditions which are not conducive to face-to-face communications as in the past.

Data collected for this research has shown that the majority of the family units today are immediate families that comprise a father, mother and child or children. They are followed by a more extended, or three-generation, family, a family member living alone, a couple, or husband and wife without a child, a single-parent family and cross-generation family, respectively. The average family size is thus two to four persons followed by five persons or more.

The data collected by the United Nations Population Fund of Thailand (UNFPA Thailand) in 2015 shows that the highest number of Thai families are three-generation followed by the immediate family, consisting of a father, mother and child or children. This difference can possibly be explained by the face that the current research was conducted only in Bangkok while the UNFPA survey was nationwide. Still, they both reflect a common trend. This does reflect that the three-generation family structure was the most common in Thailand in the past and is appearing to increase in numbers once more. This could be caused by changing economic conditions that have raised cost of living, leading to families once more forming a three-generation structure.

Changes to the environment and lifestyles have not only led to the formation of different Thai family structures, but also to the lifestyles of the elder generations as well as family communications. This has also been caused by a wider range of differences to family backgrounds and the changing environments of each generation member of the family as they mature under different conditions. With their different views of the world and acceptance of different opinions, behaviors and actions, Thai identity is changing along with respect for the elderly in the family. This then affects the forms employed in family communications in which the senior member may set

the rules for communication within the home according to their viewpoint or communication behavior will be broader and not follow one direction as the viewpoints of other family members grow in importance.

The data collected for this research also shows that Gen Z, Gen Y and Baby Boomers show greater dependence on family members as the former two are school or university students or first jobbers, while the latter might no longer be working. This dependence can in involve physical needs such as capital or assistance in different ways and emotional such as providing support, which requires interactive communication.

As far as the dimension of communication, the research shows that family members of all generations communicate the most through smartphones, which is in line with the results of a survey conducted in 2016 on internet usage behavior conducted by Office of Electronic Transaction Development. Their data covered the amount of times Thais accessed the internet with their smartphones, and it was found that Bangkok residents used their smartphone to access the internet during commuting or travel more than those persons who live in the provinces.

The results of this research do show that communication in this digital age, social media, has become an important tool in family communication because of its technological attributes. The three attributes the sampling saw as the most important are it makes contact with others much faster, it helps reduce costs when traveling and it helps for interactive communication, question-response, for important matters when the parties are not together. The qualitative findings also show that felt that the technological attributes of social media allowed for immediate response when family members are not together as they can also easily tell their stories to the others.

These finding concur with the concept introduced by McLuhan (1964) who explained that communication technology is a tool that can expand contact between persons and affect the factors of time and space as well as experience. Social media supports two-way communication as the receiver can react to content received immediately and conduct fast dialogue, which is not restricted by time or place.

It was also found that the sampling that represented family members living alone saw the advantages of social media in that they could see and hear the person

they were communicating with, which made it easier to understand nuances. It could also help reduce homesickness and the need to travel.

These results concur with the concept concerning social media attributes that allow it to serve as a communication center with other family members. Furthermore, access to the internet makes it a borderless form of communication as explained by Kanchana Kaewthep and Nikhom Chaikhunphol (2013), in which they described how new media helps the free the sender and receiver from time and space restrictions.

As the Thai government sets strategy to reduce gaps in high-speed, broadband internet access nationwide, social media communication will become easier and less expensive.

As far as other viewpoints, or opinions, concerning the attributes of social media, results of this research show the following:

1) It helps developing closer ties between family members.

The results show that social media technology support two-way communication so the parties can interact through social media, responding immediately to queries which can help to keep family members informed and strengthen relationship, or family ties.

In addition to social media providing new and added channels for exchanges, it also influences communication environments as Durkheim explained (as cited in Kanchana Kaewthep & Nikhom Chaikhunphol, 2013, p. 235).He said that relations and now influenced by new rules, which replace the old rules for different social units from the family to the community and society in general. In the past, communication was predominantly face to face, which evolved into other forms which still supported interactive communication but would still support developing closer ties or creating new friendships. This can now be conducted at any time and has helped reduce the gap in communication between generations serving to strengthen bonding and bridging the generation gap, thus, changing the communication environment hat influences family relations.

2) Helps to strengthen confidence to express different feelings that other family members

The broader effectiveness of social media allows family members to express their different feelings which could be different from the others more easily, which can support family democracy.

3) Helps provide news and information to other family members

The results of this research show that social media technology provides greater ease of access to information as well as its dissemination, which contributes to creation of a new communication environment. For example, in the past, this was a much more closed environment for the exchange of information from national leaders. Now family members can decide what to share based on what can benefit themselves and other family members in their daily lives.

4) Helps in the work of family members

Phasara Phongsukvechakul (2011) studied new media technology in family communications to learn how important it was for Bangkok residents. She found that as parents need to leave their home to go to work and the children need to go to school, mobile phone technology could affect time and space factors, removing these as obstacles as family members could now contact each other at any time. These finding concur with the findings of this research as social media lets family members connect through many different forms of hypertext and hyper media communication. Social media supports convergence of different forms of communication, i.e., texting content, sending pictures, video, graphics and audio between all family members. Thus, it can also serve as a channel for teaching and studying for the children and grandchildren as well as assist in the work of parents and grandparents.

5) Helps to express desires in simple matters that don't require face-to-face communications

The research results identified certain problems and requirements in family communications conducted through social media. When re-examining earlier research concerning family communications that focused on interpersonal communications, Patchanee Cheyjunya and Prathum Ruekklang (1988) found that the most appropriate family communications would be to help family members understand each other and was dependent on parent's character, including their

expressions of joy, use of soft tones when talking, motivation and support and ability to help when problems arise. The problems encountered including the inability to express themselves in all situations. This has now been alleviated with social media, which can supplement family communication in different situations.

6) Helps to establish group communication among all family members that can lead to common knowledge

The importance of space is shown in the research of Banjerd Trakrutderm (2007) who examined the architecture of the Thai family home and found that the family would want an external area, like a terrace. This would provide a space for family members to relax as well as meet and communicate together which could contribute to strengthening love and affection between members. This could then provide the opportunity to exchange experiences as well as teach the younger members of the family. However, as Thai society has evolved as it enters the digital age, family members do not meet as often as in the past. Thus, social media has overcome this obstacle of space restriction as it provides a center for the group to communicate to replace the need for a physical space as in the past.

As far as the different communication activities applied using social media, the research shows that family members can use a wide range of methods to communicate, which has, therefore, added to the power of social media in this digital age and changed the ways in which family members communicate.

This has then led to the interaction between family members through both synchronous and asynchronous communications, or interacting at the same time or at different times when they can still respond to each other.

This can help to reduce communication costs as social media removes the restrictions of time and place. Furthermore, through hypertext and hyper media formats, family members are provided with a wide range choice as to how to communicate that can help strengthen ties and share information quickly through both one-to-one and one-to-many communications, which adds to the benefits afforded through family communication in this digital age.

With the attributes of social media discussed above, one can see how social media can serve as a communication center for family members as face-to-face communications becomes less convenient when compared to the past. This confirms

that we have entered a new dimension in communications for the Thai populace as described by Innis Harrow, a communications scholar who said that each time we experience changes through the introduction of a new form of communication, changes in social structure also ensue. The changes that occur in communication in the Thai family in this digital age these influence changes in the sender, receiver and content.

Whatever the case, the findings if this research show that social media now serves as a communication center for the family in this digital age. Still, different family members do not agree with this finding. For example, some family members did not see the importance of social media, or some family members will not accept this new technology. There can be physical obstacles for this, for example poor eyesight or slow neurological reaction. There can also be emotional obstacles such as fear of new technology, lack of confidence to true and some are just not enough digitally literate. These are all affect the use of social media in different families with their different structures.

It can also be said that social media has its own restrictions in replacing face-to-face communications. For example, the receiver might not see nonverbal communication of the sender and vice versa. It also removes any sense of physical closeness between the parties. For these reasons, some family members might prefer face-to-face communication.

When considering the results of these three factors in the context of the Thai family, there appear to be considerations that are not dependent on the era. The Thai family gives importance to the elder generation as there is a sense of gratitude towards them by other family members. There is also a sense of love and affection that develops during upbringing and continues even if members become separated, even as social eras have evolved and led to changes in the family and social environments. As communication to teach remains as basic function of the family, and social media helps in this action, expanding the role online communications can play. The results of this research show that teaching remains an important concern for daily life, but less so than first thought. While members cannot speak directly to one another, this does affect family customs, or traditions. The research shows that digital communication plays a stronger role in expressing love and affection than in

supporting other roles of family communication, particularly with the capability to communicate through sound and picture. This can then help strengthen relations that could fade with this capability.

Still, a family group chat room can still not fully replace a family being physically together as this is important in developing closer relations, or bonds, and better know each other's personality, attitudes and habits that can be communicated through social media as one tool that can supplement family communications in this digital age, but not replace all other forms.

5.2.2 The Role of Family Communication to Change the Roles and Power in Relations between Family Members as Message Senders and Receivers

The results on the role of family communications in this digital age can be explained as follows. The Thai family still gives great importance to face-to-face communication as the basis for their exchanges as this allows them to express themselves both verbally and nonverbally, which includes gestures and touching. However, with the changes in social environments and time and space restrictions, digital communications has taken on a more important supplementary role in family communications, particularly through social media to keep it smooth and constant.

The family unit serve as the foundation for teaching members to become quality citizens and members of society. They therefore need to be what is considered a functioning family to fulfill the basic human needs as depicted in the Maslow Hierarchy of Needs (1943) that includes five levels. The first three levels focus on satisfying basic physiological and mental needs to ensure the development of individuals which will lead to a satisfying life as a member of society. The physiological needs include food, water and air to breathe as well as physical touching that can be provided and can be communicated to all family members.

Research results show that Gen Z and Alpha who were born beginning in 2007 and are no older than 15 years of age and are still dependent physiologically and mentally on the adult members of the family, i.e., father, mother and grandparents, use social media to express what they want along with face-to-face communication to

receive physical communication, such as touching, and a sense of affection from both mother and father.

This is the same for safety and security needs, which are dependent on face-to-face communication, including hearing sound and seeing gestures as well as giving protection, showing concern and caring for younger family members, especially young children. This will communicate to them that the environment they are part of is both physically and mentally safe. The adults at home will communicate this sense of safety through face-to-face interaction supported by digital communication when parents and children are separated. It is the same for the elder generation in the family who often worry even more about the safety of the younger members. They will also use social media to express their concerns, particularly when the elder members live far from their children and grandchildren.

When it comes to the third level of needs, belonging and love, people will develop relationships with family members and persons outside the family to find love and a sense of belonging. They will be hurt if they are cut off, or ignored, and don't feel accepted or are eliminated from the group. Therefore, family members need to spend time together and experience communication that shows acceptance through words and physical touching. While Gen Z and Alpha family members are growing up in this digital age and are much more highly digitally competent will be more apt to use digital communication to enhance these feeling of love and acceptant.

Whatever a family's form for upbringing their children, an important factor that will influence the effectiveness, or success, of this endeavor is family communication. Today, this requires both face-to-face and social media interchanges that best fit environmental conditions. In a family that follows the authoritative parenting style in which the parents set parameters and the children are required to obey their parents based on their reasoning. Parents who follow this style will also include their children in decision making and pay close attention to their wants and needs. For this reason, members of this style family are adjusting the ways they communicate. The research shows that parents will use both face-to-face communication and social media to teach their children when the children are as adept in social media technology as their parents.

For the family that follows an authoritarian parenting style in which the parents are very strict and do not fulfill the desires of their children, the parents will set stern rules. At the same time, they will provide little explanation or, possibly, none at all. Thus, the children must accept what they are told without question and can be harshly punished by not doing what they were told. There is also the case when parents are estranged from their children and can be quite severe. These type of parents will then follow a vertical form of communication. If a child has a concern, or problem they must apply face-to-face communication in each instance. This family style will also use social media as a communication supplement in certain situations as this can alleviate inhibition and ease stress that could arise. Still, this may not always lead to a positive resolution. There could be negative ramifications as well. When a child communicates through social media to alleviate their frustration and avoid a direct confrontation, this can lead to further estrangement between family members. Social media can also act a place for inappropriate communication. This research found that children brought up in an authoritarian parenting style when there is a dispute, family members will learn about this through social media. The youth see social media as an additional channel that can lead to understanding and members compromising, thus making social media an important tool where parents can listen to the children.

For the permissive parenting style in which the parents leave their children alone to experience free of limitations. The parents do not apply much punishment. They don't scream at their child or control their behavior, allowing their children to express their emotions as they want. Furthermore, parents will express love for their children and focus on satisfying their desires. . This can cause parents to lose authority to control their children's behavior, which can impair the role of the family. If a child is not taught proper morals and ethics, they could experience problems later in life. Adult family members must afford time to communicate according to the environmental conditions and use communication activities that can help change lifestyles so that their children will know the proper way to act. As social media has removed restrictions on time and place, it should be applied as a medium for teaching.

The Changing Roles and Power in Relationships between Family Members as Message Senders and Receivers

Whatever the case, family communication has four functions to perform: to teach meanings, beliefs and values, to express feelings and desires to all family members understand, to express love and affection and to solve problems together and resolve conflicts when there are communication problems between family members, for instance, when husbands and wives are emotionally unprepared to talk, a topic feels awkward, a member feels inhibited to talk, a child feels anxious or worried about something. It can also be that one member does not want to interact, or communicate their feelings, thoughts or desires. Still, through mediation, understanding can be achieved among all. In the traditional Thai family, the elder generations have been the person to speak and the younger members those that listen, or the father is the person upfront with the mother placed behind, which could lead to family members feeling frustrated. Social media now provides a channel to supplement face-to-face communication and alleviate such a situation,

Social media can support interaction, changing and introducing new rules in family communication. The older and young generations can switch roles now as the speaker and listener. The power in communication no longer rests with just the older generation. The forms of communication have also changed, content and methods as is summarized below.

Table 5.1 Changes in Family Communication in Content, Form and Method in the
Digital Age

Roles of Family Communication	Family Commuication in the Pre-digital Age	Family Commuication in the Digital Age
Form	Face-to-face commuication	Social Media commuication
Content	1. To teach meangs, beliefs and values	To support or supplement the four functions
	2. To express feeling and desires so all family members understand	1. To teach so all have the same communication competency
	3. To express love and affection	2.To serve as a communicatiin center to reduce inhibition and emotional conflict as well as express desires in private matters
	4. To solve problems and resolve conflict	3.To tell about joys and sorrows in daily life
		4. To serve as a commuication center when there is conflict before fasce-to-face mediation
Method	Depends of the character of parents and their feelings, a soft tone of voice and good listener. They need to show support and give encouragement.	There are a number of functions and applications that can be used, such as interactive texting, sending pictures, video and audio clips, and making voice and video calls.
Conditions	There must be a place and time when members can meet and adults can speak and children listen.	There will be a joint place in social media which can be accessed at any time. Both the adults and children can interact in a horizontal framework.

