

**TRANSFORMATION OF NEWSPAPER JOURNALISTS
TO CIVIC JOURNALISTS IN THAILAND
IN CONVERGENT MEDIA AGE**

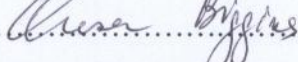
Suchat Sritama

**A Dissertation Submitted in Partial
Fulfillment of the Requirements for the Degree of
Doctor of Philosophy (Communication Arts and Innovation)
Graduate School of Communication Arts
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National Institute of Development Administration
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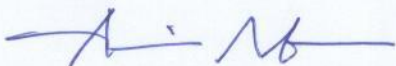
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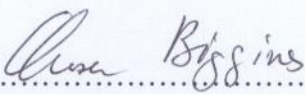
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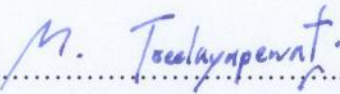
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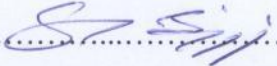
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ABSTRACT

Title of Dissertation	Transformation of Newspaper Journalists to Civic Journalists in Thailand in Convergent Media Age
Author	Mr. Suchat Sritama
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The research aimed to explain how Thai newspapers change themselves from traditional to convergent media, to compare roles of convergent journalists and traditional newspaper journalists, to explore how newspaper journalists transform themselves to civic journalists in convergent media age, and to propose an appropriate civic journalism model for newspapers in Thailand.

The researcher studied five reported news stories submitted for the best news organized by The Thai Journalists Association (TJA) or Thai Society of Environment Journalists (Thaisej). The five case studies were the Gobbling of Land in Khao Phaeng by Krungthep Turakij Newspaper (2010), the Expose of Diploma Trade at Isan University by Matichon Newspaper (2011), the Fighting for Land at Tablan National Park by Thai Rath Newspaper (2011), Relief of Mae Wang - The River of Life in Lampang by Lanna Post Newspaper (Lampang) (2013), and Wat Saket Temple Abbot's Scandal over unusual wealth by Daily News Newspaper (2014).

The researcher collected data and information by analyzing of texts, conducting in-depth interview with key informants; newspaper executives, news editors, chief news, and journalists who covered news, on-site observation, and interviewed with academic scholars and veteran journalists in Thailand and overseas. Using qualitative research, the researcher analyzed the results and discussion through a "descriptive" method.

Key findings were 1) Traditional newspapers have integrated with new media to become convergent media in order to differentiate their contents from alternative media as well as to maintain readers. 2) Newspaper journalists have adopted themselves to become convergent journalists and changed their routine working and personal traits in response the change of media landscape. 3) Newspaper journalists transformed themselves to civic journalists, meaning that they played greater role as civilians in raising problems and helping community solve problems. 4) A civic journalism model demonstrated that civic journalists worked closer with citizens and focused more on investigative and interpretative news on public problems and applicable journalism proficiencies.

The findings explained that civic journalism remained important and would continue be mandatory for Thai society in current overload information and convergent media age. In the Thai context, citizen reporters delivered professional journalists more volume of first-hand information, news hint, and raised public agenda compared to pre-convergent age as that journalist were about to report issues when they received an assignment from editorial. Many civic journalists worked with people through crowd sourcing and led community members to solve their problems. Civic journalists in overseas often raise community issues ahead of citizen.

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TABLE OF CONTENTS

	Page
ABSTRACT	iii
ACKNOWLEDGEMENTS	v
TABLE OF CONTENTS	vi
LIST OF TABLES	ix
LIST OF FIGURES	xi
CHAPTER 1 INTRODUCTION	1
1.1 Introduction	1
1.2 Civic Journalist	5
1.3 Citizen Reporter	8
1.4 The Successful of “Ohmynews”	11
1.5 Investigative News Report	15
1.6 Civic Journalism Development in Thailand	19
1.7 Civic Journalism in Thai Media	22
1.8 Thailand’s Media Landscape	30
1.9 Comparison Traditional and Convergent Newsroom	33
1.10 Rationale and Justification of the Research	38
1.11 Research Questions	39
1.12 Research Objectives	40
1.13 Operational Definition	40
CHAPTER 2 THE REVIEW OF LITERATURE	44
2.1 Civic Journalism	44
2.2 Citizen Journalism	56
2.3 Convergent Media	66
2.4 Convergent Journalism	77
2.5 Data Journalism	83

2.6 Engagement Journalism	90
2.7 Advocacy Journalism	93
2.8 Civic Journalism in Convergent Media	99
2.9 Knowledge Gap	110
2.10 Conceptual Framework	111
CHAPTER 3 RESEARCH METHOD	114
3.1 Research Questions	114
3.2 Case Studies	115
3.3 Population	116
3.4 Research Stage and Data Collection	118
3.5 Data Analysis	119
CHAPTER 4 DEBATES ON THE TRANSFORMATION OF NEWSPAPER JOURNALISTS TO CIVIC JOURNALIST	121
4.1 Debates on How Thai Newspapers Changed Themselves from Traditional Media to Convergent Media	122
4.2 Debates on What are New Roles of Convergent Journalists Compared to Traditional Journalists	135
4.3 Debates on How Newspaper Journalists Transformed Themselves to Civic Journalists in Convergent Media Age	146
4.4 An Appropriate Proposed Civic journalism Model for Newspapers in Thailand	162
4.5 Debates on Academic Scholara and Veteran Journalists Aspect Toward Civic Journalism	167
4.6 Civic Journalism Workflow Process in Thailand	179
4.7 An Appropriate Proposed Civic Journalism Model Thailand	180
CHAPTER 5 CONCLUSION, DISCUSSION AND SUGGESTIONS	184
5.1 Conclusion on How Thai Newspapers Changed to Convergent Media	185
5.2 Conclusion on New Roles of Convergent Journalists Compare to Traditional Journalists	187
5.3 Conclusion on How Newspaper Journalists Transformed Themselves to Civic Journalists in Convergent Media Age	188

5.4 Conclusion on Academic Scholars and Veteran Journalists	191
Views on Civic Journalism	
5.5 An Appropriate Proposed Civic Journalism Model for	192
Newspapers in Thailand	
5.6 Discussion	193
5.7 Recommendations	196
5.8 Suggestions for Future Research	197
BIBLIOGRAPHY	198
APPENDICES	210
Appendix A Five Case Studies	211
Appendix B In-Depth Interview Key Informants, Academic Scholars,	242
Veteran Journalists	
BIOGRAPHY	245

LIST OF TABLES

Tables	Page
2.1 Summary of Review of Literature: Civic Journalism Theories	47
2.2 Summary of Review of Literature: International Studies on Civic Journalism	51
2.3 Summary of Review of Literature: Thailand Studies on Civic Journalism	56
2.4 Summary of Review of Literature: Citizen Journalism Theories	58
2.5 Summary of Review of Literature: International Studies on Citizen Journalism	61
2.6 Summary of Review of Literature: Thailand Studies on Citizen Journalism	65
2.7 Summary of Review of Literature: Convergent Media Theories	69
2.8 Summary of Review of Literature: International Studies on Convergence Media	73
2.9 Summary of Review of Literature: Thailand Studies on Convergence Media	76
2.10 Summary of Review of Literature: Convergent Journalism Theories	78
2.11 Summary of Review of Literature: International Studies on Convergent Journalism	80
2.12 Summary of Review of Literature: Thailand Studies on Convergent Journalism	82
2.13 Summary of Review of Literature: Data Journalism Theories	84
2.14 Summary of Review of Literature: International Studies on Data Journalism	87
2.15 Summary of Review of Literature: International Studies on Data Journalism	89
2.16 Summary of Review of Literature: Engagement Journalism Theories	90

2.17 Summary of Review of Literature: International Studies on Engagement Journalism	92
2.18 Summary of Review of Literature: Thailand Studies on Engagement Journalism	93
2.19 Summary of Review of Literature: Advocacy Journalism Theories	94
2.20 Summary of Review of Literature: International Studies on Advocacy Journalism	95
2.21 Summary of Review of Literature: Thailand Studies on Advocacy Journalism	99
2.22 Summary of Review of Literature: Civic Journalism in Convergent Media Theories	102
2.23 Summary of Review of Literature: International Studies on Civic Journalism in Convergence Media	104
2.24 Summary of Review of Literature: Thailand Studies on Civic Journalism in Convergent Media	109
4.1 Comparison Traditional Media's Structure and Working Process and Convergent Media Structure and Working Process	127
4.2 Comparison Roles of Journalist at Traditional Media and New Roles of Convergent Journalist	141
4.3 The Process of Transformation of Newspaper Journalists to Civic Journalists in Thailand in Convergent Media	181

LIST OF FIGURES

Figures	Page
1.1 Investigative Report Process at Helpmeinvestigate.com	16
1.2 Investigative Report Process in United States of America	18
1.3 The Structure of Isranews Agency	23
1.4 It Show Organization Structure of Deep South Watch	27
1.5 Traditional Newsroom Chart	34
1.6 Convergent Newsroom Chart	37
4.1 A Civic Journalism Model Constructed Base on Study from Krungthep Turakij Newspaper	162
4.2 A Civic Journalism Model Constructed Base on Study from Matichon Newspaper	164
4.3 A Civic Journalism Model Constructed Base on Study from Thai Rath Newspaper	165
4.4 A Civic Journalism Model Constructed Base on Study from Lanna Post Newspaper	166
4.5 A Civic Journalism Model Based a Study from Daily News Newspaper	167
4.6 A Citizen and Journalist Working Process in Convergent Media	180
4.7 Transformation of Newspaper Journalists to Civic Journalists in Thailand in Convergent Media Age	182

CHAPTER 1

INTRODUCTION

Chapter 1 provides an introduction of the research entitled “Transformation of Newspaper Journalists to Civic Journalists in Thailand in Convergent Media Age”. Key concepts in this part are civic journalism, citizen reporter, investigative news report, civic journalism development in Thailand, civic journalism in Thai media, Thailand media landscape and development, convergent newsrooms at Thai newspapers, rationale and justification of the research, research questions, research objective, and operational definitions.

1.1 Introduction

West's Encyclopedia of American Law (2005) revealed that the Internet was first invented in the United States of America in the 1960s. It grew rapidly in use the Western countries in the mid-1990s and in the developing world in the late 1990s. Internet has been completely changed media and communication landscape globally as it was documented one of greatest revolutions. The great innovative communication technology has been spreading and replacing some human's traditional communication tools especially telegraph, fix-telephone line and letter. Fjermestad, Passerini, Patten, Bartolacci, and Ullman (2006) stated that the Internet also transformed traditional human's communication platform from written and analog into online and real time streaming communication. Then Internet is the key factor for the changing of prolonged communication from limited of time and space to “Anywhere anytime” and offers multiple channels ranging from one-way communication to interactive communication, from old platform to new device or mobile internet, and from limited audience to wider social network.

The emerging of this advance technology is integrating old and new media and transforming them into a new communication landscape called “Convergent Media

Communication". This is the most significance development in communication for human being in the 20th century. Convergent media is becoming preferred tool for today communication not for only individuals but also many news organizations. Major mainstream old media such as television, newspaper, radio, magazine, and other print media are transforming themselves with new media into convergent media that mean today traditional media able to providing contents, stories, photos and video files to their audience via new platforms such as internet, social media, and applications. In the meantime, many governments and business organizations well as educational institutions are shifting into new media age. They are shifting themselves to e-organizations, e-office, mobile office and paperless organizations. In modern society, new media creates new marketing initiatives based on consumer approach including Online Marketing Communication (OMC) and Integrated Marketing Communication (IMC), as well as Corporate Social Responsibility. (Camilleri, 2016)

Internet and new communication technology change people's characteristics from passive message receivers to active message user. The Internet and new media user can produce, share, exchange information each other through multiple channels. Millions of people around the world including Thailand already engaged with social media and online communication. The change of communication also shift notion of industrial, cultural, and social paradigms as it can encourage the Internet and new media users to seek of information by themselves instead of receiving information and message from traditional media as happened in the past-prior the Internet era. In other words, convergent media user can interact with another people at almost real time.

New media is enabling the Internet user all over the world to have more freedom to surf on-demand contents and information than before. When a dotcom became popularity in the 1990s, it drew attention from individuals, news organizations and journalists from over the world particularly in the sense of communication revolution and the news report platforms. New media and convergent media are expected to continue in development and that will be changing another wave of revolution of media landscape. Convergent media, in reality, is more than just a shifting of communication and platform but it involves in other sector such as government, service e industries, technological change, audience and personal traits, social change, and business and market aspect.

World Economic Forum (2015) reported that in developed countries such as United States of America, Europe, Japan, Australia and Japan, new media platform continued in developing thanks to great telecommunication infrastructure and information communication technology (ITC) plans. For developing countries like Thailand whereas in fact has entered into the Internet age more than 40 years followed by convergent media 10 years ago as we can see that some online operators involved shopping, movie, virtual game and entertainment, and social network began using new media to reach customers. In last decade, some of social networks became quite popular such as Hi5, MySpace, Facebook, and Twitter. Today favorite's social network and applications in Thailand includes Facebook, Line, and Instagram.

In Thailand, numbers of social media user especially Facebook and Line have been dramatically increasing over a past decade. These new media platform offer some great tools for people to connect and communicate each other easier, faster, and much more efficiency. Every people able to produces and shares their contents and information to their virtual friends at real time or designed time. (National Statistic Office, 2016). Therefore, communication via new media platform may not be successful if lack of key fundamentals especially communication technology, device, the Internet system and its signal, and user's capability.

The global aspect describes that active social media users will create their contents or other materials and often share them with other people. Social media users are heavily using new media particularly The Internet and personal devices for communication. The use of social media, however, depends on the Internet quality and telecommunication infrastructure in each area or country.

The emerging of new media and communication technology in Thailand has been fostering traditional mainstream media particularly newspapers to integrate themselves with new media into convergent newspaper or in other word called convergent media. In the meantime, all major newspapers and publications in the country also integrated with new media so they can provide news and contents via both print version and online version. As result, newspaper journalists are required to adapt themselves from typical routine working to convergent journalists. They are required to improve their capabilities and skills on new media and social media use, from non-active person to be multiple-taking-skill person, from officer to mobile

reporter, from specialist to generalist, and from general report to the more focus and in-depth or investigative report.

Currently, newspapers, media organizations and journalist are also rethinking of a new approach of news filing and reporting regarding to the change of media landscape and audience behavior. Newspaper journalists at major newspaper have been transforming themselves to act as civilian and citizen of which known as public journalist or civic journalists in order to provide in-depth information and stories may unable to find in other media.

Cambridge explains that journalist is a person who writes news stories for a newspaper or magazine or broadcasts them on radio or television. Oxford cites that journalist is a person who writes for newspaper or magazine or prepares news or broadcast on radio or television.

Rosen J. (1997, pp. 17-18) states that one of first principles of public journalist is person who draws people into public life and gives them space to process and engage in political issue. Public journalist should not be and do public relations jobs, instead, they must always guard against degenerating into either self-promotion or civic boosterish with focusing on serious problems. Public journalism should not fix on the name but on the aim. Civic journalism is known as community journalism that not only informs the public, but it also works towards engaging citizens and creating public debate. The civic journalism's obligation is helping empower a community or it can help disable it.