As Thai society changes and enters the digital age, the structure of Thai families has also changed. The environmental conditions have brought people closer, which is an affect of the social media applications and equipment, which has influenced family communications in two regards.

1) Changes to conditions and rules for family communications from the past when family members had to have face-to-face communications. This then required a defined place and time to communicate. Conversation and teaching were under the firm control of the most powerful person in the household. Furthermore, the younger members had to use language that reflected respect. The person in charge would also determine how much they needed to tell younger members who had to refrain from responding unless called upon. Currently, the digital age has brought many changes to rules and conditions. Family members can now communicate and interact at any time. They exchange information and can actually now teach each other through the exchange of experiences and knowledge. This creates a new model for stronger relationships between generations.
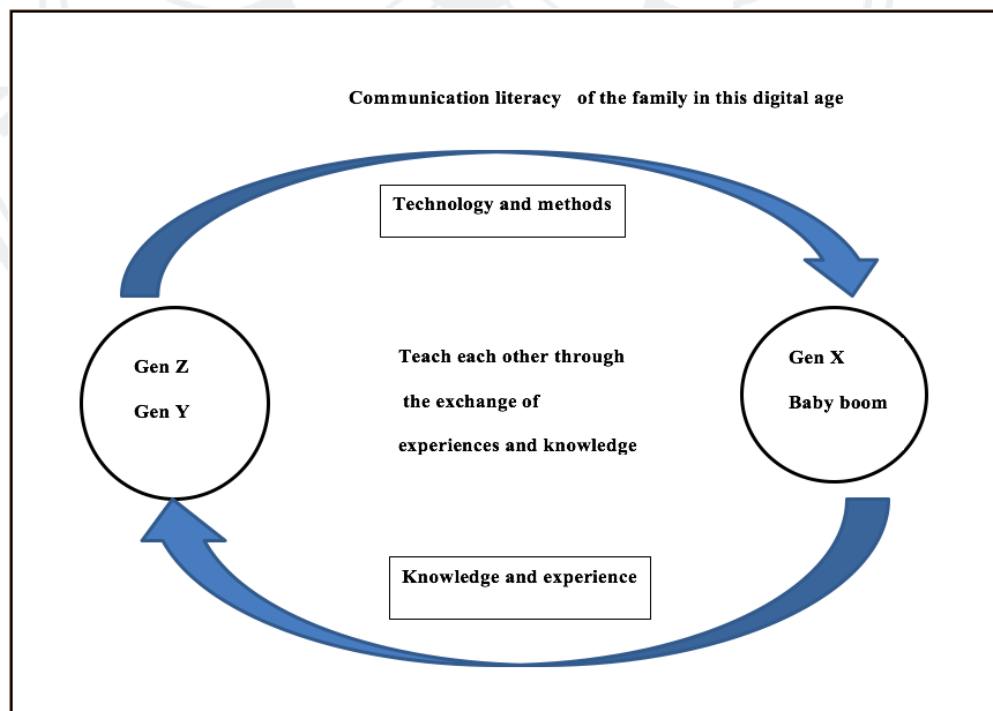
Figure 5.1 Communication Literacy of the Family in This Digital Age

Communication between two different generations can have a positive effect on both parties. Still, when one is an elder and the other a child, there can be both positive and negative repercussions. For example, when the older generation has much knowledge and experience that can be shared with a young child or youth, it I still dependent on their competency to use the new communication technology and methods. This can reduce the generational gap.

Communication between elder and child during the pre-digital and digital eras

Pre-digital eras

Digital eras

Sender
Elder

Sender
Elder

(Experience)

Exchange

Receiver
Child

(Digital Liquidity)

Receiver
Child
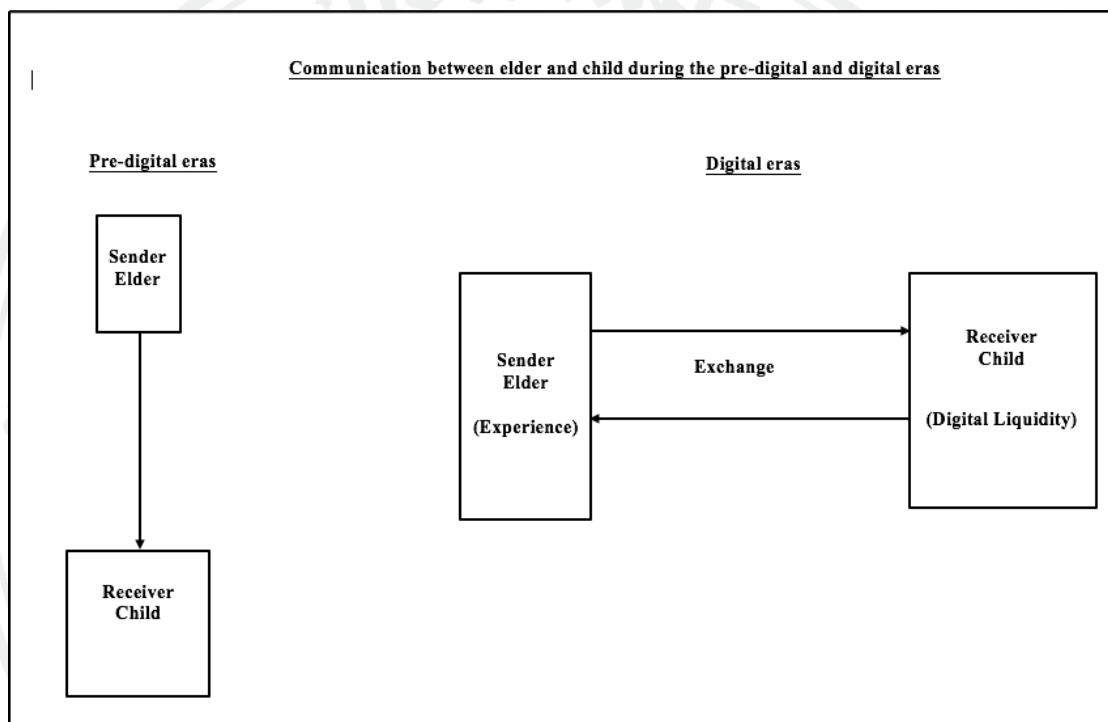
Figure 5.2 Communication between Elder and Child during the Pre-Digital and
Digital Eras

Digital communication has influenced changes in family communications from a vertical to a horizontal structure, introducing interactive democracy in the home. The members have the ability to express their opinions and together can come to a common understanding and decision. Both the young children and adolescence can develop their analytical thinking and no longer just have to wait to get their instructions from the adults. By providing the space to share ideas, democracy in the social frameworks can be enhanced and grow in strength.

2) Changes in communication methods from the past in family communication is still influence by the character of parents as well as their positive emotions and soft tone of voice and active listening as well as love and affection, encouragement and concern with solving problems. This can be done through with texting content, stickers, links and audio and video clips as well as making voice and video calls. Social media communications can also come in different images, including the language of symbolism, the spoken and written word, which must be encoded and decoded to achieve understanding between the sender and receiver. This can cause different meaning to be conveyed than through face-to-face interaction, for example, the meaning of love as it is spoken and expressed when members together and how it is communicated through written content, audio and video clips, stickers, graphics, photographs through an interactive chat which is dependent on the parties' knowledge and understanding when using social media.

This research shows that the sampling felt that stickers and audio or video clips were effective in communicating with family members. It helped to develop closer ties and convey concern for each other. This then provides a new meaning as seen by spouses, both husbands and wives. If there is a disagreement, they have this method to resolve differences.

The changes in the development of family communication afford a new flexibility while adapting to the changes of Thai society.

5.2.3 Social Media and Family Relations

Social and environmental conditions that have been rapidly changing have increased the fragility of the Thai family unit in many cases. This has led to the increase of single-parent, cross-generation and family members living alone as well as growing misunderstandings in the immediate family that includes father, mother and child.

While the structure of the family unit has changed, one constant that must remain is the expression of love and affection of parents from the birth of a new family member. This is built through the first the mother and then the father sharing both joys and sorrows from the moment a baby is born, which develops stronger and closer relations.

Whatever misunderstandings arise during the family lifecycle, they probably arise from differences in opinions or values, moods of elder members or unclear roles for the parents. These problems must be confronted directly to find a solution and method to prevent them from reoccurring. Thus, communication to maintain and strengthen relations is vital.

In addition to face-to-face communication, social media provides another channel to maintain relations and build closer relationships within the family. The results of this research show that social media provides a place where family members can learn and better understand how other members are feeling. For example, elderly mothers who are digitally literate can see what their children are saying on social media and, thus, better understand how they are feeling. They can then adjust their attitudes and how they will speak when they confront each other. For the children and youth which are not experiencing smooth relations within the family, they can use social media as a place to vent their frustrations. If a family is open to listening to each other and don't set specific authority or roles, a dialogue can be established, and this digital communication can help family communication through a more creative direction.

All families of all types have their strong and weak points in communicating, which can also be quite different. Social media is one esthetic form for conversing. Still, one must understand closed family communication behaviors (Kantor, as cited in Juthanat Phadungcharoern, 2000) that fits with the authoritarian family (Baumride, 1971), which focuses on alleviating complicated situations through a more autocratic method to maintain discipline and control the behavior of family members. Members are not allowed to do what they want. They have restrictions of their freedom in their daily life. The communication behavior of children in this type of family will often be to turn to social media to vent their frustrations. It provides them with a place where they feel brave enough to open up. If other family members do not have the ability to use social media, they won't have the chance to know how their children are behaving or could remain concerned about a situation. This study found that youth who are digital literate but do not feel comfortable speaking directly about situations such as school grades, getting permission to participate in certain activities, fear to tell when they have done something wrong will turn to social media. Digital media provides a

horizontal framework for communication. Before making a decision if an adult in the household will listen when they don't understand, a child will feel more confident to express themselves. Digital communication can then help to improve communications and, thus, family relations.

Open communication in a family usually applies to authoritative parenting in which all family members can be included in decision making when there are different possibilities. Each member will have their own role and responsibilities. Family rules are relaxed and can change. Decisions are made through discussion and persuasion more than by authority. There is a lot of communication and influence from persons and conditions outside the family. There is much more dialogue than in a family that practices closed communication.

Therefore, this type of family will feel it is quite important to employ communications that fit conditions so they can be in continuous contact and allow them to share opportunities and special occasions. Social is then used as a communication center to maintain relations with members of the elder generation, particularly in cross-generation and three-generation families, in which members come from different backgrounds, think differently and practice different forms of communication behavior. In instances, this can make it difficult to cross the generational gap. This research found that good family relations are achieved through social media when family members can accept the limitations of the elder generation. Thus, Gen Z and Gen Y need to understand the reasons and desires as well as limitations in digital literacy of Gen X and Baby Boomers, such as poor eyesight or heading, difficulties in understanding the new technology. They may need to be taught to send audio clips or voice or video calling via an application to replace long texting. They must also remember the important of face-to-face communication in important situations. This can help to maintain close relations between all family members.

Random family communication fits with permissive parenting in which members are allowed to do what they want. Family rules are constantly changing. The children can behave and express themselves emotionally as they want. Social media is used by parents and the elders at home to communicate about the children or

grandchildren, create closer ties, chat and discuss problems as well as share joys and sorrows, which contribute to building stronger relations.

This research also found that certain attributes of social media application are very important for expressing feelings, including stickers, audio and video clips and sharing and links and news, particularly on important occasions such as birthdays, father's and mother's day, new year, examination days, purchase a home, graduation and a competition. This new form of communication can help strengthen family relations in three ways, as follows:

1) Maintain and strengthen family relations by offering encouragement and support to family members facing obstacles

(1) Expressing pleasure and congratulations to family members when they achieve success

(2) Providing information that can benefit a family member.

(3) Coming to common understanding and make a joint decision

2) Maintain and strengthen relations between relatives by using social media as a place to communicate and share joys and sorrows

3) Maintain and strengthen relations with the elder generation as social media provides a place to express feelings so that others can make personal adjustments

It does not matter whether face-to-face or social media communication is used to maintain relations, family members just have to remember how important communication is to maintain ties. Today, a basic understanding and capability of digital technology is required of all family members who must also remember the possible limitations of the elder members. They all must remember and be able to adjust their modes of communication to fit different conditions and situations. Intentions must good and members must remember to value each other. They should use different forms of communication to show goodwill and good wishes for each other at any time and under all conditions. They need to remember that others are concerned about them and express this at all times on normal and special occasions.

Communicating with the Elderly in this Digital Age

What must always be remembered is the social status of the elderly in Thailand in family communication. The elder grew up in an environment dependent on direct, or face-to-face communication and so when they are in close proximity. When Thai society entered the digital age, people began to rely more on social media. This caused the elderly in many families to confront physical isolation. Over time, family members have been spending less time together, particularly when the elderly are living in families with children such as cross-generation and three-generation families. In the past, the place where the grandparents and grandchildren would communicate was where the children played with toys, but in this digital age, mobile phones have become the place for play and communication, and the elderly lack familiarity with these games and applications. It is also difficult for them to make the required adjustments and, therefore, a gap between the two generations' perceptions and understanding about lifestyles. This has then caused a growing distance in relations compared to the past.

However, a number of studies have pointed out that relations can remain close between grandparents, children and grandchildren if they are all willing to make adjustments, or concessions. Research conducted by Sedletsky and Aitken (as cited in Kanchana Kaewthep, 2014) who looked at the use of the computer in family communications found that

1) It can contribute to offering topics for discussion.

For example, family members could put forward issues about social media to discuss and share information as well as propose activities for the family to take part in.

2) It can contribute to increased interaction.

The digital communication hardware and software can provide a place for relations to grow, for example, children or grandchildren helping the adults or elders to type or search for information.

3) It can contribute to learning together.

4) It can contribute to strengthening relations.

This can be done through sharing information and having a common experience through an online network.