Conclusion

The development of communication technology infrastructure particularly the Internet and mobile devices have been playing a great role in the changing of human's communication platform. Internet and World Wide Web foster people living at all corners of the world can connect, share, and exchange their information easier and much faster in prior digital age. The Internet and online are becoming one of most effective tools for communication. In the meantime, traditional media organizations including newspapers and newspaperman are entering into this great revolution-convergent media. Yet current convergent media is transforming newspaper journalists to civic journalists or public journalist in many countries including

Thailand in order to maintain readers and differentiate news stories that readers may not find in social media.

1.2 Civic Journalist

This part will provide key concept of civic journalist, which is one of mandatory elements in the research. The researcher will describe the importance of civic journalists and the implementation of such in developed countries particularly in United States of America where newspapers and other news organizations have been practicing for many years.

According to international online information site, Wikipedia (n.d.b), journalist refers to person who being work as gatekeeper and responsible for distribution of information to a large group of people. The concept of civic journalists or community journalist may refer to person who provides news and information to community's members. Civic journalists usually not reports immediate or urgent issue except vital event, but mainly focus on big problems or what residents concerned regarding to their life and future living. Sometimes they play roles in response government's policies endorsement or leader's decision toward community. Civic journalists can lead people to solve social problem and mobilize social for better living. In many cases, civic journalists are doing what the conscientious citizen do by giving the time and resources to perform it. They also can establish group and share thought and idea with other citizens to deal with issue or prepare some propose and plans.

Civic journalism in another word is an effort to reach out to the public more aggressively in the reporting process, to listen to how citizens frame their problems and what citizens and seeking of solution. Citizen and civic journalists will have work and provide information for news report. Civic journalism is the concept of practiced or trained workforce at newspapers or news organizations, radio and television stations, Wikipedia (n.d.b).

In the United States of America, or instance, many civic journalists have been playing investigative news that later lead to social change or sole problems. Civic journalist's primary principle should be toward citizens and their concerns that could

be involve safety issue, environment problem, crime, theft, economic and other social issues. Newspaper journalists who receive intensive training and start to act as civic journalist, they will have new roles in news filing and reporting. By this concept, they become citizen or member of community and they can inform neighbors to deal with common problems. In the meantime, they still have to develop and report issue or problem from same incident.

Civic journalism is about the making of connections between professional journalists and people in communities nearby or other places where journalist going for cover issues. The relationship between citizen and journalist is importance for journalism practice because when journalists plan to cover news and issues, they should realize and understand about culture and local norms. Citizen, in turn, may need to understand about journalist's job for efficient cooperation.

One of important notions of civic journalism is the ability to cross-traditional and new media. They should keen and utilize in many different platform and media in order to meet with current audience behavior that shift to consume news and event via personal device and online channel. Aside from being media crossing person, civic journalists will have to seek of information and data from search engine, social network as well as to talk with local residents so they have to be multi-skill in media use.

In United States of American, the public journalism has been studied by Tanni (2000), one of good examples of civic journalism site called the Wichita Eagle "People Project" in Kansas that was unveiled to engage citizen to help search solutions to deal problems being unsolved by the government. Some of topics have been pushed up right at the site are failure of quality of teaching at school, gangster and problem, political issues, and family's problem. In Florida, six newspapers teamed up with twelve NPR affiliates to create the Voices of Florida project, for joint coverage of statewide citizen concerns. The six newspapers have a combined circulation of 1.38 million. The St. Petersburg Times and Miami Herald took the lead on the project, eventually bringing in television affiliates in each city including an independent Spanish language station in Miami.

The New Orleans Times-Picayune spent six months to develop "Together Apart: The Myth of Race". The 166-page of broadsheet print chronicled race relations

in New Orleans from slavery to the present day. More than 6,500 people called a voice-mail box to comment on the series, which involved a biracial team of 20 newsroom staff working through their own views on race. The series focused on personal experience, historical context, and the divergent cultures of blacks and whites in New Orleans. The goal is to encourage "honest dialogue as a remedy to fear, mistrust and rage". According to the paper's editor and publisher, Editor Keith Woods "We're essentially talking about redefining the role of the newspaper not just in doing big projects, but in admitting that, especially in urban America, newspapers have power, and because of the power, responsibility".

In Madison, the Wisconsin State Journal launched a major effort, "City of Hope," to address the migration of low income, predominantly black, residents from Chicago and Milwaukee into the largely white state capital. Teams of reporters looked at crime and violence, employment, and deteriorating neighborhoods and education. Before each section was published, an editor Frank Denton chaired an open community meeting, asking leaders for action in response to the paper's findings. Wisconsin Public Television profiled one year in the life of an African American woman's move in 1-hour documentary, "My Promised Land: Bernice Cooper's Story" which was covered by the paper.

Jurgen Habermas argued toward journalism and public sphere that press freedom come from self-reflection. The freedom is supposed with the primary benefit to greater society, but it must begin with news professional who know forces are effect to them as citizen. The freedom can empower the information. At least in theory, the adoption of technology will allow professional journalist the greater self-impact.

Civic journalism is a large percentage of the Internet users who express deep distrust in online information. In other words, the audience is more diverse independent who, willing to receive and give opinion, less open to fact and even more insulting behind anonymity the web allows. Moreover, journalistic ability to report accuracy and give context of the event and unearth more facts remain useful and in demand. What has changed is that journalism must now co-exist with a growing of information players, ranging from social media to self-interest non-journalist voice, contributing a rapid of growing of news field. In current age, journalists always had

seen themselves as mediator between public issues and audience. Gatekeeper having rights to check, interpret, and deliver what people need to know. The role of media and social constructor of reality has largely accepted in academic and increasingly among more audience that is skeptical.

Conclusion

Internet and World Wide Web have transformed human's communication from prolonged traditional to online and social network. Individual and news organizations shift to e-office or convergent media, starting with United States of America. Many newspapers and media organizations there have been focusing on civic journalism for years. They often establish special projects to push cooperation between local people and journalists to solve social problems. Citizen and journalist can help each other to search of news story. American realizes how importance and meaning of what they report. Journalist and people are helping investigating and reporting issues regarding local problems. In current social media and online age, everyone can report, exchange, share their information and opinion with other people at all time. However, news reported by social media users may need verification and that is new task of professional journalist. Yet, journalism is remaining importance job in current overflow of news and information.

1.3 Citizen Reporter

This part provides key concept of citizen journalist, which is another key prerequisites elements in the research. The researcher will describe the emerging of citizen reporter plus how they act as citizen reporters. This trend can be seen in many countries from Western countries and some developing countries or in other word is global trend.

Citizen reporter may known in other words such as public reporter or participatory reporter or street reporter who is playing an active role in the process of collecting, reporting, analyzing, and disseminating news and information. Citizen is an alternative and activist that gathering and reporting stories that mainstream media may unable to report due to limited conditions or time limitation. A simple of definition of citizen can refer to "When the people formerly known as the audience

employs the press tools they have in their possession to inform one another”. The citizen journalism, however, should not be confused with community journalism or civic journalism, as latter groups are professional journalists who received journalism practical from news organizations. While citizen journalism, is specifically to a form of both citizen media and user-generated content (Rosen, 2015)

In current digital age, new media technology such as social networking, websites, smart phone and personal device have pave new fundamental to help citizen can act as journalist as they can produce and share information with people worldwide. Due to the availability of technology, citizens often can report breaking news even faster than traditional media reporters and mainstream media. Some of world events have been recognized by citizen included the Arab Spring, the Occupation Wall Street, the 2013 protests in Turkey, the 2010 Haiti earthquake, and the Euromaidan events in Ukraine.

Addressing the failures of citizen journalism, they are claimed unregulated, too subjective, amateurish, and haphazard in quality and coverage. As a form of alternative media, there are some challenges over professionalized and institutionalized practices of the mainstream media. There have been three elements critical to the rise of citizen journalism; open publishing, collaborative editing, and distributed content. Citizen is being explored via new media such as the use of mobile telephones. Mobile telephones have the potential to transform reporting mode as the devices can provides low-cost options for people to create news operations and mobile workplace.

Initially, discussions of public journalism focused on promoting journalism that was "for the people" Form the idea that every citizen can engage in acts of journalism has a long history in the United States of America. The contemporary citizen journalist movement emerged after journalists began to question the predictability of their coverage of events such as the 1988 U.S.'s Presidential election. Those journalists became part of the public, or civic, journalism movement, which sought to counter the erosion trust in the news media and the widespread disillusionment with politics and civic affairs.

With today's technology, the citizen journalist movement has found new life as the average person can capture news and distribute it globally. Papandrea (2007), a constitutional law professor at Boston College notes in her article, Citizen Journalism

and the Reporter's Privilege, in many ways the definition of "journalist" has now come full circle. When the First Amendment of the U.S. Constitution was endorsed "freedom of the press" was referred quite literally to the freedom to publish using a printing press, rather than the freedom of organized entities engaged in the publishing business.

During the 2004 U.S.'s presidential election, both the Democratic and Republican parties issued press credentials to citizen bloggers covering the convention, marking a new level of influence and credibility for nontraditional journalists. Some bloggers also began "Watchdogging" the work of conventional journalists, monitoring their work for biases and inaccuracy.

The trend of citizen journalism has been emerging through the glob and that encourage many people create their own blogs and provide critical issues and problems they face. Many people in current social media age some time use Facebook and other applications to raise social problem or complaints regarding to their community and life. Each of social media user, blogger, or sharing website contributes many issues. This trend can be seen in many countries including developing countries like Thailand.

Sheridan (2013) given that citizen need to violate, to shock, and to challenge the norm of traditional journalism, and as prominent of the vibrant democracy. People should encourage citizen to flourish in all shape and form. Potential citizen journalism serve to enrich on conversation by braking down the walls between public and press as public become the press.

In South Korea, OhmyNews became popular and commercially successful with the motto, "Every Citizen is a Reporter. The news agency established since 2000 with aims to get assistance from people and citizen for supplying news, information, photo, and other curtain material involves news and event. OnmyNews of citizen based agency, which now has contributors living over the world. It is one of most influential news agency in South Korea and as well one of most successful in citizen based news organizations in Asia. (Yeoul, Interviewed, October 23, 2015).

Conclusion

The inventing of communication technology especially internet, mobile the Internet and personal devices, and social media platforms have been encouraging

citizen and content-generate-users can reporter news and event through social media. They also able exchange news and information between virtual friends as well as with many other people. They can participate in news report via their own personal devices. This trend originated in Unites States of America and rapidly spread globally that can be seen in many countries. South Korea based “OhmyNews” gives the world a great successful of being the citizen-base news organization.

1.4 The Successful of “Ohmynews”

The researcher will provide key successful stories of civic and citizen journalism at OhmyNews, one of first citizen based news organizations in the world. Established in 2000, it is also claimed one of most successful in civic journalism in Asia. It is employing about 100 staffs in South Korea and in overseas. It has been reporting community issues and social problems as well as other critical events.

The researcher interviewed Lee (Interview, October 23, 2015) Editor in Chief of OhmyNews and several key staffs, obtained history of the site, the successful, how journalists and citizen investigate event, and some impact from reported news. Lee revealed that the news agency was established with a motto of "Every Citizen is a Reporter". Oh Yeon Ho founded the site on February 22, 2000. It is the first news website in South Korea to accept, edit and publish articles from its readers, in an open source style of news reporting. About 20 per cent of content contributed by its 80 staffs and majority of 80 per cent filled by freelance contributors who mostly ordinary citizens living in South Korea and in overseas. The site was influential in determining the outcome of the South Korean presidential election in 2002. After being elected, President Roh Moo Hyun granted his first interview to OhmyNews. Its international is an English language online newspaper that features "citizen reporter" articles written by contributors from all over the globe. However, the English version discontinued due to business reasons.

In its presentation, OhmyNews and Japanese firm Softbank on February 22, 2006, signed an investment contract valued at US\$11 million. In the same year, it started to build a Japan-based citizen participatory journalism site called OhmyNews Japan. On November 17, 2006, the newspaper ended the citizen-participation aspect

of the paper. The South Korean newspaper admitted that Japan unit had failed. In July 2008, all staff in Japan was dismissed, and by the end of August operation had ceased on the site.

In order to maintain its strength of being investigative news service and citizen-base, Japan cite opened a "citizen journalism school" to serve as a "collaborative knowledge center" for classes in journalism, digital cameras and photojournalism. It is located in Seoul in the refurbished building of an elementary school. The courses include journalism for print, radio and television. There is in-school lodging and dining capacity for 50 guests. It is reported that it was losing up to 700 million won yearly but the National Assembly in 2009 revealed that received 120 million won (approximately US\$100,000) for government advertising from February 2008 to July 2009.

Wikipedia reported that 20per cent of the total advertising and cooperation revenue came from Samsung- biggest business corporate of South Korea. Currently, aside from 80 staffs working at the head office on Seoul, about 20 staffs are deploying at 4-5 office located in big cities worldwide from the United States of America, Europe, and Asia. OhmyNews has already stopped its weekly report and now focusing on only online version. Daily news reports are set to be in online before 11.00 AM except urgent issues that will be uploaded on website upon news arrive.

According to Lee (Interview, October 23, 2015), "news filing process at it begins inviting people to submit their article or materials to the editorial team based on their interest. In many cases, people sometimes send their stories and photos to editorial for further investigation. Many of them can send almost complete stories for reporting. When the editorial receives information and news hints from citizen reporters, it will assign professional journalist to follow up the event by working with citizen who have provided first-hand data. In this regard, reporters of OhmyNews often work with more people and organizations involved the issue to compile information and develop news,"

One of underlined investigative news reported by co-working with citizen reporters was migration at Jeju Island during 2005-1006. The government at the time began to reform residency on the island. People and families have been asked to relocate their homes and been demanded to adopt their daily life to meet with new

regulations. In the regard, many local people experience troubles in uncomfortable conditions especially in the early days of settlement. In a curious to report how reality of lives and new community are going on, OhmyNews has sent some reporters to the island to witness how people living and suffering. When journalists arrives the place, they have formed relationship and teamed up with local people for compiling a story. When the story was published later, the island drew a large attention from the government and public over the problems and such troubles eventually been solved.

“OhmyNews made a big change for the island. Like many other cases, on the field reporter and citizen work together and team up with head office to provide real information for public,” said Lee said. (Interview, October 23, 2015)

In order to provide journalism training for general people who want to be citizen reporter, OhmyNews School provide intensive training ranging from one-day and two-day program depending on number of participant and training focus. It is providing some key techniques and methodologies for news reporting as well as how to collect information and evaluate that data before go developing news story. Many of trained reporters have later contributed their stories back to school and news desk. However, not all stories sending-in will be published as some issues may need further supportive information and data. In case needed more certain information, professional and citizen reporters will re-plan their working and return to community collect more data for news filing.

Yeoul (Interviewed, October 23, 2015) one of political journalists said the news agency has its own unique. It has own direction and management, provide training to people to understand about news report. It also discovered that many of them did better report compared to professional journalists. In some cases, it runs “live broadcast” if the issue considered importance and people should know it immediately. This news organization is differed from other mainstream TV stations in South Korea like KBS, EBS or SBS for live broadcasting. Instead of using many people at each of live broadcasting, OhmyNews normally use only one field-reporter and another one at office. The field journalist who is assigned to covers the event will act cameraman or photographer at the same time. He or she need to prepare all equipments and carry all items along before and after broadcasting. In the meantime, while event being shot, the supportive staff at the office will help monitoring screen and overall operating.

Therefore, civic journalists most likely be assured regarding to safety and security matter. They have to deal with all the risk by their own while on duty. Meanwhile, trained citizen reporters are dealing similar condition as they have to careful while they are going and covering issues outside. However, they will obtain assistance regarding to safety matter by sending supportive staffs to help cover the event if they ask for and remove field journalist or maybe switch with another team.

Currently, journalists and its citizen journalists are using new media and social media as key tools for news report. Both professional and citizen reporters collect information and first hand data from people in communities via social network and personal online channels. Most of them created their own online and social network channels and raised problems on the online channels to get some feedback from communities. Many of them go to place and get information by themselves, using their own smart phones and internet-connected devices. For investigative reports, some of civic journalists not prefer to post craze issue or event being witnessed by social members. Instead, they enter into community and work together with citizen to file new angle report. However, many some of them follow up reported news.

Over 15 years, it has been recognized one of the most influential news organizations in the South Korea. Many reports led to big changes while many problems have been solved. People be awaked over problems and impact. The most factors for the successful were claimed from dedication of citizen reporters, the use of information and data from people in communities, and the unique ways of filling and reporting.

Media experts cited that despite Korean media organizations have much freedom on news reporting, but it seems that most of news companies being controlled by Chaebol (Korean giant corporate companies) for some reports. Giant companies are not involving editorial's freedom directly, but going to hold shares at media organizations that mean journalist will not too much criticize its own investors and shareholders.

Another side of South Korea's media is that the crashing between media and people (who are appeared or mentioned in news report). Reporters are strongly urged to ask for permission from person before publishing or shooting their photos or their objects whether they are famous person or not, otherwise media may will get sue.

Korea's Press Arbitration Commission, which was established as the bridge to help negotiate conflict between media and people.

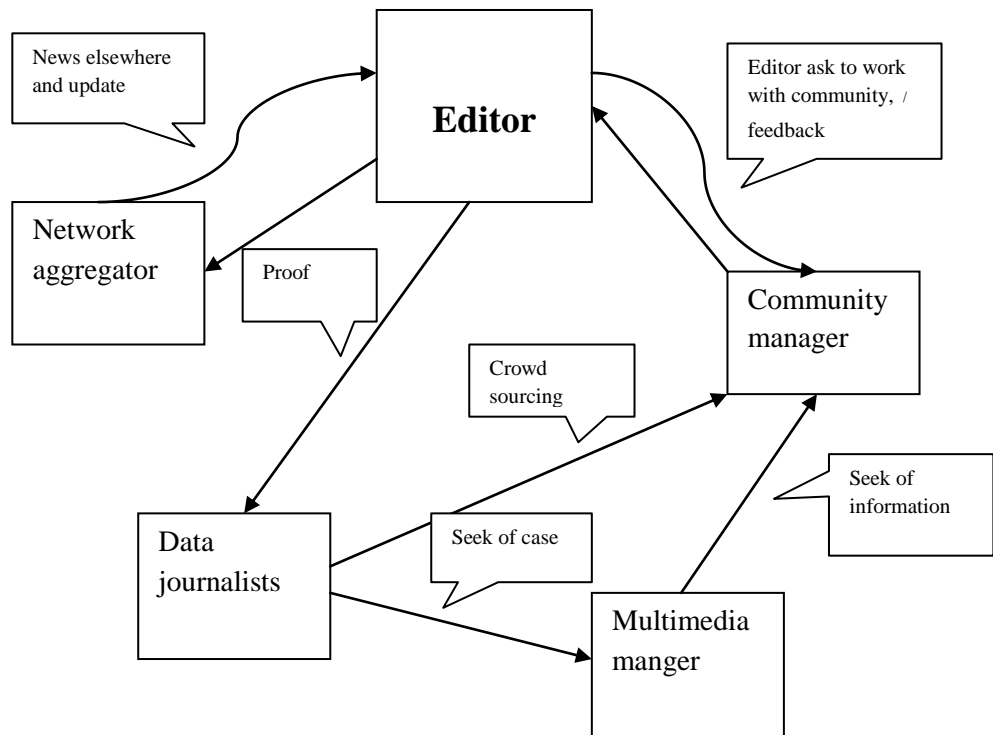
Conclusion

OhmyNews is one of world's first citizen-base news organizations. It provides investigative news mostly produced by citizen reporters. The site has been opening for public worldwide to send in story or deliver data and information for further report or for investigation. In many cases, citizen reporters and journalists have to join-forces in news filing. Journalists at OhmyNews, however, claimed they have not enough confidence in safety while covering news ad event outside.

1.5 Investigative News Report

This part will provide main concept of investigative news report. It focuses on a process of investigative report and how journalist deal with complicate issue or seek of answer before reporting or publishing. The researcher describes the importance of investigative journalist and provide example of investigative report in overseas where newspapers and other news organizations have been s practicing this notion for many years.

Bradshaw (2012), the founder the helpmeininvestigate.com website, which use new investigate techniques including crowd sourcing to help with the investigation. Bradshaw has suggested the model shown for the successful report in current online and the Internet age. In January 2013 Help Me Investigate worked with the Birmingham Mail to launch the UK's first regional newspaper data-blog



Figures 1.1 Investigative Report Process at Helpmeinvestigate.com

It shows working process at melpmeinvestigate.com. The editor is in the center and supervises the workflow. Community manager, multimedia journalists, data journalist, and network aggregator surround it. Each of unit will help and work together to collect data and information.

Investigative news reports can be referred a journalism is a process of finding, reporting and presenting news, which other people try to hide. It is very similar to standard news reporting, except that the people at the centre of the story will usually not help and may even try to stop doing journalist's job. The job of journalists is to let people know what is going on in the community, the society and the world around them. Journalists do this by finding facts and telling them to their readers or listeners. In much of their work, the facts are easy to find in such places as the courts and parliaments, disasters, public meetings, churches and sporting events. People are usually happy to provide journalists with news.

Throughout the world, though, there are still a lot of things happening which people want to keep secret. In most cases these are private things have no impact on

other people such as relations within a family or a bad report from school. These personal things can remain secret. In many other cases, governments, companies, organizations and individuals try to hide decisions or event, which affect other people. When a journalist tries to report on matters which somebody wants to keep secret, this is investigative journalism.

There are several reasons why societies need investigative journalism. Firstly, people have a right to know about the society in which they live. They have a right to know about decision, which may affect them, even if people in power want to keep them secret. Secondly, people in power whether in government, the world of commerce, or any other group in society can abuse that power. They can be corrupt, steal money, break laws and do all sorts of things that harm other people. They might just be incompetent and unable to do their job properly.

They will usually try to keep this knowledge secret. Journalists try to expose such abuse. Thirdly, journalists also have a duty to watch how well people in power perform their jobs, especially those who have been elected to public office. Journalists should constantly ask whether such people are keeping their election promises. Politicians and others who are not keeping their promises may try to hide the fact; journalists should try to expose it.

Newspapers and journalists always consider that journalists should be able to expose government's issues ranging from local councils to national parliaments and foreign governments. Sometimes politicians and public servants are actually corrupt and should be exposed and removed from office. Company's involves such as breaking of the law and keep secret or made a mistake or lost money should be unveiled. Criminal is another needed investigation.

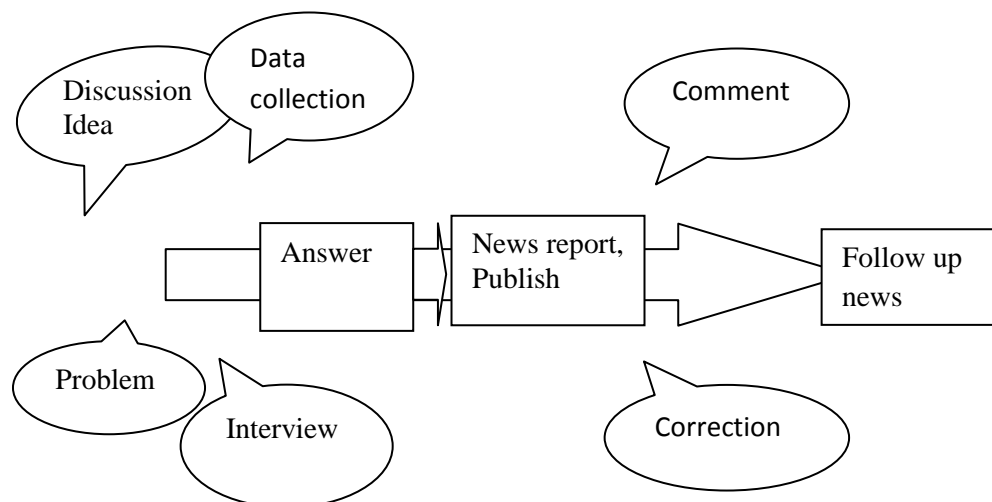
Investigative report is the idea of keep your eyes and ears open that mean journalist need to lookout for possible stories from anywhere and anytime. Sometimes people will give hint but journalist will follow up. Good investigative reporters do not let any possible story clues escape. They write them down because they might come in useful later. Listen to casual conversations and rumor, on the bus, in the street or in a club. Careless words give the first clues to something wrong, but never write a story based only on talk you have overheard or on rumor.

Good journalist should go and dig into hidden issue to get facts with real figures or related information. But they have to be careful because if they mistakes in

anything wrong or fake materials, they will face to get into jail. With this importance idea, journalist must provide evidence, which support to the facts. Evidence can be original or real documents, witness and objects. Keeping source confidential is another point of investigative reporting.

Jarvis pointed that investigative issue is a form that reporter explain to audience. It might be involve public interest including serious crimes, political corruption, or corporate wrongdoing. The process of investigative is being used in overseas mostly beginning with discussion about community issues or problems. Journalists and newspapers will then plan how to develop story, then go to seek of information by interviewing involve person.

When new published, journalist will have to monitor feedback or response from audience and involve person. Journalist usually report follow-up news to describe progress of the issue. New hint can be come from documents, files, contract person or news sources, vouchers, reports, and memoranda. Investigators also obtain information by interviewing witnesses, technical experts, and the subjects of investigations. The process is showing in following diagram.



Figures 1.2 Investigative Report Process in United States of America

It shows a process of investigative news reports and how newspaper journalists work with people in filing and reporting news. The process begins with

problem of which journalist witness or from assignment. They will discuss about the problem and how to develop story, then go to seek of information by interviewing involve person. When new published, journalist will have to monitor feedback or response from audience and involve person. Journalist usually report follow-up news to describe progress of the issue.

Conclusion

Investigative journalism is a process of sourcing and reporting story or problems people want to hide. Investigative journalism is a form that reporters conducting investigate public interest topic including crimes, political corruption, or corporate wrongdoing. Investigative process in overseas normally begin with discussion about the problem. Journalists and newspapers will then plan how to develop story, then go to seek of information by interviewing involve person. When new published, journalist will have to monitor feedback or response from audience and involve person.

1.6 Civic Journalism Development in Thailand

This part will explain a story of civic journalism development in Thailand based on document analysis and manuscripts of major newspapers in Thailand. Some parts obtained from experienced and veteran journalists on yesterday's studies and on-going of civic journalism.

Chavarong Limpathamapani, head of information center Thai Rath Newspaper and advisor to online-editor, is one of experienced journalists who spoke out more than 10 years ago, that newspaper must differentiate their contents from other media such as television and radio. Today newspaper must even diversify from online and social media. Furthermore, newspaper journalists in current globalization age are required to work with many citizens in the areas the cover news and issues in order to have more information for print media.

There was a group some journalist who has been pushing press to shift to focus on proactive reporting and look beyond daily report as they used to do in the past. Chavarong used to serve as president of Thai Journalists Association, president of Journalist Council of Thailand, secretary of National Newspaper Council, director of Isranews agency. He is teaching journalism at several universities.

According to his website www.chavarong.net Chavarong was featured in Image Magazine, volume 15 No.1 January 2002. In the coverage, Chavarong pointed that he would be a small cog to drive society in order to help improve people's quality of life and push journalist associations to have standard and enhance journalism ethic.

"Newspaper needs a lot of information and data. These materials will help newspaper to provide knowledge to society. I consume a lot of news everyday and realize that some news have not yet completed so it need further report,"

When he joint Thai Journalists Association, he has pushed more on press freedom and co-founded Southeast Asia Press Alliance or SEPA, vowing dedicate his career to improve society and reduce social problem along with pushing journalism ethic at local and regional scale. "Proactive working is my point," he mentioned in the magazine.

The Internet Today Magazine published in 1998, given some ideas accordingly to the period of transformation of traditional newspaper to digital newspaper, Chavarong revealed that more and more readers shifted to read news via online and new media. As of this trend, newspapers including Thai Rath began to develop their own websites to provide online news for Thai people living in overseas and serve "news on demand" in current the Internet age. Today newspaper journalists needed to adopt their working from daily report basis to provide more investigative or in-depth news because new media can delivery immediate stories so that newspapers required providing further movement, instead of informing same stories appeared on social media.

A study on "The role of social media and the changing of news reporting process" conducted by Sakulsri (2011) found that social media has increased its roles and importance among many industries including news organizations and reporters that have adopt social media tools to use in their reporting. Social media characteristic of speed, interactivity, and networking begun effected toward the way of news reports, news organizations, and reporters.

The research also found that Thai journalists have began to do crowd-source and implemented user-generated content, as well as build online community and promote work on social media. However, the depth side of story and community engagement is something journalists have to find the way to implement it more effectively. Nevertheless, the use of social media in news process has stimulated the

shifts within news reporting process in three aspects. First, ways of news gathering and more variety of source and information which help some journalists find different aspects of stories. Second, news is not come from newsrooms decision only but reporters can make their own decision to report directly from the field, which mean reporters have become gatekeepers of news as well as working with audience to help generate best stories. Last, relation between newsroom and audience has become more two-way communication and real time interactive, which stimulate the development process of participation journalism.

In 2015, top 20 most checked places on Facebook included Disney properties; Universal Studios; Times Square in New York; the Eiffel; Niagara Falls; Siam Paragon; Grand Canyon; Yosemite National Park; the Louvre; Central Park; Warner Bros Studio in London; Singapore's Gardens by the Bay and Marina Bay Sands. ; Ibirapuera Park; Hollywood Walk of Fame; Madison Square Park; Santa Monica Pier; Barcelona's Camp Nou; and Expo Milano 2015. In Thailand, the use of new media particularly Facebook, Line, and Intragram applications are very popular. According to Facebook, the lists were measured by how frequently a topic was mentioned in Facebook posts between January and December 2015, the posts were analyzed in an aggregated manner and then ranked to create a snapshot of the year on Facebook. (The Nation, 2015).

Bangkok's based English newspaper also pointed that international leading news agencies around the world such as US's CNN, and UK's BBC trialed citizen reporter projects (at the time), using the Internet as key platform for news gathering and reporting. Citizen can send video clip and file to news agencies. At the meant time, Yahoo and Youtube also invited people to send-in clips. Yahoo also began to work with Reuters to develop a new platform for citizen reporters known as <http://news.yahoo.com/you-witness>.