Now, when considering the roles of the adult and child in a Thai social context, the clear similarities and differences, the adult and elderly are persons of experience and knowledge, which includes Thai culture, that they have gained through their lifetimes. Furthermore, Thai society gives respect to their elder members as they also view them as their leaders at every level, from family to community and society at large. They control family legacy and inheritance, the mediator in conflicts, the decision maker, the judge and the heir and teacher of culture. They are the leader and provider. In the case of young children and youth being born and brought up in this era of technology, they have a familiarity of the new hardware and software. They have a confidence built upon what they know and are open to new advancements. If they will listen to their elders, they can further develop their potential. If the strengths of both generations can be shared, both can benefit, and the gap that has been created by social media can be reduced while relations become strong once again. This will also prevent further problems from arising in Thai society between the different generations.

5.2.4 Building Common Understanding in the Family

As Thai society has historically been agriculturally based and not technologically like in the West, digital communication is a relatively new phenomenon for the family. Today, though, as environmental factors have changed, social media is now helping in family communications. These changes may affect some family members more than others when it comes to understanding and acceptance of new conditions and family rules. Therefore, it is important to create a common understanding among all family members.

Therefore, the types of communication employed by one family may not be the same as those for another family, which will be dependent on: 1) type of family, 2) different forms of child upbringing and care and 3) the different generations a family comprises.

When it comes to types of family, this research found that three-generation families, immediate families with a child, single-parent families and cross-generation families will include members who are elders, adults and children who have different backgrounds when it comes to thinking and lifestyles. The families also have different

communication behaviors. The elders are more used to face-to-face communication and have less familiarity with digital communication. In some families, the elders have been able to learn to use social media so they can communicate with their children and grandchildren. Others are faced with physical or emotional impairments which makes them remain dependent on face-to-face dialogue.

This research found that the environmental factor for all six types of families would use social media to communicate with family members for the following reasons:

1) No restrictions on time and place
2) Save on expenses
3) Express feelings
4) Work and school and
5) Maintain family relations

Further factors influencing the use of social media for the following types of families, cross-generation, immediate family with child and single-parent, include having a common knowledge and understanding of the technology as there is a child in the household. They will use social media to help them look after the child and communicate with their children and grandchildren. A married couple who still don't have a child and are members of Gen Y use social media to maintain relations with their spouse when they cannot be together.

The research also shows that families in this digital age must make adjustments in their communication to fit current conditions. In addition to face-to-face communication, they will use social media to converse. Still, along with its advantages, it also has disadvantages. If a family cannot come to a common understanding and they have differences in family rules, communication between members will be less effective.

For the family that follows an authoritative parenting style, it is not difficult to achieve a common understanding and acceptance of rules. The adults in the family must provide good reasons to their children though face-to-face communication so they will learn how to communicate and behave in their daily life. Older members can also use digital communication to overcome obstacles such as physical or mental impairments to communicate with children. Family members must remember to show

proper respect and understanding when communicating, never forgetting such factors as time and opportunity. This research found the the three-generation family gave importance to the elder generation members who resided in their home. They would talk together as well as communicate through social media so the elders could join in the conversation and feel as important member. Other members must also remember not to use the applications late at night when their elders could be sleeping. They can also make video calls using an application to inform the others when they will not be coming home when expected.

The differences for the elder generation who is a member of a family that follows an authoritarian parenting style is that the adults at home will follow a more vertical approach in communication, which they feels is the best approach for raising children. They might find it more difficult to achieve common understanding in their communication, but employing social media along with face-to-face communication offers added opportunity to follow a more horizontal framework. If the adults at hoe are opening to listening, the children will feel more confident to express themselves though social media and this will carry over to their face-to-face confrontations. This family can then develop and possibly follow a more permissive parenting style. If the adults or elders in the home have a basic understanding in the use of digital communication, they can better interact with the children, but first they must have a common understanding of this form of communication and accept the established rules applied to both generations.

The family that follows the permissive parenting style must confront problems much more than the other styles of parenting as the adults control the behavior or need reasons that their children will accept. Therefore, communication can be difficult. In addition to face-to-face conversation, social media also fits the conditions they will face. They need to employ the latter with their children for an interaction that can help alter the children's behavior. This research found that these children and youth would use social media more than they should. They will be warned by their parents or guardians. If the parents use permissive parenting and a basic digital ability to communicate with their children or grandchildren, they still may not be seen to have enough authority and must rely more on their children learning by doing to help

in changing their thinking. They can use social media to help supplement to support and encourage their children in their work and creativity.

The results of this research help to explain how fundamentals are very important in making social media a more effective form of communication. They family must:

1) See the importance of shared communication,

2) Have a common understanding of the rules and conditions for their family communication

3) Be capable of overcoming physical and mental impairments

4) Be digital literate.

Communication behavior of the family in this digital era can be divided into four classifications:

1) Active Communication

For this form of communication behavior, all family members have to be enthusiastic and motivated to use all social media channels to communicate about their daily lives. The adults must be ready to learn and practice the required skills to use this new technology that the younger members introduce. At the same time, the children must be ready to listen to ideas of their elders, give them respect and join in making decisions.

For this form of parenting to succeed, all family members must understand the importance and participate in family communications. They must all understand the conditions and rules and find ways to overcome physical and mental impairments in addition to being digital literate.

All family members must be ready to play the part of a sender and receiver equally. They have to be ready to interact and respond even when there are physical impairments such as slow reaction or poor eyesight, as well as mental impairments, like inhibition to communicate. They must find a good reason to use social media. In the case of an open or permissive parenting family, members must be given reasons and achieve a common understanding.
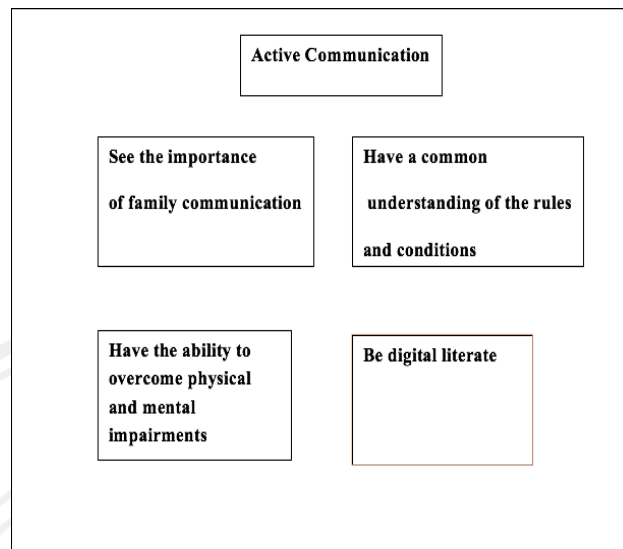
Figure 5.3 Active Family Communication

Communication behavior can be compared with the symbol O. Family members can all benefit from communication technology to improve the effectiveness of their family communication.
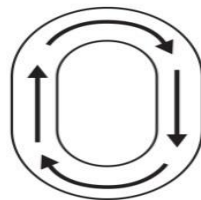
2) Adjusting Communication

With this type of behavior, the family members understanding the importance of group communication as well as the rules and conditions. They can overcome physical and mental impairments but are still weak in digital literacy. The elder members have physical and mental limitations, but will work to overcome these and adjust themselves to join with other family members and all can understand how conditions can change.
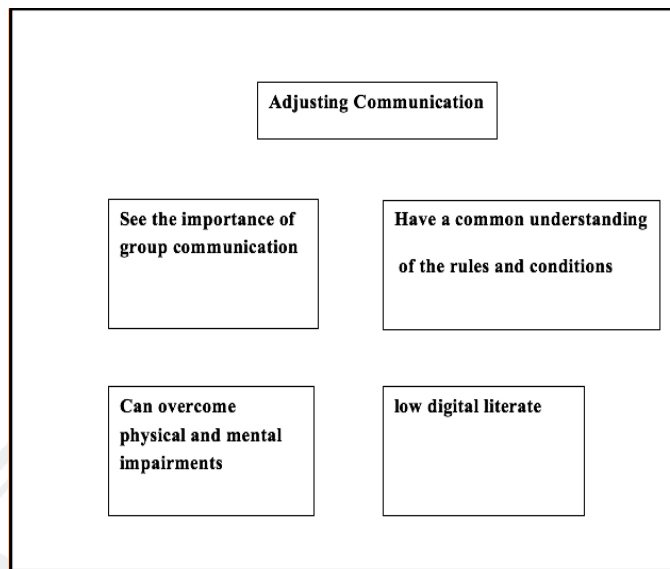
Figure 5.4 Adjusting Family Communication

It was found that the elder generation in the three-generation and cross-generation families will exchange their knowledge of experience and and technology. This communication behavior can be depicted as the letter C. If they receive assistance the can develop the required skills to use social media to supplement family communications to increase its effectiveness.
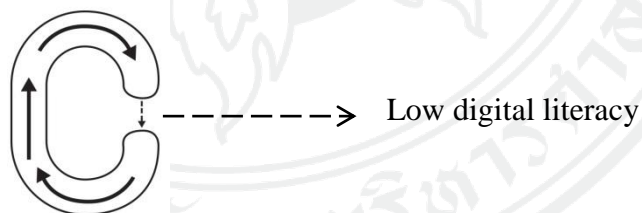
3) Closed Communication

With this form of communication behavior, family members understand the importance of joint communication, but each member has their own preferred way to communicate. The elders chose face-to-face communication while the younger members prefer social media. Meanwhile, the elders can be faced with difficulties using this because of their physical impairments and are unwilling to accept these new forms. Meanwhile, the children have a mental obstruction as they

don't want to engage in direct conversation and prefer social media. This leads to misunderstanding and, thus, increases the gap. If they can compromise, they will be able to develop channels of communication to fit the changing conditions.

This form of communication behavior creates a gap between the generations and inequality in the roles as the sender and receiver. Therefore, in the closed or authoritarian family, the speaker, or sender, will be the adult and the listener, or receiver, the child. This can make it difficult to change methods of discipline or authority so that the younger members must turn to social media to express themselves.
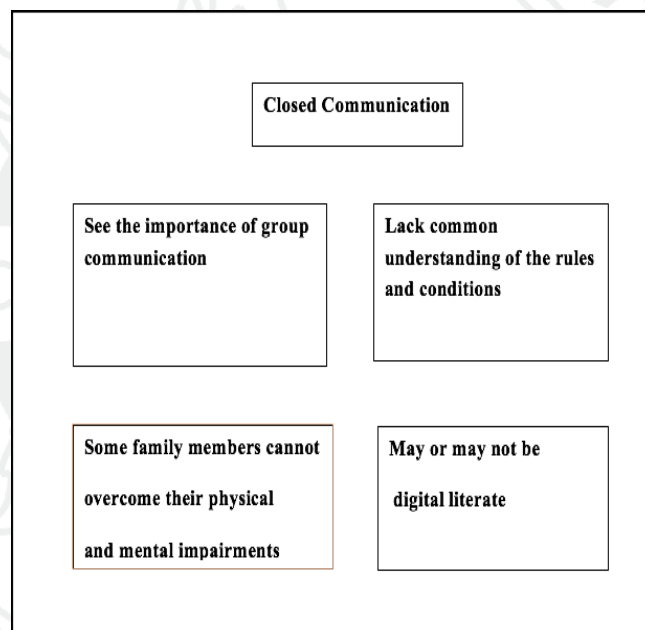
Figure 5.5 Closed Family Communication

This communication behavior can be compared to the letter V. Family members need to have move from a vertical to horizontal communication approach. They need to take advantages of the benefits of new technology to supplement face-to-face communication and create common understanding of the rules and conditions for family communication. The new technology can overcome physical limitations if members are taught how to use these advancements.
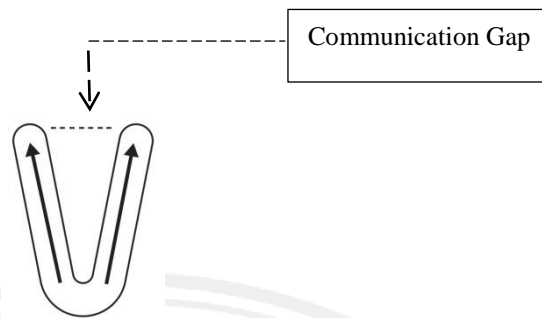
Communication Gap

4) Incongruent Communication

With this form of communication, family members do not see the importance of shared, or group communication, both face-to-face and social media. Family members are left to think on their own. They will use social media to communicate but not to resolve conflicts or demonstrate creativity. Family members are left to their own devices as is seen in permissive parenting. Children and grandchildren can do what they want. Rules are constantly changing. Parents are found to follow one communication framework and their children another.

Incongruent Communication

Do not see the importance of joint family communications

Do not have a common understanding of family rules and conditions

Cannot overcome physical and mental impairments

May or may not be digital literate
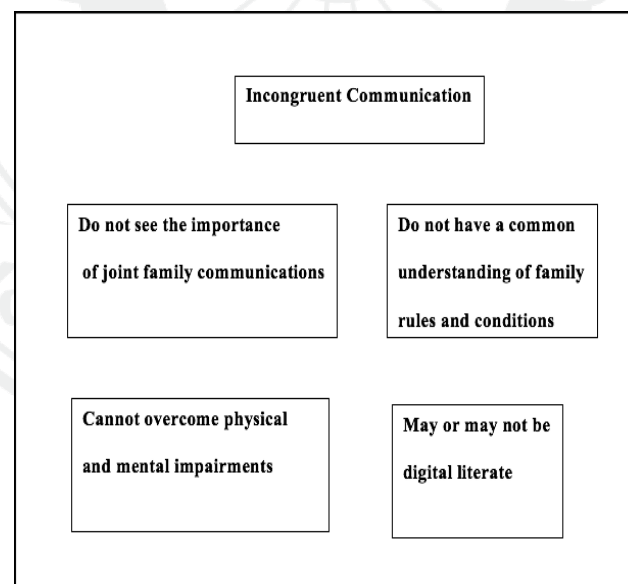
Figure 5.6 Incongruent Family Communication

This form of communication behavior can be compared to the letter S. With no fixed rules, communications cannot be united. Communications will thus be fragile and they are unable to employ communications much like a dysfunctional family. They must be shown the importance of joint family communication to improve their communications. This can be assisted through social media to reduce limitations, which can mean teaching members how to use it. Then, the effectiveness of family communications can improve.