In this regards, people could provide real time information to newspapers and journalists. People are willing to help journalists for free of charge. However, news from citizen is about speed, not fully or completed story that mean journalists still need to work out about implication. The adoption of international news organizations shows that they are moving into civic journalism to beat with new media and online channel. In Thailand, civic journalism is in developing. Many newspapers and news

organizations have announced they would shift into convergent media as well as to focus more in people's approach.

Conclusion

One of veteran journalists, Chavarong Limpathamapani, has been lighted up to consider about civic journalism in Thailand more than 10 years. Today newspaper and journalists must diversify their contents from online and social media. Newspaper journalists in current globalization age are required to work with many citizens in the areas the cover news and issues in order to obtain in-depth information for print media.

1.7 Civic Journalism in Thai Media

In this part, it will provide the formation of civic journalism in Thailand in digital age; online platforms and television channels. There are five leading online news agencies namely Isranews, Thai Publica, Pracha Thai, Transbordernews, and Deep South Watch. There are also four television channels plus one mobile journalist namely Thai PBS, Channel 7, Nation Channel, Spring News, and a veteran TV journalist and documentary maker: Pipope Panitchpakdi.

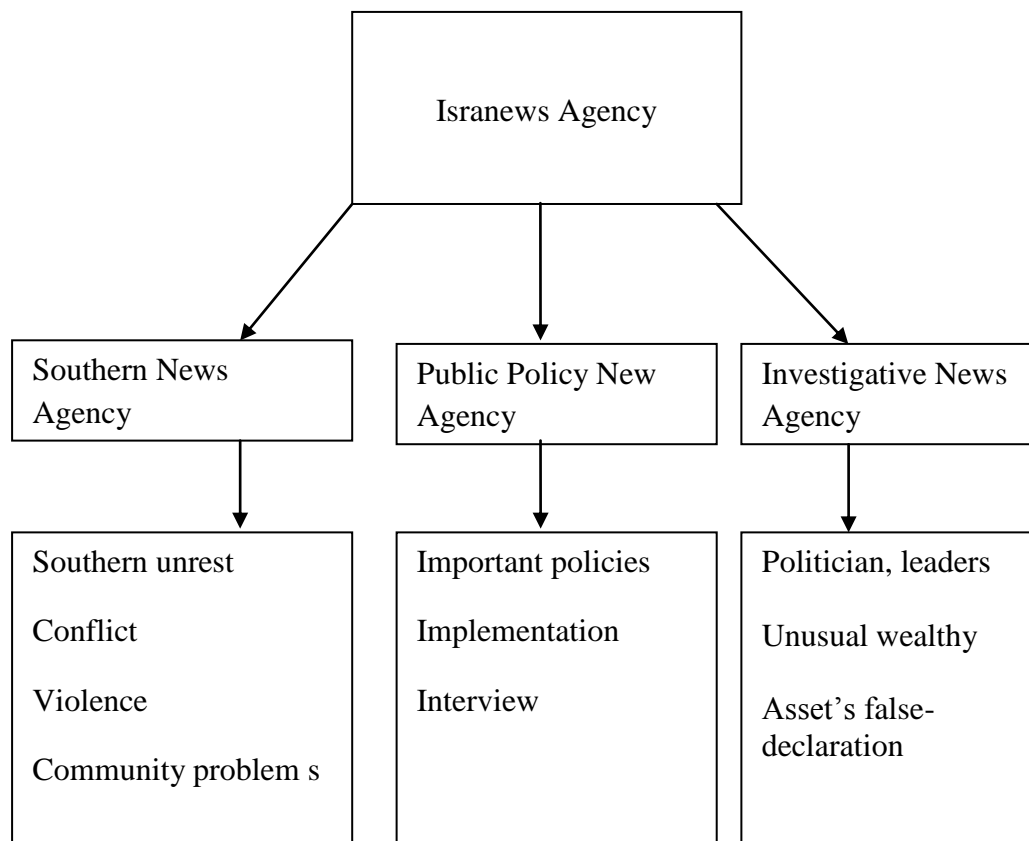
1.7.1 Civic Journalism at Online News Agencies

This part provides five online news agencies who are playing roles in civic journalism. Each of online news agencies focus their own focus and tactical of reporting. Structural and functional concept of some agencies will be shown in diagrams in order to give clearer picture.

1) Isranews Agency

The Isranews Agency was established by a group of journalist at Thai Journalists Association (TJA) in 2005, aimed to report news and issues the Southern part of Thailand during unrest period. During first 6 years of establishing, the news agency produced and reported regional news in print media, before extending the reports on website channel at www.isranews.org and began to cover communities and public policy issues.

Currently structure of Isranews Agency is focusing on 3 areas; Southern News Agency, Public Policy New Agency, and Investigative News Agency. Southern News Agency continues reporting unrest and conflict problem in southernmost provinces, providing statistic and damages cause of violence in the region, and offer problem solutions. English news version is also available. Public Policy New Agency is focusing important policies that expect to bring huge impact to people and communities. And Investigative News Agency is focusing on public figure persons and politicians or leader on unusual wealthy and asset's false-declaration.



Figures 1.3 The Structure of Isranews Agency

The structure of Isranews Agency, which is featuring of 3 main areas; Southern News Agency, Public Policy New Agency, and Investigative News Agency. Each area has its own focus. Southern News Agency focuses on issues in Southern

Thailand, Public Policy New Agency involves politic, and Investigative News Agency is for investigative report.

2) Thai Publica

According to www.thaipublica.org this news agency was established in 2011, formed by a group of experienced journalists. The new agency set to report investigative news via traditional and new platforms. There are 6 main different departments in this new organizations. The 6 departments are following

(1) Investigative news stories - focus on corporate and public governance, sustainable development

(2) Current issues - focus on issues being interested and discussed mostly involve politic, economic, social, and financial issue

(3) Colum - provide opinion from journalists and from audience

(4) Blog - provide special report, activities

(5) Infographic - present news or issues in graphic, picture

(6) People on news - provide movement of famous people

Thai Publica is invites pubic and people to donate or finance to support its operation.

Another similar investigative news agency has been set up in the same time of in Thi Publica is Thailand Information Center for Civic Rights and Investigative Journalism (TCIJ) which Suchada Chakpisut was the first director. However, this site is speculated not much successful compared Thai Publica and Isranews.

3) Pracha Thai

Pracha Thai is a freely online newspaper of which was established in 2011 by political members such as senators, Member of Parliament (MP), media, and academics. The organization initiated by a senator Giles Ji Ungpakorn. According to its website www.prachathai.org or www.prachathai.com it establishes with aim to be freely news agency, which should have full freedom of report covering small to big issues.

During a 3-month of formation, Pracha Thai teamed up with appointing 1 editor, 2 experienced writer, 3 new reporters, and 1 volunteer. They all began filing and reporting news before move to real working. The newspaper first registered as

private organization and later transformed to foundation. Pracha Thai benchmarked to report news and events based people's on rights to know in all areas of politics, social, economic, quality of life, and community issue. It has been seeking of truth and facts with journalism ethics basis along with providing problem solution for communities. Key objectives of the newspaper are following

(1) Support education at communities in terms of economic, social, political, law, civics' duty and function, science, technology, healthcare, and quality of life and social development.

(2) Support useful information and data to people in order to help them improve their life in democracy society.

(3) Support freedom and exchange idea among social members

(4) Accept and respect other's opinion with a same purpose of having peaceful

(5) Working with other organizations to bring benefit to society

(6) Support Monarchy Democracy system and not support financial to any politician or any party

4) Transbordernews

Transbordernews is a regional community based website, which is providing investigative news and civic journalism news. Most issue involved cross-border Thailand and Myanmar. www.transbordernews.in.th is the channel of reporting as well as data collecting and a gateway to work with people. It is also covering many big issues in Southeast Asia in Thai and English language.

For domestic issues, some of big issues are impact of a tidal wave tsunami that hit Thailand's Andaman coast 12 years ago, water management problems. In Myanmar, the first-time ever-general election in Myanmar and national reform is one of the focuses. Conflict between Myanmar and Thailand and Cambodia and Thailand are also big reports in Transbordernews. At regional scale, this news agency is interesting in current environment problems in Laos and minority group and its ethnography problems.

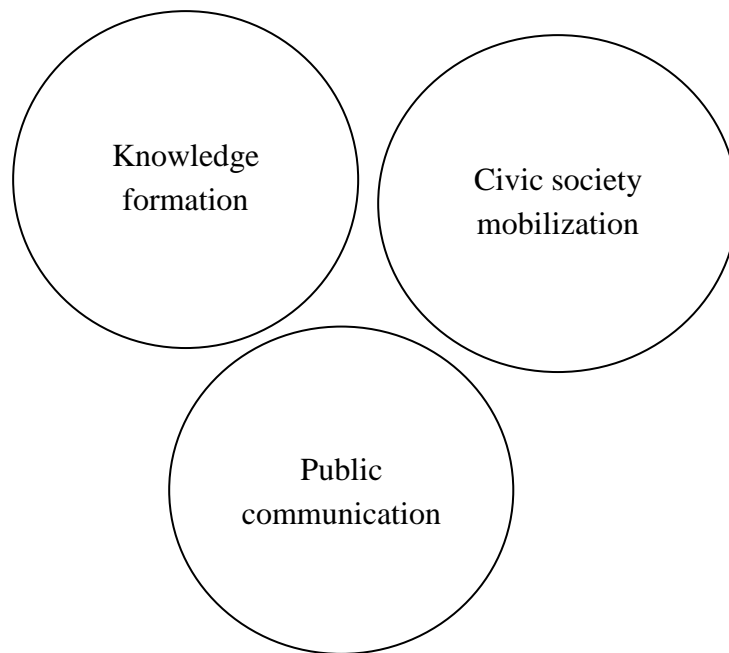
Furthermore, Transbordernews is offering "picture-story-telling" by inviting people to send-in photo taken by themselves or friends with a short description to editorial. The editorial will select picture, put caption on website, and

give credit to sender. Moreover, it also upload video clip received from audience. The website also shared English news and article from mainstream media such as The Nation and other foreign newspapers.

5) Deep South Watch

Information on a website www.deepsouthwatch.org reveals that Deep South Watch was established in 2006. It is a platform organization based at Prince of Songkla University Pattani Campus in southern Thailand, working as a lattice or decentralized network with an emphasis on creating a "common space" or "platform" in mobilization of peace in areas of violent conflict, in this case, the deep-south provinces of Thailand or Patani. Deep South Watch tries to create a facilitating political space for various parties in the conflict to present their diverse roles in a setting with adequate safety, while creating public discourse for all stakeholders to discuss and find an exit from the mentioned violent conflict through different practice-based instruments.

The aims of these practices are not only to create a realistic and comprehensive understanding of the conflict, but it is also expected that these practices will help to lessen the justification for use of violence from all parties to the conflict and create opportunities for negotiation without arms and coercion. In other words, the aim of Deep Watch is to use non-violent means to constructively transform the conflict. In order for the outcomes to be in the mentioned direction, Deep South Watch has planned its own action based on three modules as showing in below picture. The three modules are working together. It also has journalism school that offering journalism curriculum, training, and producing news.



Figures 1.4 It Shows Organization Structure of Deep South Watch

It is consisting of three modules or circles; circle of knowledge formation, civic mobilization and public communication. All the circle have intersected and created a join part in the middle, the intersection are news centric that Deep South Watch has set to play in news and stories report.

From the diagram, Module one (Public Communication Module), it emphasizes the creation of space and diverse channels of communication and build the communicative capacity of the local people and simultaneously build a communication network that reflects the voice, images, and perspectives from a diverse variety of people, particularly the voices from inside the conflict area. Meanwhile, Deep South Watch also connects the area to the national-level communication networks in order to persuade the people to understand the situation and support the way towards peace.

Module two (Knowledge Formation Module). It shows a process of understanding the situation and exit based on the knowledge and lessons gained from other conflicts through collection of data on the local situation, posing questions and conducting relevant research, creating academic collaboration between various institutions and organizations, and creating a public learning process through formation of study groups, think tank forums, workshops, and seminars.

Module three (Civil Society Mobilization Module) describes the process of supporting civil society organizations (CSOs) to mobilize a political space through collaborative networking and creating a "common space" that will facilitate political proposals based on the local people and enhance the power to negotiate with unarmed representatives on the basis of public interests.

When there is a tendency for the political struggle to become more intense and the limitations in the use of military force of the main parties to the conflict, it will be necessary for Deep South Watch to further expand its area of operations at both the global level and the local grassroots level. This is particularly true for practical that emphasize public communication that must be directed towards creating multi-track communication with more diverse channels, language, target group, content, and form or method of communication.

The aim of these practices is to create a "common space" that facilitates the conversation between people based on proper reasons and knowledge, and to gather all stakeholders in the conflict to engage in public discourse as much as possible in order to guarantee political resolution eventually results in conflict transformation. In the future, stakeholders' participation will provide interest of the local people, and the sustainability of the mentioned peace.

Conclusion

The five leading online news agencies demonstrate new roles of being civic journalism. Each of online news agencies designed structure and tactical of reporting. As everyone can produce content and deliver it through personal online or website, similarly as many mainstream media do. Most founders of the five news online used to work and journalists quit from newspapers to work by themselves or work with citizen on news making.

1.7.2 Civic Journalism on Television Channels

This part will provide four leading television channels and one popular mobile journalist who produces documentaries and trains journalism. All are playing roles in civic journalism. Each of channels have their own focus and tactical of reporting. Structural and functional concept at some agencies will be shown in diagram in order to give clearer picture.

1) Thai PBS, retrieved on January 8, 2016 from www.citizenthaipbs.net

Thai PBS is running civic journalism program called Citizen Reporter. Broadcasted issues are included the drought problem in Northeast region produced a citizen, Santipab Siriwattanapaiboon. Thai PBS also created regional program specifically to focus on regional issues.

A channel for the North is called The North Ongsa Nue, channel for the South called Lae Ta Lae Tai, and channel for the Northeast is Yoo Dee Mee Hang. Furthermore, Thai PBS creates its blog to provide cumulative contents for reader in 3 levels; outstanding blog, recommended blog, and latest blog. The channel also provides activities and event in communities nationwide.

2) Channel 7, retrieved on January 8, 2016 from http://news.ch7.com/ch7_column/

Channel 7 is running Column Number 7 the program which is claimed one of most viewed in investigative news channels. Channel 7 has been running many investigative news reports such as Politician involved corruption in Samut Prakarn province, and corruption in sport stadium in Suphanburi.

The program sends reporters and cameraman into targeted areas and work with local people to get news and video.

3) Nation TV, retrieved on January 8, 2016 from <http://www.nationtv.tv/main/program/kebtok-evening/378460265/>

Former known as Nation Channel, it is running Rawangpai Program or Beware of Dangerous. The channel says it is investigative documentary which produce with aim to warn people about un expected problem.

The channel has similar tricks as Thai PBS and Channel 7 do that is developing stories from co-working between people and reporters.

4) Spring News, retrieved on January 8, 2016 from <http://www.springnews.co.th/program/clip>

Spring News is running an investigative report known as Sueb Chak Clip or Investigation toward Surveillance Clip. A production department will choose video clips received from people outside and set a team to follow up the issues and develop it as a new report. In many cases, public can learn unseen stories that come from citizen reporter. Many stories are about accident, theft, and crime.

5) Pipope Panitchapakdi, phone interviewed on March 6, 2016

A television journalist, Pipope Panitchapakdi, is one of most recognized veteran Thai TV journalist and documentary maker as well as mobile journalists (MoJo). He is also media trainer. Produces offer many untold stories mostly in rural areas. He produces story by himself, using his own camera, and report them in his own channel.

Conclusion

The four leading television channels plus one solo journalist are playing roles in civic journalism. Each of channels created their own focus and specific tactical of reporting. Each of program focus on different angles such as crime, corruption, social and communities problems, educations, agriculture, political issues, environment, human rights issues, and crisis.

1.8 Thailand's Media Landscape

This part will show overall prospect of media landscape in Thailand, the development of media sector, and current situation. There will be also aspect of media convergent and adoption of media organizations toward advance technology.

National Statistic Office (2015) reported that Thailand has a total population of 65 million. Of the population number, more than 16 million of Thais owned personal computers at home. Moreover, 44 million use mobile phones and several millions use tablets. The successful of the latest concession on G4 in late 2015 is expected to enhance communication system and increase the use of multimedia and social media. The G4 technology is also expected the use of new media in Thailand to continue over years. Thai people are using more The Internet and new media for daily communication, business transaction and online purchasing, entertainment, studying and news consumption.

In this current digital age, many Thais are consuming news and information from social media especially individual and organization Facebook and twitters as well as journalists and citizen reporters. The statistic showed that more than 359,000 people are active twitter users in Thailand while Facebook ratio to population is claimed one of highest number in the world that mean more social network is

becoming more popular among Thai. As a result, numbers of newspaper reader and radio listeners in Thailand sharply dropped since 2009 when 26.3 million read newspaper. The number plunged to 24.4 in 2010 and 18.9 in 2011. While radio listener number also reported down from 807,008 in 2010 to 796,009 in 2011. The decline is expected to continue due to change of news consumption behavior in this digital age.

The National Press Council of Thailand and Thai Journalist Association (TJA) have revealed that at least four different groups of media in organization in the country namely radio, television, publication, and alternative or new media. For radio, government or privatized organizations own all the frequencies. Some of frequencies granted to private for operation while the government bodies operate the rest. More than 500 frequencies excluding community frequencies being operated that cover up to 98 per cent of territory.

For television, there are commercial free-to-air television or generally known as “free TV” and subscription television. In recent years, number of free TV doubled to more than 100 channels following the government granted concession for digital television. For publication, there are local general newspaper, English newspaper, business newspaper, and other publications such as weekly and monthly magazines. Publication sector continue facing decline as readers shift to consume news from new media. Alternation and new media is referred to new platforms that online and social media users upload and share their contents. Popular outlets included Facebook, Line, Intragram and Twitter.

Media landscape in Thailand is considered in the change period. Communication technology is transforming traditional platforms especially print newspapers and old style television digital to formulate with digital platform. In fact, Thai media industry already entered into media convergent age at early stage so that means more changing will be followed. Most of Thai media companies already lined up their new directions, from pro-long traditional to new ways accordingly base on new technology. Media organizations are moving in to new channels such as Facebook, Twitter, online, social network, and other digital forms. Moreover, new online platforms such as Line TV, music on demand application like Joox are becoming more popular among social media users.

Previous studies regarding role of newspaper reporter and television reports in overseas in media convergent age conclude that media shift their role from traditional reporter to become “civic journalist”. Civic Journalism is regarding to real journalist or newspaper reporter who tend to involve in social problems and act as one of community members and help solve problem or be part of social activist. Civic journalists appeared in television in Western countries such as in the United States of America and in Europe region. Civic journalism is spreading into many other countries around the world including Thailand and South Korea.

Asina Pornwasin and Sakulsri Srisarakham (2011) studied about media transformation from traditional to media convergent at key media organizations in Thailand; Nation Group, Daily News, and Manager Group. The researchers found that all media organizations were in early period of transformation. These players keen in printing for many decades and shifting to cope with digital age. The move is part of preparation for long-term growth as well as to remain in the market.

To individual, many people particularly travelers in around the world always surf the Internet and find out where to go, what to eat and where to stay prior traveling even for business purpose. Tourists usually make reservation in advance.

The Nation (2014) reported that many news cases in Thailand raised led by social media, rather than breaking news issues. But social media and online media often convey sensational news, while traditional media such as newspapers and television usually convey "hard news". So people need to bridge the gap or to synergies the strengths of both. The biggest challenge is how media organizations and journalists can adjust the way they do their work while keeping quality in the midst of a media landscape that seems chaotic.

Conclusion

Advanced communication technology demonstrates a dramatically changing a typical Thai media and community to a modern society compared to four decades prior The Internet arrived the country. Thai people in almost corners of the kingdom now able to access online or virtual communities. In the meantime, most of major media organizations converged their traditional platforms with new media into multimedia forms. Media organizations also revised their business strategies to deal with the changes-from a frame of old media to a media convergent era.

1.9 Comparison Traditional and Convergent Newsroom

In this part, it will provide comparison and differences of traditional newsroom and current convergent newsroom. The pictures will describe how traditional newsrooms work flow and how it different from convergent newsroom. Convergent newsroom is being applied at major newspapers in Thailand and in overseas.

1.9.1 Traditional Newsroom

This part will show traditional newsroom structure which has been using at editorial department at print publication for decades. A working process at old newsroom will be explained how reporter work in everyday; writes and report articles or stories, and coordinate with colleagues

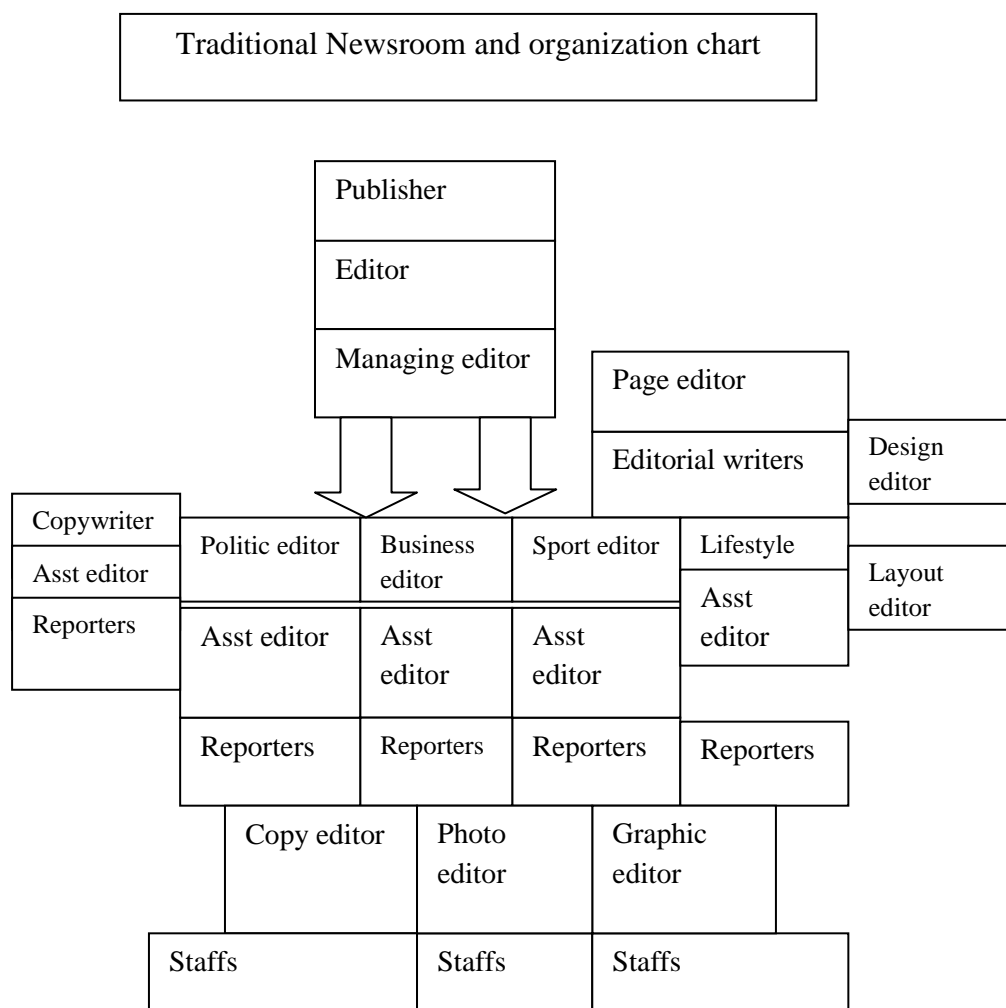
The editorial department or newsroom at newspaper is the center place where journalists or reporters, editors, producers, photographers, page designer, as well as involve persons to work together. This structure is similarly to editorial at television and other publications. Sometimes, newsroom has public relation, advertising team, marketing, and personnel department.

Newsroom in a print publication is the place that reporters sit at desks, gather information, and write articles or stories on personal computers or workstation. The story will be submitted to editor or person in charge for editing. Current newspaper reporters are using the inverted pyramid method-the new practice for news writing in the informative age-for writing their stories. However, some journalistic are writing other methods. Once editor finished editing, he or she will write a headline. At many newspapers, copy editor will work with editor and journalist and advise them to consider some change accordingly to apace and overall aspect.

In almost all newspaper newsrooms, editors customarily meet daily with the chief editor to discuss which stories will be placed on the front page, section front pages, and other pages. This is commonly called a "budget meeting" due to the fact that the main topic of the meeting is the budgeting or allocation of space in the next issue. Newsrooms often have an assignment desk where staffers monitor emergency scanners, answer telephone calls, faxes and e-mails from the public and reporters. The

assignment desk is also responsible for assigning reporters to stories or deciding what is covered and what is not. In many newsrooms, the assignment desk is raised a step or two above the rest of the newsroom, allowing staffers who work at the desk to see everyone in the newsroom.

One of traditional newsrooms chart, provided on the Internet through a website called <http://www.jprof.com/2013/08/21/newspaper-organizational-chart>, which shows a teamwork integrated system called the Maestro Concept that will help improve time management of the newsroom. This maestro system is a method to improve the presentation of stories to busy readers in today's media. Teamwork and collaboration bring a story to life from an initial idea by integrating reporting with photographs, design and information graphics.



Figures 1.5 Traditional Newsroom Chart

It shows structure of editorial department from top to down. Newspaper publisher take the top post, followed by editor, managing editor and difference desk editors. There are also supportive teams such as layout team, graphic, copywriter, and page design team.

Conclusion

Traditional newsroom is the top-down structure. Newspaper publisher takes the top post, followed down by editor, managing editor and difference desk editors. There are also supportive teams such as page laying-out team, graphic, copywriter, and page design team. In this newsroom, journalist will send story to editor for editing. The editor will work their process until complete all and send to print house.

1.9.2 Convergent Newsroom

This part will show convergent newsroom which has been using at many newspapers since the Internet and new media become more popular. Convergent newsroom is the new approach at editorial department newspapers. Convergent newsroom has been transformed from traditional newsrooms that also change journalist's work-flow as well as their life style and personal traits.

Convergent newsroom is the new concept of a newsroom in current digital era. Today professional journalists able to get together, mingle, share, and collaborate through multiple channels especially virtual online. This can be seen at large media organizations such as CNN and News Corp while WGN/Chicago Tribune has built their own convergent newsroom in 1990. The idea of a convergent newsroom is simple. It is breaking down the walls between print, TV, radio, and web, and create a hub where journalists able to access, share story, and use them via different time and platforms

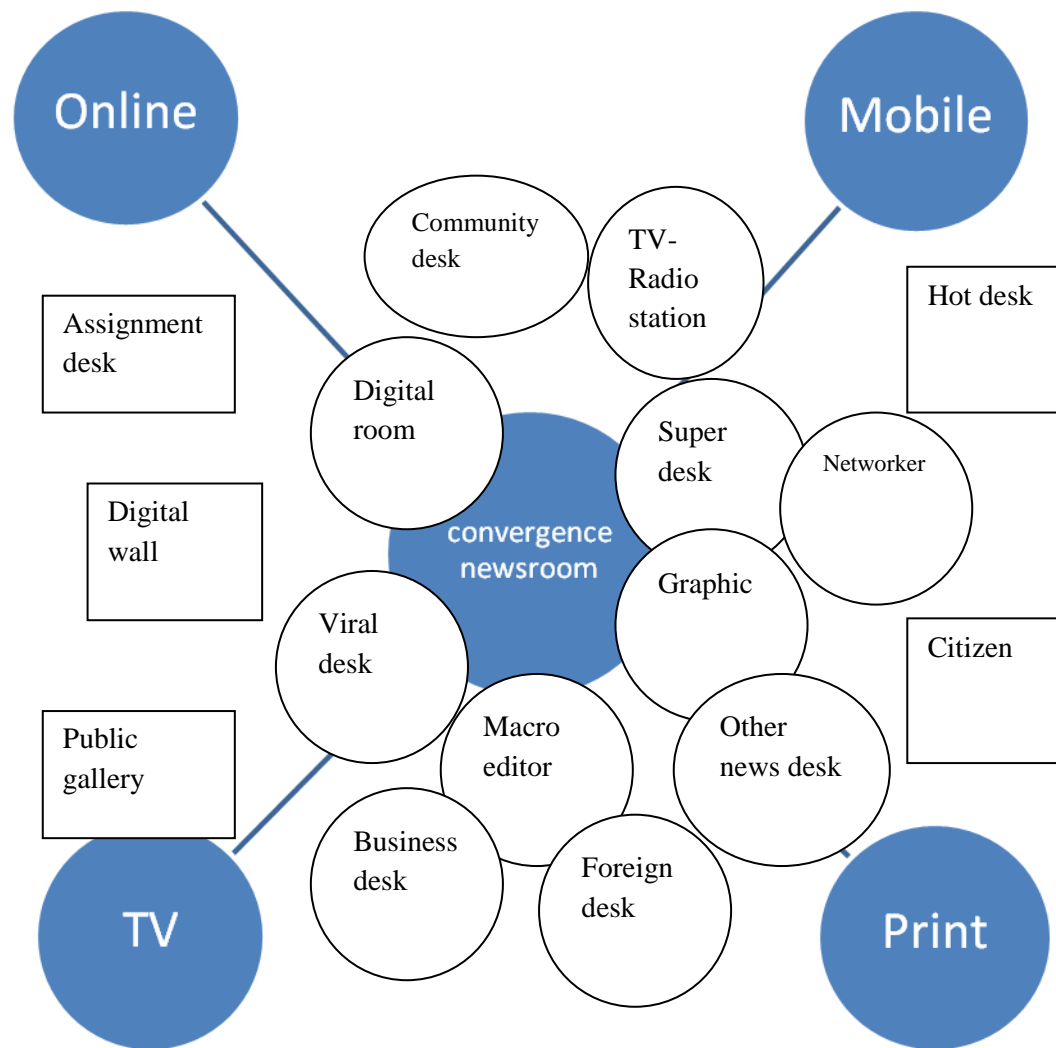
World Association of Newspapers and News Publishers explains that is "Using the possibilities and strengths of different channels, to reach the audience at any given place, and at any given time via the most appropriate media." As on-demand, instant-gratification culture makes technology and the tools of journalism more accessible and more affordable-the very culture of journalism is starting to change and indeed has been changing for the last decade or more. This becomes important for aspiring and new journalists entering the field and the old rules no longer use.