Different members Different forms of communication

Summary of Discussion Results for Family Communication in the Digital Era
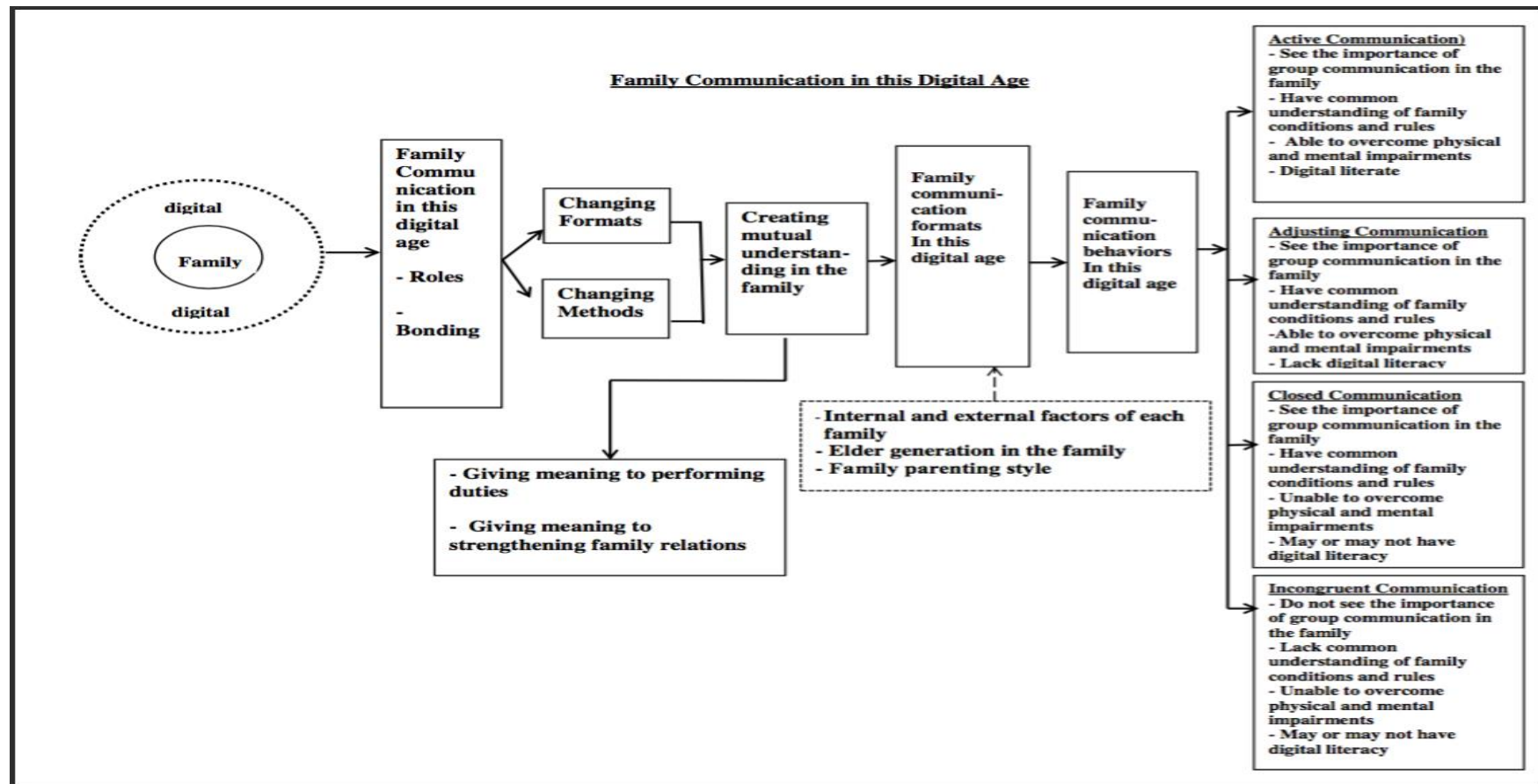
Figure 5.7   Family Communication in the Digital Era

5.3 Guidelines for Family Communication in the Digital Era

The challenge for families in this digital era is to adjust themselves to integrate into the current communication conditions, which are completely different from those in the era before this. This is because of a number of factors that have influenced families to adopt different communication frameworks. Some families have been able to make these changes while others have not. The need to establish comprehensive standards or guidelines for family communication in this digital age in order to achieve the required effectiveness.

Many of the attributes of social media can complement family communications such as ending the restrictions of time and place. This does not mean that all families will increase their communications nor does it mean if they do, they will have effective communication similar to those of a functioning family. This research found that some families now neglected face-to-face encounters with the introduction of social media makes communication more convenient. However, they still might not have established a clear channel, which can lead to problems in family communications. Families must therefore integrate these different forms of communication to benefit from each the most for more effective family communications. Therefore, guidelines for family communication in this digital era can be summarized, as follows.

1) There must be set standards or guidelines for family communication in the digital era.

2) There must be integration of the good points past, or pre-digital and current, or digital styles of family communication.

3) There must be increased opportunities to learn the new technology so all have a similar capability to use social media.

These guidelines can help raise the effectiveness of family communication that can help strengthen the family in this digital era, which is in line with national policy for human development so all members can become a quality member of society.

5.4 Recommendations

Many different sectors must contribute to strengthening the family in this digital age, including the Government that leads in this advancement and the private sector that must support these efforts to improve family communications. This begins by educating people as to the importance of family communication and the advantages of the new technology to encourage the development of new hardware and applications that members of the different generations can choose from. Through the integration of face-to-face and digital communications, members can learn and become more adept at social media.

From the direction being taken by family communication in this digital era, the Government and private sector can help families gain the greatest benefits from these advancements.

5.4.1 Set Policy or a Plan for Family Communication in this Digital Era

For families to function effectively, the Government must set policies or plans that can help improve the standards of family communication in this digital age. This can provide direction, or guidelines for communication that can be adopted by families that will strengthen them. These policies can be transformed into concrete actions such as producing a manual on family communication in this digital age to be distributed to the public and developing an integrated family communication strategy by the Government. Meanwhile, the private sector can organize campaigns through multiple channels so that the public will realize the importance of face-to-face communication to strengthen relations as well as social media to further strengthen the family.

5.4.2 Produce a Package and Social Media Formats Specifically for Family Communication

The private organization involved in developing the structure of the internet should develop a package that makes family communications more convenient and encourage family members to communicate more often. Different business

organizations could also do things to encourage love and closer relations between different generations by producing stickers, graphics or video clips.

5.4.3 Create and Develop Applications

There should be support to create and develop applications concerning family communication to make it easier and less complex to reduce the problems the older generation face such as poor eyesight or slow reaction.

5.4.4 Organize Training on how to Use the New Technology

The difference in capabilities in the use of digital technologies in different families needs to be reduced by organizing classes and training to help improve communication in families. Road shows could be organized for community programs to help those who are not as adept at using these forms of communication so all can benefit from these continuing advancements.

5.5 Recommendations for Future Research

1) This research focused at gaining a broad understanding of family communication in this digital age. It did not make comparisons between the different social media used by the families. Possibly, this was too broad a study, and those interested can apply it for in a study that examines the different forms, or applications employed by families or what is used by one type of family unit and determine the factors that influence a family choosing a specific form of social media.

2) Research could focus specifically on the elder generation to determine and study a specific viewpoint behind their use of digital communication in the family.

3) Research could focus on other aspects of family communication such as an analysis of content or an examination of the communication language used by the different generations or the different family structures.

4) Social media has many different attributes that can support family communications such as those with a disabled family member that is earing or sight impaired. Research could focus on one or multiple factors like these.

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APPENDICES
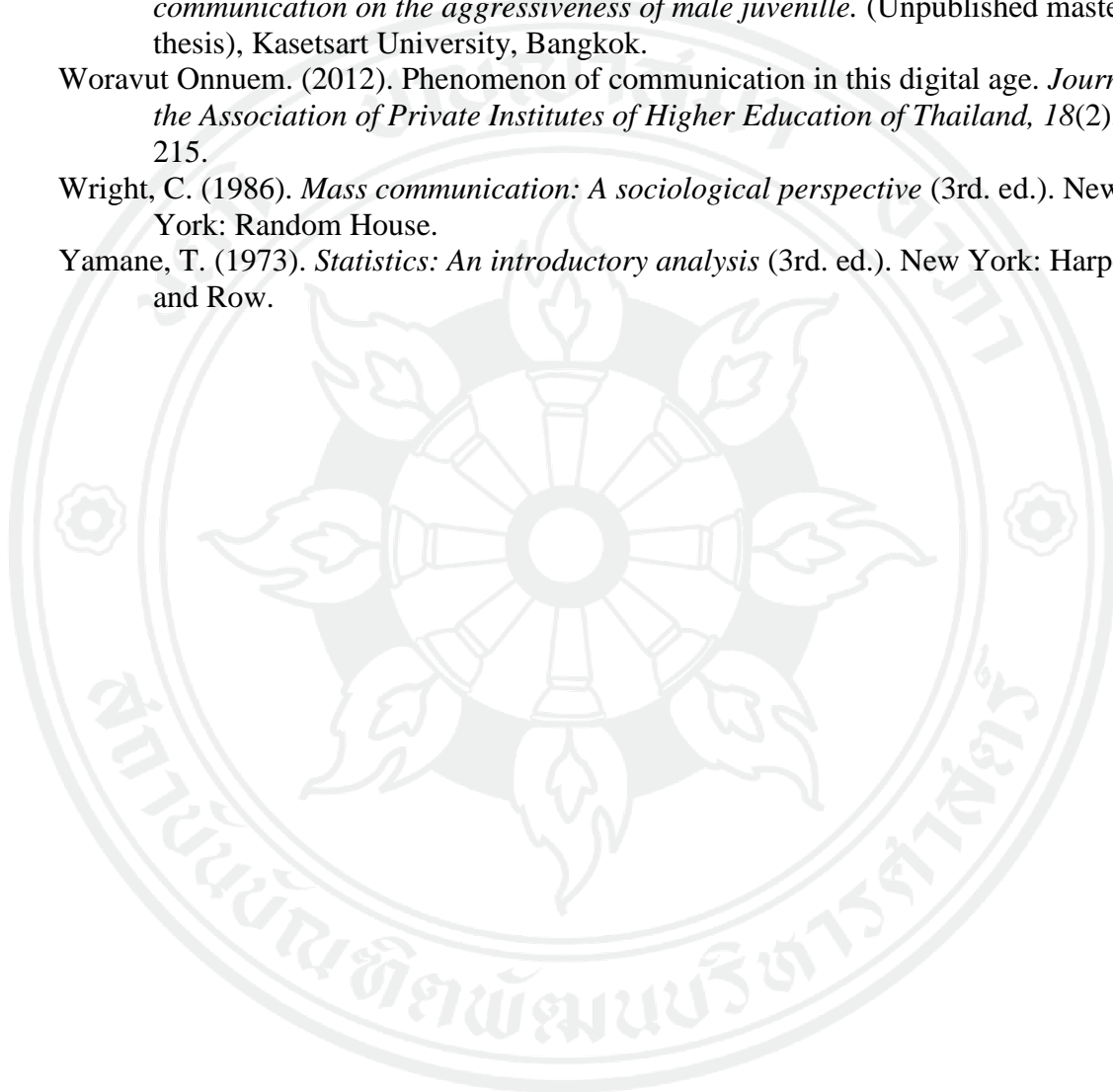
APPENDIX A

Questionnaire

Social Media as a Tool for Family Communication in this Digital Age to Build Bonds, Strengthen Relations and Increase Understanding

Explanation: This research is a partial requirement for doctoral studies of the National Institute for Development Administration with its objective to study social media as a tool for communication in the family in this digital age. The researcher would like to thank each respondent who answers this questionnaire. The data collected will be used for this research only.

The questionnaire is divided into five parts as follows:

Part 1: Personal factors

Part 2: Basic use of social media in family communication

Part 3: Use of social media in family communication

Part 4: Role of social media in family communication

Part 5: Use of social media to maintain family relations

NOTE:

1. Social media means a digital communication channel offered by the internet to that affords interaction through a network, community, or people via an application or websites of different formats using different communication devises such as a smartphone or tablet developed to provide connections through social media.

2. Family communication means conversing and interaction between family members.

Questionnaire

Social Media as a Tool for Family Communication in this Digital Age to Build Bonds, Strengthen Relations and Increase Understanding

Part 1: Personal factors

Directions: Please mark the correct circle or complete the answers as completely as you can to the following questions.

1. Gender   ○ (1) Male   ○ (2) Female

2. Age   ○ (1) Between 7 – 15 years   ○ (2) Between 16 – 35 years

               ○ (3) Between 36 – 51 years   ○ (4) Between 52 – 70 years

3. Profession   ○ (1) Student   ○ (2) Employee

               ○ (3) Civil servant   ○(4) Merchant/ Entrepreneur

               ○ (5) Freelancer   ○(6) Do not work

               ○ (7) Other (Please specify) …………………………………………

4. Education   ○ (1) Primary/secondary school student

               ○ (2) University student or equivalent) Bachelor

               ○ (3) Secondary school / Vocational diploma

               ○ (4) Vocational diploma

               ○ (5) Bachelor degree

               ○ (6) Master or Doctorate degree

5. Personal monthly income ○ (1) Not over 10,000 baht   ○ (2) 10,001-20,000 baht ○ (3) 20,001-30,000 baht   ○ (4) 30,001-40,000 baht   ○ (5) 40,001 and higher

If you receive money from a family member, please indicate from whom. (You can answer more than one person.)

     ○ Father   ○Mother   ○Child   ○Grandchild ○ Grandfather ○ Grandmother ○Relative

6. The family you live with comprises?

       ○ (1) Grandparent(s)   Father/Mother   Child/Grandchild

       ○ (2) Father, mother and child

       ○ (3) Husband and wife

       ○ (4) One parent and child

❍ (5) Live alone

❍ (6) (Gandparent(s and grandchild

7. Number of persons in family you live with

❍ (1) 1 person   ❍ (2) 2-4 persons   ❍ (3) 5 or more persons

8. Your status in the family) Can give more than one answer(

❍ (1) Child   ❍ (2) Grandchild Father   ❍ (3) Parent

❍ (4) Mother   ❍ (5) Grandfather   ❍ (6) Grandmother

❍ (7) Uncle /Aunt   ❍ (8) Husband   ❍ (8) Wife

9. Residence

❍ (1) Province   ❍ (2) Bangkok metropolitan area

Part 2: Basic use of social media in family communication

10. What device(s) do you use to communicate with your family through social media?) You can give more than one answer (

❍ (1) Smartphone   ❍ (2) Tablet

❍ (3) Notebook computer   ❍ (4) Desktop computer

❍ (5) Other (Please specify)…………………….....................................