<http://www.scoop.it/t/convergent-journalism/p/499061207/2011/09/30/newsroom-integration-design> provides description of convergent newsroom and its structure clearly as following.

1) Social: a journalist and a newsroom must be willing to be social. Social media tools become useful for news filing. They can use new tools such as twitter, Facebook, etc. to get the news out there more affordably, more quickly, to a wider audience, and also collect feedback instantly. That is a powerful new ability and has great potential to do great things.

2) Collaborative: newswire is a good example of users collaborating with news organizations. Here a website that feeds in news from all the major networks and wires, but citizen also can post news articles as well as comment.

3) Creative: Journalism is also a business as everyone realize. Media and journalists are working on the jobs “what’s going on in the world”. It needs a lot of consumers and that this professional journalism alive and healthy.



Figures 1.6 Convergent Newsroom Chart

It shows structure of editorial department that different from traditional newsroom. Convergent newsroom will be centralized and surrounded by difference news desks and teams. The news hub will receive all draft of report, data, photo, and related information. News teams of TV, radio, newspaper or print, and online and mobile will develop stories and put them through their platforms at designed time.

The new practice of convergent newsroom has been brought into Thailand for about a decade ago. The researcher has been heavily practiced this approach during transformation period. At that time, major media organizations shifted from traditional newsroom to become convergent newsrooms. These included Nation Multimedia Group who is running vary publications, television, and online, Matichon

Newspaper, ASTV Manager Newspaper, and Daily News Newspaper. Meanwhile, television organizations such as The Mass Communication Organization of Thailand (MCOT), Bangkok Entertainment Company who operates Channel 3, Bangkok Broadcasting Television which operates Channel 7, and National TV shifted to new convergent platforms.

Panida Saipradit (2009) conducted a research on “The Internet user’s opinion towards media convergent” and found that media convergent can be categorized in four platforms; telecommunication network, radio and television network, the Internet TV, and the Internet network. Moreover, there are main convergent of services, convergent of transmission channel, convergent of terminal, and convergent of provider. The convergent of media forms in four difference levels depends on technology and network efficiency. Kanjana Keawthep (2013) states that advance technology is major factor that formulated old media to cross with new media. Furthermore, Thai media is shaping itself with new global trend.

Conclusion

Media organizations and journalists transform themselves into convergent lead journalists to adopt lifestyle and personal traits to cope with new approach. Convergent journalists required to work across media and needed to be multi-skill so they can produce content in many from; print, radio, television, Internet and others.

1.10 Rationale and Justification of the Research

In democratic society, medium is praised to do one of importance jobs-informing people what happen and what will happen in the future. For many decades, mainstream media such as newspaper, radio, and television have been playing a great role in spreading news and issues to the public. Journalists not just have been reporting news, they also acting as social watchdog or safeguard people and communities.

However, since the Internet and World Wide Web become more popular, they have transformed human’s communication from prolonged traditional to online and social network. Individual and news organizations shift to e-office or convergent media, starting with United States of America. Many newspapers and media

organizations there have been focusing on civic journalism for years. They often establish special projects to push cooperation between local people and journalists to solve social problems.

Citizen and journalist can help each other to search of news story. American realizes how importance and meaning of what they report. Journalist and people are helping investigating and reporting issues regarding local problems. In current social media and online age, everyone can report, exchange, share their information and opinion with other people at all time. However, news reported by social media users may need verification and that is new task of professional journalist. Yet, journalism is remaining importance job in current overflow of news and information.

In Thailand, new media and social media have been changing traditional media organizations including newspapers and newspaperman to transform into great revolution-convergent media. Current convergent media is transforming newspaper journalists to civic journalists or public journalist. The formation of civic journalism age can be seen at five leading online news agencies namely Isranews, Thai Publica, Pracha Thai, Transbordernews, an Deep South Watch. The transformation also happen at four television channels plus 1 mobile journalist namely Thai PBS, Channel 7, Nation Channel, Spring News, and a veteran TV journalist and documentary maker: Pipope Panitchpakdi.

The research aimed to fill a knowledge gap to explain how Thai newspaper journalists transform themselves to civic journalists in current convergent media age. The research also aimed to propose a civic journalism model for Thailand, which may be can applied to media organization in current media convergent.

1.11 Research Questions

- 1) How Thai newspapers changed themselves from traditional media to convergent media?,
- 2) What are the new roles of convergent journalists compare to traditional journalists?
- 3) How newspaper journalists transform themselves to civic journalists in convergent media age?

4) An appropriate proposed civic journalism model for newspapers in Thailand?

1.12 Research Objectives

- 1) To explain how Thai newspapers changed themselves from traditional media with new media into convergent media,
- 2) To compare the roles of convergent journalists and traditional journalists
- 3) To explore how newspaper journalists transform themselves to civic journalists in convergent media age
- 4) To propose an appropriate civic journalism model for newspapers in Thailand

1.13 Operational Definition

Thai newspapers: Refers to Krungthep Turakij Newspaper, Thai Rath Newspaper, Matichon Newspaper, Lanna Post Newspaper, and Daily News Newspaper. They all own and run editorial, staffs, advertising, and other sections systematically.

Typical newspaper: Refers to publication usually published daily or weekly, containing of news, informative article, social interest issue and advertising. Typical old newspaper has not yet going online version. Journalist at typical old newspaper may not need to rush to report issues real time as happening in current new media age.

Newspaper journalist: Person being employed by newspapers namely Krungthep Turakij Newspaper, Thai Rath Newspaper, Matichon Newspaper, Lanna Post Newspaper, and Daily News Newspaper. Newspaper journalist's main duty is to search of information from sources, conduct interviews, undertake research, and make reports via print.

Convergent newspaper: Refer to Krungthep Turakij Newspaper, Thai Rath Newspaper, Matichon Newspaper, Lanna Post Newspaper, and Daily News Newspaper that shift to use online, new media, internet, and application in most departments.

Convergent newsroom: Editorial department at Krungthep Turakij Newspaper, Thai Rath Newspaper, Matichon Newspaper, Lanna Post Newspaper, and Daily News Newspaper that shift from typical newsroom to convergent to become the hub of news and distribution channels.

Convergent journalist: Person being employed by newspapers namely Krungthep Turakij Newspaper, Thai Rath Newspaper, Matichon Newspaper, Lanna Post Newspaper, and Daily News Newspaper. They transformed themselves to become convergent journalist, judging from greater use of new media and social media in filing and reporting news as well as producing and sharing content by themselves

New media user: Citizen or journalist who use communication platforms based on digital technologies to produce, interact, share, exchange information and news with others via designed channel, space, volume and speed of communication.

Convergent media: Form of traditional media such as newspaper and television converge with new media into convergent media. Convergent media usually use website, social media, personal device, and application for producing and delivering of news and information originated from mainstream media.

Converge: Refers to Krungthep Turakij Newspaper, Thai Rath Newspaper, Matichon Newspaper, Lanna Post Newspaper, and Daily News Newspaper that integrated communication technology such as Internet, online, and social media to improve working competency at newsroom, reporter's working process, and news distribution channels.

Transform: Journalists at Krungthep Turakij Newspaper, Thai Rath Newspaper, Matichon Newspaper, Lanna Post Newspaper, and Daily News Newspaper who transform their working style from typical ways as outside observer to civic journalist. They play a new role as social members and help people to seek of information and data for news report. They are new media and social active user.

Role of convergent journalist: Journalist working Krungthep Turakij Newspaper, Thai Rath Newspaper, Matichon Newspaper, Lanna Post Newspaper, and Daily News Newspaper who use one or more new communication technologies such as Internet, Facebook, Twitter, Google Plus, LINE, YouTube and other online applications for news filing and reporting. Media convergent journalist required to have skills suitable to work online.

Civic: Person who encourages people into public life and give them space to process and engage in problem. They should not do public relations work, instead, they must always guard against degeneration. They organize neighborhood to watch or create ad hoc groups preserve communities. When people become a responsible public, they will start talking to each other frankly as they struggle with problem that threaten their future.

Civic journalist: Newspaper journalists at Krungthep Turakij Newspaper, Thai Rath Newspaper, Matichon Newspaper, Lanna Post Newspaper, and Daily News Newspaper who engage community members to help sourcing of information and data for news filing and reporting with aim to reduce social problems or offer problem solutions. Civic journalists is part of a team who assigned to cover specific issue and retained professional journalism ethics.

Engagement journalist: Refers journalists who cover news and work with people that link with the event. Engagement journalists usually involve in issue and deal with the problem along with people in society. Sometimes, engagement is called public journalism or public journalism.

Citizen reporter: Refers to people or non-professionals journalist who produce and report news especially in social media and other online application. Citizen reporter may use new media to file or record events and distribute them through their channels based on personal traits and lifestyle.

Community: Refers to physical area or virtual community where a group of people can exchange their idea and experiences toward problems with aim to reduce the problems and prevent future problems.

Advocacy journalism: Refers to genre of journalism that intentionally and transparently adopts a non-objective viewpoint for some social or political purpose. Because it is intended to be factual, it is distinguished from propaganda. It is also distinct from instances of media bias and failures of objectivity in media outlets, since the bias is intended.

Data journalism: Refers to news organizations that report news base on big data and information. Data journalism is an approach to writing for the public in which the journalist analyzes large data sets to identify potential news stories

Data journalists: Journalist working Krungthep Turakij Newspaper, Thai Rath Newspaper, Matichon Newspaper, Lanna Post Newspaper, and Daily News Newspaper who analyzes large data sets to identify potential news stories

Civic journalism model: Refers to a model the researcher constructed based on 5 selected case studies from 5 differences newspapers during 2011-2015. The researcher proposes the model as one of referrers for further study or may apply the model at newspapers and media organizations in Thailand.

CHAPTER 2

THE REVIEW OF LITERATURE

Chapter 2 will provide the review of literature and previous studies related to the research. Key topics are civic journalism, citizen journalism, citizen journalist, data journalism, engagement journalism, advocacy journalism, convergent media, knowledge gap, and conceptual framework. Each of topics will consist of details of theories and concept, international studies, and Thailand studies.

2.1 Civic Journalism

In this part, it will provide civic journalism theories, study and findings on civic journalism at global and community scale of Thailand. Studies on civic journalism can be seen in many countries especially in Western as well as in some developing countries. The researcher summarizes and paraphrases the theories, studies, and findings in order to provide a clear picture and lead into a research questions.

2.1.1 Civic Journalism Theories

This part will provide civic journalism theories and key concept, as they are mandatory toward this research. This part will also describe concept of public journalism and participatory aspect as well as some case studies and implementation in overseas particularly in United States of America.

Civic journalism is also known as public journalism. It is the idea of integrating journalism into the democratic process. The media not only informs the public, but it also works towards citizen's engagement and creating public debate. The civic journalism movement is an attempt to abandon the notion that journalists and their audiences are spectators in political and social processes. In its place, the civic journalism movement seeks to treat readers and community members as participants.

With a small but committed following, civic journalism has become as much of a philosophy as it is a practice.

Civic journalism is journalists who act of a citizen or group of citizens involved in the process of collecting, reporting, analyzing and disseminating news and other forms of information. The objective of this type of exercise is to provide independent, wide-ranging and relevant information that is crucial to democratic societies. The idea is closed to citizen journalism, who able to report and spread news and event via online or social media. civic journalism and citizen journalism became popularity in the late 1990s as more and more people, in both the developed and developing worlds, became connected to the Internet.

Other definitions include any form of user-generated content or contribution to the debate that is taking place in the public sphere. These would include postings on personal websites and social networks such as Facebook, Twitter and MySpace. Radio stations in Jamaica and in United Sates of America have made these sites a regular part of their commentary as they solicit views from listeners and incorporate these in their current affairs programs.

Professional journalism today is embracing, to a smaller or greater extent, new news agendas set by online and wireless citizens providing texts and images to global news stories. Although citizens have always had the ability to contribute to local news, by submitting letters to the editor, for example, the scale at which online and wireless technologies are enabling most people in the Westernized world to have their say in public is unprecedented. The changing relationship between public and journalist has been underway for a while. Just short of a decade ago, predicted a paradigmatic shift in war journalism because of the terrorist attacks on the World Trade Center in New York, 11 September 2001. They suggested that the media response to the attack would accelerate the process of embracing attachment and emotions into the culture of journalism:

Although American journalism no doubt was challenged in the face of the wars waged in the early days of the new millennium, it seems now that the paradigmatic shift is set to come not only from within the profession, but also from outside. That is, the recent technological changes have enabled the public to engage directly in the public sphere, seemingly unconcerned with the traditional gatekeeper role of journalism.

In a book “Journalism Next: A practical guide to digital reporting publishing” written by Briggs (2013), there are three concepts of civic journalism. 1. Crowd sourcing; the Internet allow people to give information through online sites and that the crowd sourcing is about to go and collect information from people. 2. Open-source-reporting; refers to design, development, and distribution of the access of good and knowledge. Journalist will use them with transparency in reporting in order to provide benefit to readers. 3. Pro-am journalism; is the most unfiltered form of collaborative journalism allows audience to publish same platform or website that professional use to published. Furthermore, online journalism is about audio journalism. This concept is very importance in current online era. Online journalist will have to report not just about getting source bite, they have to provide some other certain things such as movement of the issue, voice of the people or speaker, overall situation happening out there. Audio is not expensive tools and friendly-use.

In these epistemological terms, the twin birth of positivism and mainstream journalism in the late 19th century has developed through scientific journalism, precision journalism and lately computer assisted reporting, whereas it has been challenged by public journalism and new journalism and currently by citizen journalism. The latter three question the primacy of objective reporting by situating the journalist amidst the society and the story, whereas the types of journalism supported by positivist assumptions extend a belief in the journalist’s objective ability to represent the world ‘as it is’ without affecting it.

International accounts of journalism demonstrate that it is erroneous to conceive of journalism as involving one fixed model of professional practice. In part, because most research on journalism has focused on the United States of America, there has been a tendency to privilege a ‘journalism of information’ mode as the predominant model. This is characterized ideally by media independence from governments, and is associated with professional codes of objectivity and neutrality of ‘hard news’ (over ‘soft news’) as the most important task of journalism. However, and especially in countries with strong traditions of public service, a ‘journalism of information’ has co-existed alongside other professional models. A ‘journalism of conversation’ imposes broader responsibilities on journalists, to include the nation as a whole and to treat audiences as citizens with a stake in key political, social and health debates that shape the policies of a nation.

Although civic oriented journalism is endangered by increasingly competitive markets, it has survived into the new media environment. It is evident in the civic journalism movement of the United States of America by the attempt to “engage more citizens in public life while we make public life more engaging”. Civic oriented journalism involves a “journalism of conversation”, in which journalists see themselves less as ‘detached observers’ of society and more as a part of society.

The schema cuts cross best-known modern representation of the media and public sphere- the history analysis advanced by Jurgen Habermas. His study rightly triggered wide spread debates and follow by detour evaluating his argument. Dahlgren and Sparks (1991) cited in rethinking off media as public sphere that how media system can be constructed the enables divergent interest to be fully represented in public domain. They aim to recreate media as a public sphere in a form that is in a relatively from both government and markets. Dahlgren and Sparks (1991) has mentioned that the serious function of journalist is normally attributed to report politic and social news. Journalist is dominated by the belief that what they do terribly important for the functioning of modern society. In Western countries, journalist is part of political change as they are one on mechanism part in informing people and the world.

On the World Press Day, April 5, 2012, WanchaiTantiwittayapitak of Thai PBS addressed that it was not just report and inform what happen and what people should ware of, but the channel has to return into communities to help people who in difficulty and short of food and drink. Part of his massage is “Helping each other is everybody’s job. Although we are media organization, but we have to help them when they get in trouble,”

Table 2.1 Summary of Review of Literature: Civic Journalism Theories

Author, Source / Year	Conclusions and Key Findings
Briggs, (2013)	Future journalism re refers to crowd-sourcing, open-source report, and pro-am journalism

Table 2.1 (Continued)

Author, Source / Year	Conclusions and Key Findings
Blumler, Blumler, and Gurevitch (1995)	1990s tide of deregulation and the explosion of new media outlets enabled by the growth of digital technology

Conclusion

Civic journalism or public journalism refers professional journalist who act as citizen or and reporting, analyzing and disseminating news and other forms of information. It is the idea that the media not only informs the public, but it also works towards engaging citizens and creating public debate via pubic stage or online or social media. Civic journalism become popularity in the late 1990s since many people in both the developed and developing worlds connected with the Internet.

2.1.2 International Studies on Civic Journalism

The following part will provide studies and findings of civic journalism at global scale especially in Western countries. Studies and findings in overseas will bring a clear understanding toward civic journalism and can narrow into main idea in each area according to research questions.

Galston (1997, p. 7) cited that the basic rights of citizen are clear of which include freedom of speech and expression, of society and assembly, and participation; safeguard against arbitrariness in administration of law and protection of personal privacy, individual conscience, faith, and worship. Full citizenship requires their rights to travel, participate economic, and social life on fair and equal term. The responsible of citizen includes making their appropriate of liberty and respect respects rights of others.

Rosen (1997, pp. 17-18) cited that that first principles of public journalist is person who draw people into public life and give them space to process and engage in political issue. Public journalist should not be and do public relations jobs, instead, they must always guard against degenerating into either self-promotion or civic boosterish with focusing on serious problems. Public journalism should on fixated the name but on the aim.

Karr (2013) reveal that that free press is committed to an outside-inside strategy to make policy changes to accomplish its goals. The best craft policy solution base on uncountable fact that will not be enacted unless it can mobilize millions of people to take up the cause. As some lesion on civic society toward consumer protection an good governance, there are calls journalist to commit to turn media and technology issue into kitchen-table issues worldwide. Civic journalism can go to some new platform such as blog as Papahcarissi (2007) found that blog is can display personal thoughts and information and that can interact with audience. The blog also can help bloggers to communicate with audience on what they are interest. In this way, the Internet users and provide and raise one issues or problems to the public.

Similarly to Rutiglaino (2007) who studies the Emerging Communication Network as Civic Journalism and realized that the primary analysis of blog who how mostly self-organized network on individual can produce content without direct guidance. Therefore, this would be civic journalism works on current situation. The emerging of civic journalism dose not render journalist obsolete. In fact, it is a new roles of journalist in term of self-management as social monitor. Never the less, citizen has shown their powerful as seeing at South Korea's news agency, OhmyNews. Many people have been working as civic reporters to safeguard communities.

Everybody is a journalist the first theme, 'everybody is a journalist' and that citizens' participation in news production seen as attack on the journalistic product: Students think of citizen journalism as another journalistic tool to find news angles and sources, or a source in its own right. That is, the students make room for citizen journalism within an already existing set of journalistic practices rather than allowing citizen journalism to challenge the practice.

In Europe, Dewdney and Ride (2014), given specific shape to communication during first and Second World War. Later the Internetcan produce information and push media industry become 24-hour production, same as other business sectors. May type of analog of communication have been developing into new forms until these days.

Newspaper in United States of America excited about the Web-to-print model. This was just the first time after year 2000s. However, the problem is how to end up

with something new or something different from existing. Newspaper wanted to extend and reach, and so it trying to rise up civic reporters in areas is importance to help paper's overall goals and missions. This is where the conflict exists between what is genuinely a bottom-up phenomenon and the top-down media. In San Francisco, Current TV is trying to mobilize a group of citizen video journalists to help them with their innovative network, and they are employing a version of the "create your own blogosphere" model.

In United Kingdom, earlier discussion over the change of traditional newspaper that despite more newspapers going online, but newspapers itself can offer something of real journalistic including in-depth report and quality of content. Therefore, both online and paper forms still need product of quality rather than being news senders made by companies or government or someone.

Dahlgren and Sparks (1991) cited that serious function of journalist is morally attributed to report politic and social news. Journalism is also vita part of politic. In Western, freedom of civic journalists is important part of citizen as journalist is working among people and about government side.

Shin (2015) concluded about investigative aspect of Korean journalists in capitalistic market are major source of trustworthy information, while TV stations are publicly owned and thus easily controlled by dominant, ruling elites in new developed countries inclusion South Korea. Newspaper, however, can build national agenda and they contribute democratic reform. Nevertheless, journalist's coalition with dominant power elite raise important ethical question about scope and degree of cooperation. Professional journalists are questioned how to deal with some tough condition in the country.

Salmanv, Saad, and Ali (2013) have cited that ICT and World Wide Web are much beneficial to the Internet user and also unethical usage and abuse. The Internets like a double age sword and care must be taken when including in vast ocean of knowledge and information. Studies found that the Internet user ca hack personal's information and data theft including business. Hence, putting in place some guiding and more stringent legal enforcement to curb the Internet ethical use and abuse of the internet.

Table 2.2 Summary of Review of Literature: International Studies on Civic Journalism

Author, Source / Year	Conclusions and Key Findings
Papahcarissi (2007)	Blogger is can display personal thoughts and information and that can interact with audience.
Rosen (1997)	Public journalist is person who draw people into public life and give them space to process and engage in political issue
Dahlgren and Sparks (1991)	Serious function of journalist is morally attributed to report politic and social news
Shin (2015)	The aspect of Korean journalists in capitalistic market are major source of trustworthy information
Salman, Saad, and Ali (2013)	ICT and World Wide Web are much beneficial to the Internet user and also unethical usage and abuse
Dewdney and Ride, (2014)	The Internet can produce information and push media industry become 24-hour production
Karr (2013)	Free press is committed to an outside-inside strategy to make policy changes to accomplish its goals

Conclusion

Civic journalism studies at global aspect demonstrate that when people have their civilian space, it reflect to the emerging of civic or public journalism. In many communities, civic journalists and citizen crate their joint space to process and engage in political issue, social problem, or other concern. In Western particularly in United Sates of America, media and journalists can raise problem issues and ask people for sourcing information. They can work and communicate each other through online and social network. The Internet can produce information and push media industry become 24-hour production and that serious function of journalist can be run round the clock.

2.1.3 Thailand Studies on Civic Journalism

This part will provide previous studies and findings on civic journalism in Thailand. Researchers have conducted studies on vary media ranging from newspaper, television, citizen reporter and new media. However, findings of civic journalism may limited as most of researches have focused on other areas such as news impact, adoption of news organizations, journalist ethic and moral. Thai PBS Channel is country's first news organization focus on civic journalism.

The beginning period of civic journalism in Thailand should have been considered during last decade when the country entered into information age-the time that claimed over-flow information and data. However, Chavarong Limpathamapani, head of information center and advisor to online-editor at Thai Rath Newspaper-the best-selling publication- was recognized one of the first journalists who raises idea of civic journalism years ago. He stated that its time newspaper journalists to differentiate from other media by being proactive persons and provide complicated issues where hardly to be found on social media.

Major news organizations in Thailand have been focusing on civic journalism for many year as Biggins (2002) found in the research on "Media and Thai Civil Society: Case Study of Television Production Companies, Watchdog and iTV" that Watchdog and iTV treated affair program in different ways. Watchdog originating from Non Government Organization (NGO) and emphasized on public participation in local community-oriented such as Chirmsak Pinthong's Lan Ban Lan Muang, which exemplified civic journalism on television. In contrast, iTV that established in 1996 based on people's rights to know after the country-experienced calamity from violence-Black May Demonstration 1992.

The channel focused on national issues, with seldom allowed public participation. Both Watchdog and iTV, however, maintain their professional despite facing political and business pressure. Yet the study found three main concepts of civic society during 1997-2000 communitarianism, self-sufficiency, and good governance, but civic society reform at the time too idealistic and were skepticism by middle class urban critics. Those difficulties in civil reform and public interest program on Thai televisions.

For television, Thai Public Broadcasting Service or Thai PBS is Thailand's first public broadcasting service. The Thai Public Broadcasting Service Act

establishes it, BE 2551 (2008), which came into force on January 15, 2008. Thai PBS is committed to active and informed citizens of the society with its diverse educational and entertainment programs while strictly abiding by the code of ethics that ensures fair, balanced and impartial news coverage.

The responsibility of safeguarding the independence of Thai PBS rests with the Board of Governors, the policy-making body who sets the strategic direction of Thai PBS and oversees its operations. Its board of governors was elected through an independent process and serves a four-year term. The composition of the Board of Governors designed to encompass a wide range of expertise and backgrounds, including the media, management, community development, children and family welfare. “Thai PBS strongly believes in the role of citizens in public broadcasting” with key elements of public broadcasting is public participation. Thai PBS encourages public participation in both its programming and other activities with an aim of bringing citizenship from the margins to the center.

As the national public broadcasting service, Thai PBS is dedicated to putting the audience first. So engaging with its audiences is one of its most important tasks. Thai PBS has set up an Audience Council that works on behalf of viewers and listeners to ensure that Thai PBS provides quality output that takes into account the public interest and public needs. The 50-member council, which represents people from all walks of life and serves a two-year term in a voluntary capacity, collects feedbacks and suggestions from audiences and use them to formulate proposals to improve Thai PBS programming and services.

While the Audience Council holds a general assembly at least once a year, in practice the Thai PBS Board of Governors and the Executive Board have periodical dialogues and interactions with the council members to listen to their comments and share with them program ideas.

The channel also aims to operate base on citizen’s approach that is important role in news gathering and news reporting. In collaboration with both local and international organizations, Thai PBS organizes training and workshops for citizens in various regions of Thailand to train them in the basics of broadcasting journalism. These citizen journalists then produce their own stories that cover everything from their ways of life to the environment, cultural issues and problems in their

communities. They write their own scripts, shoot their own pictures and present the stories themselves in styles and dialects they feel most comfortably. Thai PBS provides a three-minute daily time slot at the end of the evening newscast for the so-called “Citizen News Reports.”

Citizen journalism is one effective way to empower local communities. It provides them with space they cannot find in other mainstream media. Through “Citizen News Reports”, these ordinary citizens hold local authorities accountable and air grievances on issues. Several of their reports have been picked up by mainstream media and became national issues.

Thai PBS provides financial and production support to small and start-up independent TV program producers to help develop their production skills and increase their potential. Thai PBS also provides time slots to programs produced by independent producers. The aim is to create a partnership between Thailand’s first public broadcaster and independent producers that will lead to greater creativity and innovation in television programming.. Similar training and production support is given to aspiring young producers at community level. Their productions have been aired in specific time slots and have inspired many communities seeking to share their aspirations and reflect their ways of life.

Thai PBS collected, monitored and analyzed information, produce document on mass communication and provide training and academic activities for staff, civil society, and the public for a better understanding of public media. The channel also collect and provide access to information through various channels to support the work of Thai PBS personnel as well as the public, and coordinate with international media organizations and create Thai PBS international media network.

Current circumstances and the main factors influencing Thai TV broadcasting industry to go into technological transition, shifting from analogue to digital as well as the preparation and readiness of Thai TV stations for migrating to digital. The previous literatures, books and articles involved Thailand’s digital television (DTV) broadcasting have been analyzed and interpreted the content into discussion and conclusion. This content analysis described the challenge and the prospect supporting factors and difficulty of launching DTV in Thailand.

In Thailand, civic journalists are required to move into investigative report while news organizations are urged to develop their workflow in enhance journalism

standard and trust. Prosong Lertratanawisute, (2012) cited that journalist must increase knowledge by learning more about key issues in society such as economic, politic, social and others. The increasing of knowledge will help journalist able to deal with difficult and complicate issues when they do investigative report. Asawin Nedpogaeo (2014) pointed that media used to be gatekeeper of the news and report as well as agenda setter. However, current the Internet and convergent media allow people to become reporter and report news by themselves, same as media doing. The following aspect is that people and citizen become a network that mean they can help produce news and exchange information and their expertise.

“Media reform and civic society in Thailand in Amazing Thailand” which is written by Lewis (2006), disclosed that civic society become global important since 1990s, with the collapse of communism in Eastern Europe and democratization in South Korea and Taiwan. In terms of Thai civil society, it did not come in wide use until the second half 1990s, but in 1993 a Thai counterpart of what would later be called “people power” in the Philippines overthrown the Thanom government only to be defeated by another military coup in 1996. However, reform of such Prawase Wasi, Puay Ungphakorn and Sulak Viriraraksa in the 1980s developed the new model of NGOs as such Komol Keetmthong Foundation, in contrast to conservative association as such the YMCA and Woman Council of Thailand.

Also in the late 1970s, rice banks, buffalo banks, and childcare centers have been established by cadre of development monks. Then unprecedented economic boom strengthen the middle class and reduce army’s influence, the roles of state shaped to allow private sector more room to collaborate with NGOs. This created space in which civic society could grow.

Supasit Setprasert (2010) analysis ethic problem in mass media during 2002-2004 toward ethic of John Stuart Mill and found that ethical problems were two categories: first is obviously ethical but occur in society and violence scene, the second is problem on thin line between ethical and un-ethical such as bias in media. Good mass media should avoid problem from presenting un-ethical scene in media and also ease the line between ethic and un-ethic line.

Table 2.3 Summary of Review of Literature: Thailand Studies on Civic Journalism

Author, Source / Year	Conclusions and Key Findings
Chavarong Limpathamapani (2002)	Civic journalism in Thailand should have been considered during last decade when the country entered into information age
Biggins (2002)	Communitarianism, self-sufficiency, and good governance are key toward civic society reform Thailand's first public broadcasting service
Lewis (2006)	Civic society reform in Thailand began 1993 calling "People power"
Prasong Lertratanawisute (2012)	Journalist must increasing of knowledge will help journalist able to deal with difficult and complicate issues when they do investigative report.
Supasit Setprasert (2010)	Mass media during 2002-2004 toward ethic of John Stuart Mill and found that ethical problems were two categories

Conclusion

Major news organizations such as Watchdog and Thai PBS have played significant roles in civic journalism. While major newspapers set their focuses on civic journalism. Currently, mainstream media continue focusing on citizen and communities reports, using the emerging of technology and new media. Mainstream media open multi-channels to communicate with citizen and social media users to obtain information and data for their future report base on civic journalism approach

2.2 Citizen Journalism

In this part, it will provide citizen theories, studies and findings of citizen journalism in convergent media at global and community scale in Thailand. Studies on citizen journalism in current convergent media can be seen in many countries especially in Western countries as well as in some developing countries.