11. On average, how many times a day do you use social media to communicate with your family?

❍ (1) 1-3 times   ❍ (2) 4-6 times

❍ (3) 7-9 times   ❍ (4) 10 or more times

12. From where do you social media the most to communicate with your family?

❍) 1 (Outside the home   ❍) 2 (At home

❍) 3 (When traveling domestically/abroad

❍ (4) Other (Please specify)..

13. Which family members do you communicate with through social media?)You can give more than one answer (

❍ (1) Father   ❍ (2) Mother   ❍ (3) Child

❍ (4) Husband   ❍ (5) Wife   ❍ (6) Grandfather

❍ (7) Grandmother   ❍ (8) Grandchild   ❍ (9) Relatives

14. Who do you communicate with the most using social media (You can give more than one answer, but please number them in order)

      ○ (1) Father   ○ (2) Mother   ○ (3) Child

      ○ (4) Husband   ○ (5) Wife   ○ (6) Grandfather

      ○ (7) Grandmother ○ (8) Grandchild ○ (9) Relatives

Part 3: Use of social media in family communication

3.1 Attitudes towards using social media

What are your feelings about using social media to communicate with family members?

Family Communication through Social Media	Agree the most 4	Agree a lot 3	Agree a little 2	Agree the least 1
1. Helps for fast communication.				
2. Reduce travel costs.				
3. Helps strengthen family relations.				
4. Helps communicate and respond to important matters when not together.				
5. Helps give confidence to speak and express oneself when you feel different from other family members.				
6. Helps inform family members.				
7. Help in work of family members.				
8. Helps in studies of family members.				
9. Helps express desires in a matter you don't want to discuss face to face.				
10. Helps in group discussions with family members so all are equally informed.				

Other (Please specify) ....

3.2 Social media family communication activities

How much do you use the following methods to communicate with family members through social media?

Communication Activities	Agree the most 4	Agree a lot 3	Agree a little 2	Agree the least 1
1. Chat about your daily				
2. Send receive/receive emoji				
3. Send/receive photographs in place of explanations				
6. Share stories with family members				
7. Send/receive beneficial news				
8. Make voice calls via an application				
9. Make video calls via an application				
11. Send/receive audio clips				
12. Send receive video clips				
13. Send/receive music				
14. Play games together via an application				

Other (Please specify)...

Part 4: Role of social media in family communication

For what reasons does your family use social media for family communication?

Reasons for family communication	Agree the most 4	Agree a lot 3	Agree a little 2	Agree the least 1
1. To teach different things				
2. To introduce different social rules				
3. To teach faith and traditions your family adheres to				
4. To exchange opinions				
5. Give explanations to family members so they understand what you want				

6. To tell family members how you are feeling				
7. To express love				
8. Express concern				
9. Express pride				
10. Media and create joint understanding				

Other (Please specify) ....

Part 5: Use of social media to maintain family relations

1. How much does your family use social media to strengthen relations?

Strengthening family relations	Agree the most 4	Agree a lot 3	Agree a little 2	Agree the least 1
1. Give support or encourage family members when they are disheartened or face difficulties.				
2. Express please when a family members achieves their goal or success.				
3. Provide beneficial information wanted by family members.				
4. Conduct discussion so all family members are informed and and can agree.				
6. Use as a common place when family members can communicate when they don't have the time to be together.				
7. Use as a common place where family member can learn how others are feeling to come to a compromise.				
8. Use as a place where family members can get closer and strengthen bonds.				
9. Use as a place to converse and know when a member has a problem.				
11. Use as a place to share joys and sorrows.				

Other (Please specify) ....

Thank you for assisting in this research by completing the questionnaire.

APPENDIX B

Interview Form

Questions on the role of social media in family communication

1. Personal information (age, profession, income, education…)

2. Family status and number of family members (ex. Father, mother, grandparent, child, grandchild)

3. Family members who live together or apart and times together and apart

4. Which social media channels are used for family communications? Who do you communicate with and how much? How many times a day do you use it? When and why?

5. Do you use social media to talk to family members about good and bad things so they will know?

6. Do you use social media to teach or be taught?

7. How much do you use social media to express how you are feeling in different instances (such as sadness, concern, stressed, pleased, dissatisfied, happy…)

8. What methods do you use with social media to express love or grave concern to family members? (ex.: send content, pictures, stickers or produce a clip to send…) How many times? When? Why?

9. What are the events or situations when you use social media to strengthen bonds with family members?

10. When you have a conflict or misunderstanding with family members, do you use social media to help by serving as a central channel to solve these problems? How? Please try to explain the results that occur.

11. How much does social media replace face-to-face conversation with family members? How and how much? What situations does it help a lot and when does it a little or not at all?

12. What added information do you want in your family communications?

Questions on internal and external factors that affect social media usage behavior to develop mutual understanding

1. Is there a clearly fixed schedule for family members? (ex.: When people have to be home, when meals will be served.)

2. When will your family be together and will you discuss things? Are there activities and do you communicate through social media?

3. Are there set times to use social media together or a standard practice?

4. Do you follow strict family rules and, if so, how?

5. If you don't follow rules, are there restrictions or punishments for members of the family, or what could happen?

6. Are there terms or conditions that cause obstacles or problems using social media to communicate with family members? (money, income, cost, differences for different generations, restrictions on time for use, strict control for certain members of the family)

7. How is it used in daily life? (ex.: work, travel, study)

8. How is social media used by your family?

Questions on use of social media to bond and maintain relations in the family

1. How much is social media used to express concern for family members?

2. How much is social media used to express love for family members and with which methods?

3. Is social media used when family members do not have the time to be together, and do you think it can give more time to feel you are together?

4. Give an example of how social media can be used to look after one another.

5. Do you use social media to tell desires, to help or rely on other family members?

6. Do you use social media to help and strengthen ties? (Do you converse more through social media than face-to-face? Is there formality in the communication; in the generational gap?)

7. How is love and affection communicated through social media in your family?

Sampling for Gen Z and Alpha (7-15 years of age)

1. 3-Generation family: Suvata Ochavut: 14 years old; female; 9th grade student (Mor Sam) in private school

2. Immediate family with child: Punthita Insrikerd: 11 years old; female: 6th grade student (por 6) in private school

3. Couple (husband, wife): -

4. Single person (living alone): Visalaya Rirermsunthorn: 14 years old; female; 9th grade student (Mor Sam) in boarding school

5. Single-parent family: Thanyarut Jumjun: 13 years old; female; 8th grade student (Mor Song) in government school

6. Cross-generation family: Sasiprapha Vethi: 14 years old; female; 8th grade student (Mor Song) in government school

Sampling for Gen Y (16-35 years of age)

1. 3-Generation family: Nevika Malanun: 24 years old; female; restaurant accountant

2. Immediate family with child: Punga Kerdplien: 27 years old; female; housewife

3. Couple (husband, wife): Pernvisut Punkhun: 25 years old; company employee

4. Single person (living alone): Junthavani Phromao: 28 years old: female: Spa employee

5. Single-parent family: Siriluk Hongthong: 22 years old; female; university student

6. Cross-generation family: Khunthong Arivatanapongse: 23 years old; female; company music teacher

Sampling for Gen X (36-51 years of age)

1. 3-Generation family: Aruni Chankul: 46 years old; female; company employee

2. Immediate family with child: Nunthanit Srichamorn: 37 years old; female; company employee

3. Couple (husband, wife): Varinthorn Tharanititdet: 53; female; business owner

4. Single person (living alone): Chorfa Liemyu: 47 years old; female; business owner

5. Single-parent family: Jiranun Singthuen: 45 years old; female; merchant

6. Cross-generation family: Phatrati Thonsa: 50 years old; female; company employee

Sampling for Baby Boomer Gen (52-70 years of age)

1. 3-Generation family: Kitthiphong (Alias): 60 years old; male; retired civil servant

2. Immediate family with child: Phornpriya Yotprayurn: 58 years old; female; housewife

3. Couple (husband, wife): Ladda Kongchaiprayurn: 58 years old; female; business owner

4. Single person (living alone): Vanchai Vaivong: 56 years old; male; driver

5. Single-parent family: Col. Varocha Sutthiruk: 67 years old; female; lecturer

6. Cross-generation family: Phanumpha Phornphiraphun; 65 years old; female; unemployed

Gen Z and Alpha Interviews

1. Suvata Ochavut

I live with one older and younger sister, my older sister's husband, my stepfather and my grandmother. We'll be together for dinner and when we travel. I'll use LINE and Facebook to do things like tell my father good morning before I go to school. My mother will LINE me to tell me to eat right and now sweets or sweet drinks. If I go out, someone at home will ask me when I'll be back. I'll tell them, the time and what I'm doing through a family LINE group.

I use all formats, send content and responses, post on a Timeline, send stickers, aend and share clips. On Facebook, I'll share posts with my family.

We use social media to teach. My grandmother likes to send me questions, clips to teach me. My mother texts to teach me as well like Dharma through Facebook, and when I post something that doesn't belong on social media, my grandmother will warn me. I've fought with friends and then posted about it on Facebook. My grandmother will tell me to delete it because our family group is a public forum and people might misunderstand. I use social media to show how I feel pretty often. When my mother scolds me or I have a misunderstanding with members of my family and I don't know who to talk to, I'll post on Facebook about not understanding, nit sure if my mom or others will see it or not. It does help ease my stress.

I use social media to express love and concern, for example, on Mother's Day, a birthday or a holiday, I'll write something or post some pictures. If it's extra special, I might make a clip. I'll also use it to maintain our bonds. I might have something on my mind, but don't feel brave enough to tell someone face-to-face, I'll post it on Facebook. Once I've done that, I'll be ready to talk about it. Then, I'll ask my mom if we can talk about it without feeling too tense.

Things I'll talk about on social media rather than directly are when I have done something wrong or have lied. I'll post it in the LINE family group. I'll let everyone calm down and then discuss it directly or to apologize one more, like if I get a low grade and can't yet face my mom. It could after I tell my mom I got a higher grade and then want to tell her the truth. It's better to wait till she has calmed down.

As far as rules, I might play with my phone too much at home and then they'll take it away. It could be when I just don't know what else to do. So, they'll tell me what I should do. I can't use my phone when we are having a meal cause that's when we talk. As far as problems, we don't have any as I have taught my grandmother how to use social media. I'm usually the one that teaches her as I'm better than the others.

Social media is a necessity for my family for a number of reasons. We rely on it to converse. Sometimes I don't know what to say when we're together, but then I can post. You can't live without it today. If I need to meet up with friends, it's a lot easier than sending a letter. And calling using LINE saves money. I also can use Face time. I'll also use social media to show when I'm worried about a member of the family, for example I can text something on Facebook.

IN my home, I tell family members I love them to their face as well as social media, but I tell them directly much more. I think it's better as they can see and hear how I feel and vice versa. But I'll use social media when we aren't together. We can also talk together through a social media group. It helps bring us closer. When we travel, we can upload pictures on Facebook. As far as generation gaps, there is a small one between me and my mother, when we talk, she like to yell, but when we use social media, I don't hear the tone. So, I like it.

2. Panthita Insrikerd

I use social media the most to contact my mother using LINE or Facebook, maybe 5 times a day, about 2 minutes each time. I text, send stickers, make video calls and share clips. I don't send songs. On Facebook, I usually upload pictures of friends. My mother is one of my friends. I don't worry about my parents having access, but have to be careful about what I post, for example, I once posted a funny picture of a friend, but was afraid my mother wouldn't understand.

With LINE, I'll contact my mom and ask where she is, tell her I'm hungry. She'll tell me she's on her way home or is driving. And if I need something in a hurry, like scotch tape or heavy paper, which I've used up doing my homework, or I want to eat something, I'll use LINE to tell my mom to get it before she comes home. We don't use LINE much for teaching, but to converse about daily things. My mom will send long texts, but there's no sulking on LINE. If there is something I don't want to tell my mom directly, I still won't use LINE either. As far as costs, my mom lets me spend on average 100 baht per week because we have Wi-Fi at home. Then, I also use it to make it easier to pick me up when I get out of school or tutorial. We call using LINE and can meet quickly. So, we don't have to wait long. Sometime, before I get out of school, my mom will text and tell me where to meet or to come quickly as there isn't a parking place. When I miss my mom, I'll make a video call. Every day, I'll send her a sticker telling her I love her, and I'll tell her directly as well. On her birthday or Mother's Day, I'll send her good wishes. When I can talk to my parents using social media, I'll know they love me.

3. Visalaya Rirermsunthorn

I'm about to enter the 10th grade, and I live alone in a condo near my school. My parents have a construction company in Nakhorn Sri Thamarat. I stay at a boarding school, Monday through Friday. On the weekends I go to the condo. My parents give me 1000 baht a week. During the term breaks, they give me another 500 baht. My mom pays 400 baht a month for internet. At the boarding school, there are rules that say students eat and sleep and do not use their telephones. So, I can use mine on weekends. My mom won't even let me take mine to school. My parents know that during the weeks we can't speak using social media. If there is something

important, they'll call the school. I really don't know much about social media, just to contact my parents.

I use LINE because it's easy. Both my parents are adept with it because they use it for work with their staff and customers, my mother more than my dad.

If I go out, I'll let my mother know. I don't have must chance to be with my family. My parents take turns coming to visit, usually on a holiday. There is no schedule; it depends on work. I'll tell my parents through social media what I'll be doing during the week, like if I have an exam, and I'll ask when are they coming.

When it comes to learning, my mom will do things like telling me not to come home late, to exercise so I don't get fat, to dress properly and to pay attention to my studies. If I'm reading and my friends message or call me, I won't answer. My mom tells me not to give out my number as it can be dangerous. But I'm not a bad girl. So, I'm not taught much through social media.

We do use social media to express love and concern. We send text or stickers, not usually clips. I send pictures more often and share new about politics. More often my parents will share links about all kinds of things which I'm not too interested in. If any interest me, I'll click on them. With my mom, if there is some bad news and my mom gets wired, she will call me using video call. I do feel like my parents do love me and we are always close. When it get close to exams, my parents will contact me using LINE to wish me luck. They encourage me and tell me to do my best and not to worry. I'll do the same for my parents about work by sending stickers and sometimes sending text.

We use social media to maintain our bonds as my father is a silent kind of guy who doesn't say much. I'll send messages to our LINE family group to get my dad to converse and not become estranged from the family.. Sometimes, he doesn't want to speak, so I will send an audio clip, and if my parents are getting along, I'll try to encourage them to make up.

Social media can replace face-to-face conversation. Sending text can be the same as talking. Sending pictures is like seeing each other. With the telephone, you can do both. Another good thing about social media is I can talk to those at home at little cost, and I can do it at any time. I can send pictures, and I can use my phone like

a camera so doesn't need one. My parents can give me freedom, but they do worry as I am a girl.

We don't have any special traditions. I can send a message and others can read when they are free. There are no obstacles. It's so convenient to talk, except from school where they won't allow us to use our phones. But it helps save money. I can still use social media when I want and send pictures. I've lived on my own since the 7th grade and I have never felt lonely. If I have a fight with friends, I can talk with my mom and she'll help me to feel better.

4. Thanyarut Jumjun

I use social media to contact my mother every day, usually after school and on weekends as my mom has to work. I use LINE and Facebook on my phone. I also use them to make both voice and video calls as well as to send pictures, audio clips, emoji and to text.

I get home at about 6 pm. My mom gets back from work at about 8, and sometimes she has to go see clients on weekends. So, we use social media all the time, and I can always feel close to my mom. If I have a problem, I'll tell my mom on LINE or, sometimes, I'll call her using an application.

In the evenings, when I have to do homework or a project for school and I can't find something, I'll try to call my mom, but she might answer because she's working. Then, I'll use LINE to ask her. When I text, I often spell words wrong, and my mom will ask me why. I like to use stickers to show how I'm feeling more as well as talk using an application.

As far as learning through social media, last New Year, my mom told me to wish my teacher a happy New Year. She says I need to practice this to have good manners. She'll teach me about this and not to do things wrong when we're together.

I use social media a lot to show how I'm feeling, like when I feel stressed or if I'm angry with my mom, I won't answer the phone or answer on LINE. I'll post something on Facebook instead. It helps to ease these feelings. Then, those at home will know how I'm feeling.

One thing that's good about social media is that it's fast. I can get others opinions quickly. It makes it easy for me and my mom to make decisions, like, today,

when I told her when I would get out of school or when I have a project and get out late, I'll tell her I'll eat in front of the village and so she doesn't need to make dinner. That's how most days are.

5. Sasiprapha Vethi

Usually I'll communicate using LINE, Facebook, U-tube or IG. I'll text, send stickers, make voice and video calls using an application or send clips, but I don't usually share news. I use it the most with my grandparents. They are 52 and go to work at their store every day. They put up wallpaper and curtains when I go to school. Some weekends, I'll stay home and not go to help them. So, I'll use social media to communicate with them. Usually I use social media to help my grandparents in their work. I look for pictures or information. When my grandmother has to send a picture to a client, I'll send a lot so she can choose. Social media helps to make things done faster, but when there is a lot of work, I use social media to ease my stress. A times, I'll use it to tell my grandparents what I like or don't like. It' sometimes easier than telling them directly.

As far as using social media to learn, sometimes my grandmother will text me to do my homework. They'll both use social media to express love and concern for me. They'll text me, maybe tell me not to get home late or ask where I am. There really isn't anything I need to use social media that I can't tell them. I'll use it to express how I'm feeling. I don't really like it when I'm with friends and my grandmother gets home and texts me to come home. So, I won't text an answer. I'll just stay silent. I do think social media helps with family relations. When I talk to my grandparents and it doesn't seem like they understand, I'll use social media to explain things more. That seems to help. Other times, when I don't like something, I'll post on Facebook. They'll then understand, and I don't need to explain it to them.

We don't argue over LINE. As far as allotted times for using social media, they let me use it as long as it isn't too much. As far as costs, I do that myself. There are some obstacles using LINE, like my grandmother isn't that good using social media. I have to teach her about sending pictures to clients as she isn't et very good at it. So, I'll teach her to make her work easier.

We converse on social media all the time, and then I know that my grandparents love me and are missing me all the time. On holidays, like birthdays, I'll send good wishes to both of them.

Gen Y Interviews

6. Nevika Malanun

I work as a secretary for a restaurant and earn 17,000 baht a month. I graduated with a Bachelor degree in business administration. I live with my aunt and grandmother. I usually use Facebook, LINE and Instagram with my family. We have a LINE group and talk mostly about food and about our daily lives, like grandmother isn't well and has come to Bangkok for treatment. So, when there are any symptoms, we'll let everyone know. We're always giving updates. We also send pictures of the family. If we go on a family trip, I'll create an album. My family includes 11 persons. Everyone joins in, so we can keep our relations strong. Now, we like to use group video calls on LINE. So, when my grandmother isn't feeling well, everyone can see her and talk to her. Social media also helps some in my work, when I need to find information.

Right now, there are six of us living together, and we use social media a lot to communicate. It's the same as having a mother. It can be used to teach how to handle my money and save. My aunt can use to tell me to be careful. I'll use it to communicate my dad who is upcountry. I'll call him using LINE and ask how things are. It helps me save time and money. There are also a lot of things I can do. I can make video and audio clips with little cost.

My grandmother is the one who falls behind using social media. If she doesn't understand, I'll teach her about how to turn it on and off, what keys to hit and how to share links. She's always asking me.

Every time she uses her phone, she'll ask me the same things.

As far as a family plan or problems, we don't have a router at home. So, I have to spend more. Some people ate lazy about topping up, but once they do, they see what has been sent. I don't talk about politics on social media. I'll call about that

more. Our rules for social media are that we won't use it after 9 or 10 pm as we worry about our grandmother being disturbed as she goes to bed early.

Social media does make our family closer. We can make video calls and send content. It has a lot of advantages. It can save money and we can tell others we love them, are worried and miss them. I use it a lot in a day. It does help in making everyone understand something, if there has been a family problem. Let's say a mother lives alone with her child and the child goes to school in the city. Their father than has to go pick the child up and they haven't talked. If they can't find the child, they can now talk and we can tell how we are feeling about most things. We can converse and express our feeling easily and have things like EMOJI to help as well as other stickers.

If there are things we don't want to tell, like going on a trip, we can go first and then tell them after. I know my mom would not approve and am afraid my aunt will complain. So, I go first and then tell them. I'll send photographs so they can see who I'm with and where.

As far as love and affection in our family. While we can't all live together cause of work or responsibilities, social media helps to keep us close, like we're always together.

7. Punga Kerdplien

I'm a housewife and look after my child alone. My husband is a merchant on his own. So, there are three of us, and my child is just 1. I have to look after him from dawn till 11 pm. I'll talk to my husband at around 9 pm using a social media application. I don't usually send stickers. Usually, I'll use a video call so my husband can see his child. We'll talk about our child or I'll ask him to pick up something for the child and maybe send a link. I'll also send pictures so he'll know what to buy I'll also send video clips of the baby, but not music, films or news clips. It's all most about the baby. I'll do this in the afternoon around 2 or 3 when the baby is playing after his nap. This way my husband can see what they child is doing. Sometimes, when we are planning a trip for the next day, we'll send pictures. Some evenings, I'll tell my husband to come home to help look after our child.

I do think social media helps in keeping us close, like when we travel together. We can express love and concern and can show how we are feeling. To strengthen our relations, I'll send post of the baby and good wishes on Facebook when there are holidays. I don't usually tell how we are feeling when we are together and so social media helps.

My husband is responsible for the payments. The only problem we have is sometimes there is a weak signal. The advantages it offers is I can get an answer quickly. It's fast and easy to connect, which makes it easy to come to a decision without having to wait.

8. Pernvisut Punkhun

I'm married and my husband and I are of the same generation. Our income is 15,000 baht per month. I spend between 500-600 baht a month on social media. I pay this myself. I was born in Yasothorn and came to Bangkok to work. During the day, we both work. I use social media to communicate, usually on LINE. My husband doesn't use Facebook. Sometimes, we use U-tube. I'll LINE about 5 times a day. I use it to play more than talk continually. I'll use it to show my concern. We'll ask if the other has eaten or where we are. We'll also use to warn each other of there is some news.

For the family, we use it to caution the other or to teach, like send a text to my husband to tell him I'll be home late. As we are a family, we'll use it to consult one another.

Social media can help a lot, like when my husband has to go work upcountry for a number of days. I'll know he is tires and misses home. So, at night, I'll make a video call so he can see our home. Then, he'll know all is good. It can help him to feel better. I'll tell him to take care of himself. There is someone waiting. My husband has now gotten work building a home in Cholburi province. Social media helps us to stay close. We can express our love by sending stickers or can talk together, but not often.

Social media helps when there has been a misunderstanding, like times we might argue over something small and know if we continue it could become a fight. So, we stop and go do what we have to do. If he calls, I won't want to talk. Then, with social media, we can resolve the problem. He'll send a message on LINE or share

some content. Then, I'll know he's OK. I'll then send a sticker to apologize or a short text. I think social media makes it easier to express feelings than speaking face-to-face.

One advantage is I can tell when I'm worried, which I would say directly. I use social media a lot to do this or tell when I'm angry or dissatisfied. It's easier to do it over social media. For instance, my husband will say something in the morning and what he says isn't OK. But then, he'll send a text to explain and I'll understand.

As far as a family plan, we don't have one. If I send a LINE message and don't get an answer, I don't mind. Sometimes, my husband is working, I understand. I think it does help us in our lives as it helps strengthen our bonds. We have been married for six years and have used this continuously. It helps. Sometimes, we can't be together, but don't feel apart. Then, we are home together, we don't have to talk about old things, we just talk about things as usual. Still, LINE doesn't make us feel like we've talk too much about something.

Problems? Well, sometimes when we are making a video call, the signal will be weak. So, the picture isn't clear or we get cut off. Then, we can switch to texting or stickers. On days, we don't talk, I'll get fidgety, and it is hard to do anything. Whenever I take a taxi, I'll send him the registration number and he'll answer OK. Social media lets us look after the other without feeling bothered.

9. Junthavani Phromao

I'm from Buriram and came to Bangkok to work. I use LINE and Facebook. My family members are friends on Facebook, like my younger sister. We have our joys and sorrows, make decisions or ask others' opinions. Sometimes, my sister will call to ask my opinion and I'll tell her what I think. Usually it's about our parents or the family.

I'll use social media once or twice a day in the evening for as long as 15 minutes because that's when I'm out of work and begin to miss home. They are usually free at home as well. I don't usually use it during the day. They don't let us make any noise at work because I work at a spa and it has to feel quiet and peaceful. So, I can't make any telephone calls. They ask that we don't use our phone.

I make both video and voice calls. Sometimes, I send pictures or stickers, not music. I do text and send funny clips and clips that warn. That helps me to express love and affection and feel it with my family all the time. I'll know what everyone is doing at home. I use video calling with my family. We'll talk everyday about the weather and what's happening and I'll tell them how Bangkok is. When it comes to teaching over social media, my mother will tell me to be patient, focus on my work and not go out after too often. It makes me feel like I'm close with those at home.

When I feel homesick, I'll get in touch. I have free Wi-Fi where I live. So, I think this helps me save money. Sometimes, my sister tells me my dad isn't well, and I can't get home because of work. With a video call, I'll feel better. It saves me the cost of traveling home. We can talk for a long time. It isn't expensive like making a long-distance call. I'm always haring news with home. Then, when we are together, we can just keep on talking, like there has been no break. I feel close with them all the time.

On holidays, I'll text or send stickers to keep us close. Before we could only talk and hear each other. I'd have to imagine how things looked. Now, I can also see their faces, and that makes me happy. We can talk about everything. When I see and hear them, I feel very close to them all, which makes it easier to work and not worry.

10. Siriluk Hongthong

I'm now in my fourth year at a private university and I am not working. My mother gives me money each month, for food, commuting, water, electricity. I get 200-300 baht per month for my phone. If more than this, I have to tell her. If I need more for other things, I call and tell her. I'm her only daughter. She works at a resort on Koh Kut. She'll come home when the season is over. During the high season, I'll see my mom when there is a holiday.

The social media I use include LINE, Facebook face time and U-tube, which I use mostly for entertainment. I'm always communicating with my mom. I'll ask her how she is or what is she doing. I usually contact her first and my mom will answer when she can. Usually, it's about missing her or me needing money. When she answers, she'll ask me the same things and tell how she is worried. It's a fast channel

for communicating. We don't need to travel to be with the other. When we want an answer, it can be fast and easy. It can help me in a lot of ways in my daily life.

My mom will use social media to teach me by telling me to be careful, to lock the house and not let people in. If I go out, she tells me to be careful. She also teaches me about take care of the house. Mom is afraid about cars. She also teaches me about managing my time between school and play. We haven't set any tomes for using social media, but she'll tell me if I use it too much there will be consequences. She wants me to manage my time. She lets me learn on my own. During the time my mom is here, we won't use social media. When we eat, we won't touch our phones. We try to be together and talk, not use social media.

I'll text, sometimes send audio clips or clips about political news or for examples as well as quotes. Sometimes I'll send links to songs or stickers. On holidays, I'll feel happy. Other times, I'll wonder what my mother has sent me. Still, I'm happy when I hear from her. Sometimes, there are things she wants to tell me. I also help her find information, like about other countries, or I help with a translation. I'll use social media to help my mother. We can talk about virtually everything. Sometimes, I have a lot of homework and I don't get it all done in time. So, I'll text my mom to relieve the stress. I'll send stickers to show how I feel. Other times, when I've achieve success, I'll tell my mom. My mom will tell me when she's stressed at work, upset with a customer. We support each other. We worry about each other and talk. Ease our sorrows. Send messages about missing each other every day. It makes me feel like we are always close.

I use social media to tell how I'm feeling, like when I'm happy. I'll tell her how my internship is going. I don't usually send stickers to tell her I'm angry. When I've had enough of something, I'll tell my mom, but not when I have a broken heart. Sometimes, I'll post on social media if I'm unhappy, but I won't tell my mom. I might send a sticker or give her a call.

I use it to express love and concern, like on my mom's birthday, I'll make a picture of my mom and I together and send it with my good wishes and she'll answer. When I don't want to talk to my mom directly, I'll use social media, when it's about money. I know she isn't so good with money, but I need it for my studies. It seems

easier to tell her though social media. It can be brought up slowly. I can give reasons that my mom can then read.

As far as strengthen relations, there was one time when I talked to my mom and she get kind of upset. When I explained to her, she still didn't understand. And I got angry and wouldn't talk to her. Then she sent a message on LINE saying she understood. Then, we were close again. It was a lot better than talking directly. I know my mom can be impatient. I'm the same. So, sometimes it's better not to talk about things face to face. This can be the case when we go travel together and my mom complains. Sol I'll go ahead and then tell her on LINE.

80% of our communication is about our daily lives, sending text about concern, asking what the other is doing or eaten yet. Usually, we don't talk about this. More often, we chat on social media, often texting. Sometimes, I worry about my mom being tired from work or not eating. I'll send a text more than call. I want her to know I love her. I'll send stickers and audio clips. If I do call, mom will answer. Then I might feel shy about something. I don't like to talk too much, but now, after talking through social media, I'm not as shy. I'll also text and tell my mom I love her and miss her. Sometimes, I'll send a sticker instead of a text or sometimes an audio clip.

Communicating through social media can replace the time we are apart. I would like her to be with me, but understand she has to work and so doesn't have much free time. Social media help us to stay close. When I call using face time, I can see her. I don't usually see my relatives either, but we can use video calls. So, I don't miss them as much. We feel close. It's a good way to replace the time apart.

I feel a lot of love all the time. It doesn't matter how close or far we are apart, we love and worry just the same. Social media helps us to remain close.

11. Khunthong Arivatanapongse

I'm the grandchild of the family. We usually see each other after 8 pm and usually contact each other no less than five times a day. I studied music and now teach. I take care of my monthly phone costs of about 400 baht per month. I earn about 10,000 baht a month and get some more from my family. I use social with my grandmother. She'll usually call me using LINE during the day. I'll try to talk to her

when I'm free. Sometimes, she'll call, but I won't know or am not free as I'm teaching. Then, when free I'll call her back.

Then, when I get home, whatever the time, I'll call and talk about what I've been doing. When I go to teach, my grandmother is home alone. So, we use social media. When I'm free I'll make a video call to her using LINE. Some days, I work very late and then there's traffic, so I'll send a message on social media.

When it comes to teaching on social media, my grandmother will tell me not to come home late cause sometimes I do work very late. Mostly, I send photographs, audio clips or pictures. I'll ask is my grandmother wants anything or tell her what I'm going to do and hear what she has to say. I'll ask her opinion about things, like I'll send a picture of some food. Then, I'll ask if she likes it and wants me to get some. She'll tell me she cannot eat it. Doctor won't allow it. We converse about what we like and don't like and can then make a decisions right then.

I don't talk about my emotions much on social media. That I'll do face to face. ON social media, I'll just talk about normal things. I don't express love or concern. If I do, I'll send a sticker. On occasions like birthdays, I'll send stickers. We'll go make merit together and upload pictures on Facebook. When it comes to expressing love, I don't do it on LINE. We can chat on LINE. Social media is OK.

As far as a plan for the home, we don't have one. We can contact each other at any time. A problem we face is that my grandmother's sight is not very good. It can be hard to text. So, texts are short. I've taught her how to record a voice message and send it. She can also make a video call. And I'll help her load new stickers. She can also talk to friends and I've helped her load games and shown her how to play. I, myself, think social media helps save time and costs because most place I go have Wi-Fi.

Generation X Interviews

12. Aruni Chankul

I live with my husband, two children and niece. Her mother is 22. My two sons are 18 and 20. So, I'm a mother, niece and and child as well as a wife. Our income is 20,000 baht a month.

We usually live together Monday. My husband has Monday off as well. We have a family LINE group. Relatives in the provinces also belong. I talk about being a mother and tease the others. Mostly, everyone talks about their lives, like telling when one of us takes our mother to the doctor and showing a picture. Everyone will join and tell what they think, or my younger sister will tell what she has bought, the children about taking an exam. We let everyone know. It helps make us closer.

If I talk about something with my husband, which is usually about finances, like asking if he has paid a bill, or telling him not to forget something important, or making a decision, we don't end up having a misunderstanding. It's like we both understand.

As far as teaching or caring for the children using social media, whenever I think of something, I'll tell them right then because I'm afraid I'll forget. Whenever they are free, they can read my messages. Usually, I'll talk about friends or girlfriends or about daily life. Teens today seem to use Facebook to get something off their chest. I don't LINE them, but will warn them. I don't do this on social media. When it comes to expressing love or concern, I'll tell them directly. I don't use social media to do this. When I'm apart, I'll use LINE more, if I have a complaint. My younger one is the one who sets up our social media. He'll subscribe to Facebook and teach me how to use it, which keys to press and not, what will come up or not, how to send a link or copy something. I have become must better.

I'll use it every day when I want one of the kids to do something or tell what I think about something. I'll text or make a voice call using an application so I don't have to wait till we meet. Social media helps a lot as I don't have much time. I can express love and concern any time. It helps fill any gaps.

My husband will share news clips with me and then I'll send them to the kids when it's about a warning or to say good morning on Monday. That I don't send on.

My husband will LINE me every morning. That I don't send to my kids and they are young men now. I don't usually send a heart as a message or for an answer.

We don't really have any rules for this. My kids haven't set up a framework. I pay for our social media, which is about 700 baht a month for internet in the house. Outside the house, everyone takes care of it themselves, but there are always questions about this.

13. Nunthanit Srichamorn

I work from 9 am to 7.30 pm and our income is about 20,000 baht a month. I'm a wife and mother. My child is 5 years and 11 months. I'm from Bangkok. We're together in the morning when I get him ready for school and again at night. I use socially media with my husband and a lot. It's being about family business, our child, saving time and money. We talk about the smallest things. There's a lot we have to do to take care of our child. We talk about our income and costs. If I think of something, I'll use social media right then, like the teacher has asked us to come meet. I'll ask my husband to do something for the boy. Social media really helps.

As far as teaching, we'll do that face to face. Things that are personal, I won't send on social media because I don't want friends to know. My husband and I are friends on Facebook, but we are also adults and trust each other. I'll usually post things about health and taking care of my son. My husband will share information about his friends.

When I want something, I'll use social media, even the smallest things, when we can meet. Makes life easier and smoother. Then we know what the other wants and can make any necessary adjustments.

I like to use video calls. I can talk with my husband and see him and see our child. We also work on weekends, and my husband is with our son more. Then, I'll make a video call, send stickers or pictures or text. If I see something good and think of my husband, I'll send something, or if one of us is out at night, we'll message. Since my child can't yet type, he'll ask my husband to send a message.

We don't have any social media rules, except once we go to bed to shut off our phones. I'm the one who made this rule. I don't want any signals, as the boy is young. My husband is the one who takes care of the costs for social media.

When we have a misunderstanding, I'll send a sticker saying I don't understand. But if I'm angry, I think it's better to talk together. I like an organized home, and I'm very straightforward. When I use social media, I won't be as serious as I can be because I believe if there is something private, it shouldn't be posted.

To express love and concern, I'll send a message that I miss my husband, especially when he goes upcountry, and I'll ask when he'll be back and tell him to drive carefully. I won't type I love you, but send stickers. When it comes to being careful, like when there has been some bad news, my husband will tell me to watch out. Social media helps us save on phone costs. We can send a message when we don't need an immediate response.

14. Varinthorn Tharanititdet

I own my own business and earn about 80,000 baht a month. I have a BA, and live with my husband. We are always together. My husband is a freelance construction manager and is hired as a project consultant. Every morning, I get dress and go to work. I eat breakfast at the shop and go home at night.

My husband and I use LINE, Facebook and U-Tube. Mostly, we share things we see, like something about dharma we both are interested in. When it comes to our daily life, we'll tell the other to pick up something and so send a picture. We don't use it more than 5 times a day. If it is more than 5, when it comes to achieving an understanding and there just isn't enough details. Then, I've sent a long LINE text, like the last time it was about a party and what we need to get. My husband will LINE me and tell me what to prepare. If it's something big, we'll call to talk about it because I can then hear his tone of voice. This can help interpret what's being said because LINE doesn't have any limits.

The role of social media for us, let' supposed we're sitting and talking with a friend about what we think, and my husband is with us but doesn't agree, he'll leave. He' then send a message, like if we're talking about going somewhere, he'll tell me he doesn't want to go. So, he'll say not to agree because he can't talk about it now and he can't call. Instead, he'll go find out some information and then let me know. This is an advantage. Then, I'll tell my friend, I need to get more information first.

Speaking face to face isn't always the best thing. When we are talking, our emotions might build up and get in the way, like when we don't see eye to eye. Then, I can use LINE to send a sticker to ease things and not start an argument. I can send a sticker of a kiss. When we aren't together, we can take a few second to respond.

Social media does help make us closer.

When we are at home, we are close, but when apart, a call saying I miss you is nice. I'll get a good feeling. It's a small gift that doesn't cost much.

We make video calls as we like to see each other. We can hear tones and see gestures, which helps. Social media also helps if there is an emergency. Others might see it as a problem.

The only real control we have are about time. If I LINE and don't get a response, I'll call. If it's something important, I'll just call. The younger generation likes to LINE or send an email. They'll expect the other to see it and do what it says. But we need to get a confirmation. The gap between generations keeps growing. So, we need to keep adjusting. So if it is important, we'll call. My husband sometimes turns off the signal for LINE. We'll use it for little things, like I need fish sauce to make dinner. When people go shopping the don't look or can get annoyed by the interruption if it happens a lot. If there is a problem and I've sent a message on LINE, they may forget. It can also be the case that if it was a small problem, it's already been solved and I've started to do something else. Most of our disagreements are small, but when they add up, it can become something big and then it's difficult to communicate.

We don't usually have any problems with social media because we are usually together. My husband is better at it then me, but it does help in work.

When we are apart and cannot make the other understand, like I want a new table for the back of the house, I'll send a picture so my husband understands. This is a big help.

We also use it at home when we are in different parts of the house and are too lazy to go find the other, like asking, do you want to eat at 10?. He'll answer OK and come down then if he was upstairs.

We are always showing we care. I'll ask my husband if he has eaten and if so what, what time will he get home, or where he is on his trip, and he'll then tell me. He'll tell me to turn on the lights outside and ask if I've gone to be yet.

It also helps my husband in his work. He might need a picture for a seaside condo in Prachuab, I'll look for and then send him pictures and ask if they are OK. We are friends on Facebook and share comments. We sort know we can post, what the other likes or not and are both careful. We don't trust social media 100%. We're careful what we write and pictures we send because we know it's a public space. Basically, we understanding what's good for our family and how social media can help by keeping it simple, like asking if you want this sweet or not. That's what we can do when we're out and then bring home to have before sleep.

15. Chorfa Liemyu

Now, I'm the owner of a coffee shop and also sell clothes. I have a Bachelor degree. I also get money from my foreign husband. We've been married eight years. We don't live together because my husband is the GM of a hotel upcountry. He comes to visit once or twice a month. We usually use our phones to communicate over LINE not Facebook because he doesn't have the time.

LINE is very beneficial. When I wake up, I'll get a good morning message and I'll send back a sticker. He'll know I don't have much time in the morning. I'll send a clip of our cat and dog because he'll miss them. I'll talk about things at home, but not about things outside, excpt maybe about my work.

We'll warn each other about things. My husband will LINE me. If I go to a party, I'll send him pictures. He can imagine what it's like at the shops and tell me to stay safe. We have CCTV at home for protection. When I get home, he can see and then say hello. Social media lets us see each other and we can always be in touch. I never feel like I'm alone.

When we have a misunderstanding, I can send a sticker, like flowers, and we can apologize when we are apart. If this happens, I'll try to resolve it quickly because I don't think it's good to let things wait. Social media really helps in such cases. It can be fast and save time. If I see something funny, I'll take a picture and send it. We also have face time and I can make calls on LINE for free, but if it is something important

I'll call on the phone because LINE can cut out, the sound isn't always good. Sometimes, my husband has to go to a meeting abroad and then we'll Skype. We use a lot of different channels, whichever is the most convenient.

Social media is good so I don't feel very lonely. I know calling isn't the same, but it does help. Before we had it, we had to hurry to talk, to call and say what had to be said because the costs were high. Now, though, through social media, we have a lot of cannels. Social media also lets us express all kinds of our emotions. It lets our feeling flow. We can show it all. And best when we are feeling good. We can communicate and talk whenever.

We do have a use framework because when we are together, as a f'lang, he doesn't like us using social media. If we travel he understands that I like to take pictures to share. The same if it's for work. Still, I shouldn't do it too much. He knows I use it to see clothes. He's easy abut things. So, I shouldn't forget this. I also like to watch U-tube to learn things. I also use Pinterest to see things about design. I don't use it to just play. I do for the advantages it offers. My husband is Christian and so I'll use it to find information about Buddhism to share with him, and when he needs to go somewhere in a taxi or get something, I can help tell the driver or sales person.

16. Jiranun Singthuen

I work in sales for a private company and earn 18,000 baht a month. I'm a mother and have one 20-year-old daughter and one 18-year-old son. We are usually together in the evenings and on Sundays. I don't use social media more than five times a day. I use it often with my daughter. I use Facebook, LINE and Instagram when I see pictures or see something wherever When I'm driving, I'll share my location. It helps save.

I'll send stickers to my kids to say good morning and ask what they're doing. I'll tell them I love them and miss them. When I'm working, messages like these help give me more energy. Sometimes, I'll take a selfie so they'll know where I am and what I'm doing. I'll tell my daughter to look after my son because he drives a motorcycle, and if they are together, I want him to be extra careful.

My kids know that for work I do a lot of driving. Therefore, they'll make voice calls using an application so we can talk when we have to. I can follow them on Facebook. Often, they won't tell me things directly but post it. I can see what they're involved in. If I see something I don't like, like when one of them has a fight with their boyfriend or girlfriend and then the other posts something nasty in reply, I'll tell them not to respond because this is a public forum and it can affect us. I'll tell them to delete it and post something good. On Instagram, I'll post pictures I like. They can then see what I'm doing. We can all see what the others are doing.

I'll use social media to teach when I see a reason, something that isn't good. I can text on LINE and tell the kids that something isn't good and I don't like it and not to do it. Sometimes, I'll see quote and share it with them. If they share some new I don't think is good, I'll tell them not to share it because we don't know if it is true or not.

I give support through social media, like after my son has had a basketball game, he'll send pictures so I can see while I'm working. I'll send stickers to say how happy I am or maybe text. Then, when we're together, I'll tell him again. When my daughter succeeds at something, I'll congratulate her on social media. I'll post a picture. Without this, I'd have to wait to get home in the evening. Then, we might be in a different mood or feel tired, maybe even forget, which can the other if they think we thought it wasn't important.

We don't really have anything we can't say directly and so need social media, but we can use LINE to ask first, like my kid asking if they can go somewhere. At home, I don't use it. We'll talk to each other directly because I'm too lazy to write. I can use it to tell my kids I love them by texting or sending stickers or a selfie.

Social media can help maintain relations. For instance, I might have been a little too harsh when talking to one of the kids. So, I'll stop and once I've cooled down, I'll send a sticker and then ask them to talk. When they have answered, I'll know things are OK and I'll feel better. Usually, we fight because I'm worried, like my daughter driving a motorcycle. I might see some news and so send a clip so they'll see my concern. It also helps to express love in our family, like telling we miss each other. I already tell them both everyday how I love them.

I don't have any set times to for the kids to use social media. I just tell them to use good judgment. If they have school or work to do, I tell them not to use it Once they're done, OK. We all take care of our own costs. I pay for our Wi-Fi at home, but saving on costs is a small concern now because we don't need to make regular phone calls. I already have to pay for the internet for work. So, this helps us economize.

Social media today is a necessity because of travel and our time together is a lot less. Social media really helps in family communication as we can talk and contact one another. When we are together, we already know what's been going on. I know everyone is moving in the right direction and not doing anything wrong.

Social media helps us to express ourselves when we are apart, but not completely. It's still better when we are together. It helps us have more time together. My kids know I haven't forgotten them. We all feel closer, and if I get done with work at 5, and it will still take time till we're together, we don't need to wait till 7 or 8 o'clock.

17. Phatrati Thonsa

I'm a grandmother and live with my 10-year-old grandson. Usually we use social media to talk about trivial matters whenever we aren't together. We use both LINE and Facebook and text, send pictures and stickers. We also make voice and video calls and send links.

When I'm at work and think of something, I send him a text. I'll use it to teach him as I worry about him. I'll tell him he has to be responsible for himself and not to be lazy. I'll tell him he has to want to study and not to curse or be naughty because sometimes he watches U-tube or some clip and comes away with some bad words.

In the evenings, if he isn't yet home, I'll start to worry as he has to stay there alone. I'll make a video call when I'm in the car and we can talk and help him with his homework or tell him what to do.

During the week or weekends or holidays when we are not together, I'll use social media to hear what he is thinking so he can make decisions about something. On Saturdays, I'll ask where he plans to go. I'll ask what he'd like to eat. He might ask me if I can take him to a friend's house. If he asks to do something, I'll tell him yes or no and why.

I'm cautious about telling him I love him and worry about him directly. For that I use social media. If he is about to do something wrong, I'll try to send him a text to make him think first because I can't be with him around the clock. I'll text that I miss him. He'll have his own slang expressions to say the same thing.

Sometimes, we'll use social media so I can help him with his homework. He might need a picture for his work and so I'll search on Google and when I find something, send it to him.

I think social media helps a lot, especially living in Bangkok. I use social media to help take care of him. I think if I can use it to help him more than scold, it is already an advantage.

Baby Boomer Interviews

18. Kitthiphong (Alias)

I'm a retired civil servant, and I live with my daughter and 11-year old granddaughter. I have to look after my granddaughter as my daughter has to work. I take her and pick her up at school and watch her after school as well as feed. Usually, I use LINE and text and send pictures and stickers.

I usually teach my granddaughter directly, but will use LINE sometimes to warn my daughter because she is working and doesn't have a lot of free time. She gets home late and looks tired. She wants to relax and I don't want to bother her. She is a quiet person. I'll use social media to ask her things and chat regularly. Sometimes, her work takes her upcountry or she has a late meeting so I'll contact her with social media so she doesn't feel alone.

I use social media often when my granddaughter will send a text telling me she is getting out of school. She'll tell me where to get her and when. She'll tell me what activities she is doing. Social media makes things easier and we can understand each other better. Sometimes, my daughter will ask me to do something for her daughter. There's usually something every day. It helps me not to feel bored or lonely.

As far as expressing love and concern, I never miss doing it with my granddaughter using social media. I try to tell her directly as well. I know my

granddaughter can be moody. Sometimes, she can't be with her mom and so feel she isn't loved by her. So, I have to explain about this. I try to tell her all the time. On special occasions, like her birthday or when she has achieved something, I'll be sure to tell her how proud I am. Emoji are good for this. I do this all the time as well.

Social media is good when we can't be together and we can still talk so I can explain things and everyone understands. If she needs permission, I'll explain why or why not. For instance, she might ask me to go buy borax, and I'll tell her I can't as it's dangerous. She'll always ask first as maybe she knows I can be quite strict. If I don't give permission over LINE, she may text or call me and ask why. Social media does help us feel close if we use it right.

19. Phornpriya Yotprayurn

I live with my husband and a son who is now in his last year of college. He rents a room near the school. When he has to study late, he'll stay at the dorm. My daughter is married and works in Cholburi. She'll come back only on Saturdays.

Usually, we use LINE to communicate, but we have not set up a family group. We communicate every day. I'll ask my daughter where she is, if she has gone back to the condo yet, maybe three times a day, morning, afternoon and night. I know she doesn't have a hard job. We'll chat and I'll send stickers. She'll send me pictures. The pictures she does send I'll share with other members of the family. Usually, we say hello on the Buddha day.

My son uses social media to tell me things like he is not coming home and will stay at the dorm or is doing something with friends. He will also remind me if he asked me to do something. The days he does come home, he'll ask me to prepare dinner.

I also use social media to teach my kids. Sometimes, I use video calling. Other times, voice calls. I'll tell my son not to forget to bathe. If they LINE me to say they're tired. I'll tell them to take a warm shower and not to forget to pray. Sometimes I worry about my son too much. He'll respond sounding annoyed saying her knows. I'll them tell him to talk properly with me, that he can't talk like this to his friends or anyone. He has to control his feelings.

When we don't agree or are unhappy about something, my son can tell but might not know what to do. He'll later LINE me and ask how I am. I can't apologize directly, but social media can help with that. When I feel better, I can answer. When we know that something bothers another, we can avoid causing the same problem again.

I teach my kids to help and show concern for others and to share their joys and sorrows and not to be selfish. One has to be careful to keep friends.

I express my love and affection with my son and tell him I miss him. I send good wishes on every holiday, too, and never miss.

When it comes to costs, my husband takes care of that for the family, but I don't use it much at home. Problems I face are a weak signal, and I'm not very skilled because I'm not young. I need to ask my son how to do things. He'll teach me, but not all the time. I always have to ask and he can get annoyed.

Social media does have its advantages. It's a lot easier now to contact others. Before, we would have to wait to be together to talk. Sometimes, it can get late or we don't even meet or one of us goes to sleep first. Then, the next morning one of us leaves early. Now, we can talk and see each other whenever we want.

As far as caring for others. The others know my leg isn't good nor are my eyes. They will worry about me and ask if I've gone to the doctor. We can always help each other. My husband will send clips when at home or out and tell me to be careful. When I see a strange picture, I'll share it with the kids. They can always serve as an example.

20. Ladda Kongchaimongkol

I usually watch U-tube to learn about cooking and listen to dharma teachings. If I want to know something, I'll search on Google or U-tube. I'll use LINE to chat because it's cheap. My husband travel upcountry for work a lot. When he is abroad, we'll use We chat to talk as well as Skype. He can be away a week. So, if he has a problem, he can talk to me about it. The same as I can. Sometimes, it isn't convenient to answer, but then we can text what we want. We can ask how the other is doing. It's all so fast and easy. I can show when I'm concerned. It can help keep us close. It can

also help when we need to make a joint decision, ask an opinion or things about the family.

When my husband is home, we have different schedules so we'll talk using LINE. We'll ask where the other is and send stickers. I like to do that and pictures of feed in the evening to see if it's right. I don't usually make video calls because I know my husband is out is traveling or it just isn't convenient.

I'll send different clips, like warnings or about work, also on birthdays. If it is to teach something, we do that face to face or LINE a good saying. I'll ask if all is OK and when my husband will be home. I understand he could be busy and not answer.

I'll use Emoji or stickers to express surprise or love over LINE. To keep us close, I'll send pictures of cats that I know he likes.

Usually, my husband will tell me where he is or let me know he'll be home late. It helps us to feel closer. Before we had this kind of phone, we could only tell one another once. Now, we can always be telling where we are and what we're doing, what we've eaten. My husband call tells me what he's picking up. It helps a lot.

21. Vanchai Vaivong

I drive a taxi. I earn a little over 1000 baht a day. My daughter lives with her mother. I usually use LINE whenever I'm free during the day when I'm driving as I have Wi-Fi installed in my car. When the traffic is bad, I'll turn it on, usually with my daughter.

I drive all day, so I don't usually text anything long. In the afternoon, when I take a break, I can talk for a while.

When it comes to teaching, I'll send clips when I see something I think will be good for my daughter that a friend has shared, like if she has been mean or hit her mother. I'll send something and tell her to look after and speak politely with her mother.

When I go somewhere far, I'll share my location so my kid knows. She'll tell me to drive carefully. She'll send me content throughout the day so I know what she is doing and where she is. When she takes a taxi, she'll send me the registration and make of car. Sometimes, she'll call using an application, and we'll talk either by video or voice call. I'll tell her to look after herself and that I worry about her.

This kind of communication makes things a lot easier and more convenient. It also helps save a lot in costs compared to before. When I came to Bangkok to drive a taxi, a long-distance call was expensive. Now, I can talk a lot more with home.

When it comes to asking for things, my daughter won't usually ask directly, I'll check Facebook because teens never usually tell us everything. I'll see that she tells how she is feeling, how she felt tires after school, has a problem with a friend or is worried about school. I think it's good when she does this, so I can better understand her.

One thing good about LINE and Facebook is they let us make video calls when we aren't together. So, we feel like we are close. It helps lessen my worries because when I see she's OK. I'm contacting my daughter all the time. I use social media to let my daughter know I'm always thinking about her. Even though we don't live together, I still love my daughter. I know she likes using her mobile phone. She likes to talk and text on Facebook and Line. I try to respond quickly because she doesn't always answer her phone, but I know, her phone is always with her. I need to learn new developments, like now there are applications to call for taxis, which I'm learning about.

22. Col. Varocha Sutthiruk

I have two children; they're 40 and 39. We usually get together on Sundays. During the week, everyone is working.

I usually use LINE to talk to my children throughout the day because we're all working and I worry about them. We are telling each other where we are and what we're doing. We ask when each other thinks they'll get home. If there is something important, then I'll call using LINE. I know that during the day when they are working they have to focus on numbers. So, I won't call to disturb them. If there is something important in the evening and I know they don't have much time, I will try to get in touch and ask them. I'll check Facebook a couple of times a day, but will concentrate on LINE, sending clips, pictures and content. And I'll make voice calls as well.

When it comes to teaching them, I'll tell them not to waste their money and be patient. I'll tell them to think of more than just themselves when there are making a

purchase decision. Both of them are now adults and so can only teach them a little. I wouldn't think of asking what they are doing or telling them when to come home. I want to give them respect. They are 40. So, I'll check on Facebook and then know what they are up to and how they're feeling. I'll see the comments they make, often funny. That's better than complaining. That alleviates my concerns. This form of communication can replace the time together we lose.

I'll tell them how I'm feeling, like when I don't want to go to work or after work, how I don't want to do anything. I'll just go home then, if they are tired to just come home and I'll cook for them. They'll then tell me to go home and rest. Not to worry. I'll send a sticker and feel better.

On important occasions, like a birthday, I'll send my good wishes. I don't usually send a song, but do stickers or maybe a clip to show my concern. I'll usually send these to my children and then they'll respond.

As far as expressing love and concern and maintaining relations in the family, like them telling me they ill be home late and I'll ask if there's any problem. They'll say it's nothing. When they work late, I'll tell them if I can help, just let me know. I'll tell them to be careful when they drive and, if they have been drinking, to take a taxi or sleep at a friends. I text a lot about driving safely, not to become impatient or crazy as that can be dangerous. I also tell them to think before they spend. They respond by telling me not to think too much and take care of yourself. Make sure to see your doctor.

I'll text that I love them and send a heart, I'll also tell them when I'm with them. I don't see them moaning or complaining on social media. I'll see and hear it when we're together. I might LINE and say I'm angry with one of them. Tell them I don't want to talk to him. Then, they'll scold the other. If we talk directly and are upset, the other will as well. But this doesn't happen with social media. It is easier to accept the other party. Sometimes, they might have a disagreement and so turn to me to mediate. I won't want to speak directly and so use LINE. It could be something like one brother asking the other why he acts a certain way. Then, they'll communicate over LINE and then talk over a video call. Things. It will get resolved. I'll tell them not to think too much. It will get resolved. After a while, they'll understand the other.

23. Phanumpha Phornphiraphan

I'm a 65-year-old grandmother and live with a 13-year-old grandson. His mother works upcountry. I also have a son and daughter living at home.

Now, I do volunteer work. I make money investing with friends and can make 40-50,000 baht per month.

We're together in the evenings. Usually I use LINE to send stickers, pictures and video clips as many as 10 times a day, but that isn't as often as the children. I use it with my daughter who lives far away. We text each other also call via LINE. I'll LINE my grandchildren at night. I want to chat with them, but maybe they've already gone up to bed.

To teach, I will tell the child to read and then test them. He's a good boy and helps around the house. I'll ask if he has tutorial classes or what time he's going to get home. He goes to school before it gets light. The bus comes very early. I don't have time to say good morning. I do that using social media. Today, people are mostly out and say they'll be home late. Without social media, we wouldn't be able to show our love. I want him to know he has me and I love him. Sometimes, he'll pick things up from the people around him. Sometimes, I won't know how he thinks or feels. I'll want to send a good message so he'll feel good. I'll ask where he is. I'll try to show him love often. Stickers help with this. I think they can convey feelings. We already have a strong bond, and social media helps a lot compared to before. We don't have a lot of time, and social media helps she our concern during these short free times.

I don't express how I feel. I'll use it to remind me about things. I won't talk if I'm upset or not feeling well, but I will tell when I'm feeling good, like when I went abroad with friends, Then I'd use LINE, Skype and Facebook to talk. I'd tell him where I was and how I want to bring him here. I'll ask what he's been doing, if he's eaten. We can communicate and so feel close with the family. Now, most are out and until late. Without social media, we could stay connected.

Today, I think we must have social media for family communication. It's very important and we can't be without it. If I forget my phone, I have to hurry home to get it. If I forget my wallet, never mind. Everything is in my phone. It has everyone's number. Without this, I can't contact anyone. Social media replaces the time we are physically apart. It lets us feel like we are together.

BIOGRAPHY

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ACADEMIC	Bachelor of Arts, majoring in Mass Communication from
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