2.2.1 Citizen Journalism Theories

This part will describe citizen journalism theories and key concepts that have been discussed in global stage. There will be some certain case studies and examples in order to understand the development of citizen journalism.

Citizen journalism refers to nonprofessionals taking an increasingly central role in ... journalism fulfills the promises of normative liberal- pluralist press theory. The concept of citizen journalism is also known as "public", "participatory", "democratic", "guerrilla" or "street" journalism. Based on public citizens, citizen journalism is considered as "playing an active role in the process of collecting, reporting, analyzing, and disseminating news and information. J Rosen proposes a simpler definition: "When the people formerly known as the audience employs the press tools they have in their possession to inform one another.

Citizen journalism should not be confused with community journalism or civic journalism, both of which are practiced by professional journalists. Collaborative journalism is also a separate concept and is the practice of professional and non-professional journalists working together. Similarly, social journalism is a separate concept denoting a digital publication with a hybrid of professional and non-professional journalism. Citizen journalism is a specific form of both citizen media and user-generated content. However, it is being concerned over qualities of civic mindedness and social responsibility toward journalism.

New media technology such as social networking and media sharing websites, in addition to the increasing prevalence of cellular telephones, has made citizen journalism more accessible to people worldwide. Due to the availability of technology, citizens often can report breaking news faster than traditional media reporters. Notable examples of citizen journalism reporting major world events are, the Arab Spring, the Occupy Wall Street movement, the 2013 protests in Turkey, the 2010 Haiti earthquake, and most recently the Euromaidan (Wikipedia) events in Ukraine. The site uncovers the effects of citizen journalism practice on social capital. Through a quasi-experimental design, the analyses reveal that students in the treatment group with citizen journalism practice had higher levels of satisfaction, trust, and engagement than students in the controlled groups. This study offers unique contributions to the existing body of social capital scholarship and practical

implications for a community-based participatory campaign utilizing citizen journalism as civic education in school and community settings.

Anderson, Ogalo, and Williams (2014) discuss alternative online and citizen that since World Wide Web, which-the internetwork developed by Tim Berners, citizen can speak their thinking through this system. In United States, for example, citizens have rights to express their thoughts as an absolute right. It is right absolute right. Neither government not follow citizen can block publication, not face an author to change the content. With exceptional period including civil war, American people have never had to sneak their words to public, as many beleaguered citizen around the world.

According to Citizen Journalism in Rural Tribal Communities: A Content Analysis of CGNet Swara and The Times of India, Piburn, and Olson, South Dakota State University, citizen journalism endeavor in rural India that allows residents to call in and listen to news of interest that mainstream media often does not cover. The authors conducted a content analysis of vetted and published news items, established categories, and then compared the results with Times of India stories during the same period. The preliminary data reveals that stories citizen journalists report differ widely from those covered in the newspaper.

Table 2.4 Summary of Review of Literature: Citizen Journalism Theories

Author, Source / Year	Conclusions and Key Findings
Anderson, Ogalo, and Williams (2014)	alternative online and citizen that since World Wide Web which-the internetwork developed by Tim Berners, citizen can speak their thinking through this system
Rosen (2015)	People formerly known as the audience employs the press tools they have in their possession to inform one another
Rosen (1997)	Civic boosterish with focusing on serious problems

Conclusion

Citizen journalism or known as public, participatory, democratic, guerrilla, or street journalist who play an active role in the process of collecting, reporting, analyzing, and disseminating news and information. Citizen journalism is not community journalism or civic journalism although both groups w using new media and social network produce and share news and events.

2.2.2 International Studies on Citizen Journalism

This part will provide international studies and findings on citizen journalism in developed and developing countries. There will be discussion relation between citizen journalism and the emerging of new media and social network, new generation and the use of personal devices.

Citizen journalist in convergent media age referred to single-skilled specialists valued for their high journalistic standards, and multi-skilled journalists valued for their versatility and adaptability. An addition, the multimedia journalists adapt in multi- skilled practices while maintaining journalistic excellence. Such journalists are likely to have the highest status. The success or otherwise of multi skilled practices was considered to rest on innate abilities some people just could not do it. Also crucial were the provision of training, continually refreshed and reviewed, and the opportunities to put skills into practice at frequent intervals, avoiding the decay curve.

In term of f multimedia production tends to emphasize team working, contrary to the traditional concern of journalists to be autonomous. This research study, however, has discovered paradoxically that multimedia working can promote collaboration and also autonomy, the latter in the sense of ownership of material, and in overseeing more stages of production. Nevertheless, the data suggest that multi-skilling, requiring greater involvement in a range of news production tasks, alongside cross-platform working, can cause more stress for journalists. Managers and younger journalists seem more likely to account this as greater productivity and simply working differently, rather than increased workload pressures. The key factors are the amount of time available for news production, and deployment strategies. There remain doubts over quality issues. Some news staff remained convinced that a

journalist-editor could not achieve the same quality of work as a 'craft' editor, nor a video journalist the same quality of output as a specialist camera crew.

Multi-skill and tri-media working, with social media adding a fourth dimension, are still evolving in BBC regional newsrooms, which may be acting as test beds for such practices elsewhere in the corporation. However, it suggested that with the license fee frozen, requiring substantial savings in the corporation's operations, these practices will become more important to its news production, and that those journalists who do not possess more than one skill may become more vulnerable in an institution looking to cut jobs.

In January 2011, a news release from Jamaica's Constabulary Communication Network (CCN) indicated that a man who attacked the police had been shot and killed. It was not long after, however, that a citizen of the country began circulating video footage, which told a different story. The footage showed the man who was said to have attacked the police seemingly writhing in pain, being beaten with a police baton and finally shot and killed while subdued and unarmed. The identity of that citizen who videotaped those images resulting in the arrest of the two policemen was never revealed, despite appeals from law enforcement officials. The action by that Jamaican citizen brought into sharp focus the fact that information and communication tools, such as mobile telephones and the Internet, are bringing about a level of access to information that is unprecedented.

Blogs, forums, uploading of photographs or videos to the Internet, are now being branded as 'citizen journalism' as distinct from traditional, mainstream or professional journalism. The idea behind citizen journalism is that people without professional or formal training in journalism have an opportunity to use the tools of modern technology and the almost limitless reach of the Internet in order to create content that would otherwise not be revealed, as this kind of journalism goes far beyond the reach of professional journalism. Citizen journalism, or participatory journalism as it is alternately labelled, is the act of a citizen or group of citizens involved in the process of collecting, reporting, analyzing and disseminating news and other forms of information. The objective of this type of exercise is to provide independent, wide-ranging and relevant information that is crucial to democratic societies.

Hill and Lashmar (2014) concluded in their studies on fundamental for online journalist that when technology changed, journalist will be changed too. There is a new model of online journalism-the social journalist or social news-gatherer. Journalist will engage with people on news site, blogs, and social media generate news stories and gain back. However, online journalist is ability person who can write clearly, quickly, and accuracy. Meanwhile, when they edit or rewrite story they should consider about reader's behavior and how to react with the stories.

Table 2.5 Summary of Review of Literature: International Studies on Citizen Journalism

Author, Source / Year	Conclusions and Key Findings
Hill and Lashmar (2014)	New model of online journalism - the social journalist or social news-gatherer. Journalist will engage with people on news site, blogs, and social media generate news stories and gain back

Conclusion

The better telecommunication and the growing of online devices have been driving many media organizations, business, and personals to cope with multiple on-demand-communications. They can produce and exchange news and other types of information through vary platforms. Leading global media and entertainment firms have been crossing media for years to reach out their customers.

2.2.3 Thailand Studies on Citizen Journalism

In this part, it will provide studies and findings of media convergence in Thailand. Some of most recent researches will show how Thai people and media companies shifting into convergence media.

According to Thailand's National Statistic Office, in 2012, 21.2 million people or 33.7 percent of total 62.9 million population use computer. Of computer users, 16.6 million use internet. Moreover, 44.1 million use mobile phones. In other words, Thai

society has been entering stages of the use media convergence as many people already owned multitask of cell phones so they are able to gain and use integrated communication. The number of The Internet and mobile phone users has been increasing gradually over three decades. Thai society is entering into digital age that is pushing people to be involved social network and online communities. The development of communication technology especially the Internet helps private to expand business in both domestic and in overseas as well as boost social movement. Thai government planned to grant additional 900,000 tablets to primary students in 2013, following the given of 1.6 million in 2011.

Thai communication structure in current digital age has been converted and reformed into four differences types; convergence of service, convergence of transmission channel, convergence of Terminal, and convergence of providers. Similarly to another research conducted by Parichart Saithanoo (2010) concluded that the Internet become virtual community or cyberspace. A lot of people use their virtual communities for chatting, communicating, messaging, and working. Pisek Chainirun (2011) revealed that many Thai people especially youngsters are now opening their own world by presenting and sharing activities, jobs, educational background, experiences as well as personal issues. They are also love to expose themselves in social network not only loading photos and text but share some ideas over current situations. This phenomenon is substantially changed from last ten years when the timer had no such digital device and limited use of internet. One of interesting issues is that Thai young people use social media to meet the need of self-esteem in and to receive acceptance from other people. Internet users in Thailand have rights to express thoughts and use it for commercial purposes.

To understand more about the use of social media toward political view, Naline Thongprasert (2012) concluded a study on social networking in political consciousness from university students in lower northeastern region and found that youth receive political news by 3-4 times per week. Half of them passed on some comments and opinion through social network. Furthermore, most of students were able understand, analyze, and identify facts in the received messages, but still inability to point out facts related to authoritarian over political conscious.

Regarding to relation between sport activities and social media and Thais, Chanin Tiencharoen (2013) summarized that sport marketing is moving from

traditional to closer to the Internet and social networking in order to meet with current demand and behavior. There are four key elements of social marketing for social media users: 1) Differentiate content, 2) Licensing regarding to global, regional and channel of communication, 3) Marketing utilizing including advertisement, packaging and promotion and 4) Continue of all activities. Some of popular sport marketing included English premier league, motor sport, gold, tennis, badminton, and local football league.

Another research found that one of the best options to learn English is practicing it through the Internet in daily life such as watching TV, email writing, and information searching. Extra activities to practice English outside of class also can be applied to the use new media by spending more time on reading in the Internet apart from reading in the class. Moreover, student can improve their English by sending opinion to newspaper or media companies as well as watching English-speaking channel to learn about English and pronunciation.

Surasit Vitayarat (2007) found that media convergence age has changed Thai journalists and their roles of gatekeeper to new principles that consist of seven multi-tasks; real time continual deadline, interactive content, related links, nonlinear structure, database, personalized journalism and specialized journalism beats. Moreover, investigated that Computer Crime Act B.E. 2550 (2007), which came into force has been criticized especially in the violation of the freedom of expression which is the basic right of citizenship. It is necessary that the government sector, the civil society, and the media development institute should take part in issuing the regulation and guidance of new media in the convergence era. Samphan Techa-atik (2005) noted that mass media is targeted by people who are in power because people can use media to build power in society. Generally, politicians and business want to control media. One of the most criticize cases when huge entertainment firm, Grammy, want to take over Matichon Group in order to pave way to build power. The move is believed conform to Antonio Gramsci's media hegemony.

Mana Treerayapiwat (2012) revealed that since first newspapers called "The Bangkok Recorder" was published the country in July 1843, the newspaper has been extending people's experiences as many people can consume news and information widely. Since then, many other medias established included today's online and digital

media. Most recently, traditional media particularly newspaper, radio, and television are entered and integrated with new media and new platforms. Meanwhile, consumer can seek on content toward “content on demand”. Moreover, future newspapers will adapt themselves to be customized newspapers or, in other words, individuated newspaper or personalized. Almost on news organizations in Thailand are offering content via digital and online version in order to maintain readerships. “In the future, we will see more new platform of the content. Each of us may seek of news base on personal demand that is called individual news or I-news. This trend can be seen in developed countries in the U.S. and Europe,” he added.

Chulisa Kajornrek (2010) said number of the Internet user in Thailand would continue increase. Political issue is key factor for the increasing, resulting of people want to consume more information through online and internet. New technology particularly mobile phone can help people take pictures and share them to friends and other peoples. In this regard, people can become citizen reporters. Meanwhile, professional journalists will do same matter, if they unable to adopt with the new trend, they may face to lose their job to citizen.

Convergent media become new platform where people especially social media users receive news and information as Mana Treerayapiwat, (2014) revealed that social media often raise big issue and draw a large attention even more than mainstream media. In many cases, reporters at mainstream media fetch up news from social media and report the same content in mainstream media. In the Internet age, more and more citizen can produce and deliver what public interested, replacing major media. Meanwhile, citizen reporters are general people are obtain training about new media usage and how to report news through new communication technology such as smart phone and tablets. Similarly to Sudarat Disayawattana (2012) who concluded that major media especially newspapers would shift to become convergence newsroom that mean every journalist would become convergence journalist automatically. Convergence newsroom or convergent media can be seen in Thailand as well as in many other countries in developing world.

Table 2.6 Summary of Review of Literature: Thailand Studies on Citizen Journalism

Author, Source / Year	Conclusions and Key Findings
Sudarat Disayawattana (2012)	Newspapers would shift to become convergence newsroom that mean every journalist would become convergence journalist
Parichart Sthapitanonda (1999)	A lot of people use their virtual communities for chatting, communicating, messaging, and working
Pisek Chainirun (2011)	Thai people especially youngsters are now opening their own world by presenting and sharing activities, jobs, educational background, experiences as well as personal issues
Mana Treerayapiwat (2014)	Social media often raise big issue and draw a large attention even more than mainstream media
Nalinee Thongprasert (2012)	Thai youth receive political news by 3-4 times per week
Chanin Tancharoen (2013)	Sport marketing is moving from traditional to closer to The Internet and social networking
Chulisa Kajornrek (2010)	The Internet user in Thailand consume politic news from social network and online media
Surasit Setprasert (2010)	Media convergence age has changed Thai journalists and their roles of gatekeeper to new principles
Samphan Techa-atik (2005)	Mass media is targeted by people who are in power as it can build power in society

Conclusion

Most of mainstream media organizations in Thailand have entered and integrated themselves with new technology to media convergence that mean they have extended news report from traditional platform- print version- to multi-channel particularly online and the Internet channels. The adoption of news organizations is to maintain readers and reach out new target group including young people and social media users. Convergent media can be seen at many business and government organizations.

2.3 Convergent Media

This part will provide convergent media theories and concepts, previous studies and findings on convergent media and global scale and in Thailand. Each topic will show some good practices and case studies

2.3.1 Convergent Media Theories

Herbert Marshall McLuhan, (July 21, 1911-December 31, 1980) is a Canadian professor of English, philosopher of communication theory and a public intellectual. His work is viewed as one of the cornerstones of the study of media theory, as well as having practical applications in the advertising and television industries. McLuhan is known for coining the expressions 'the medium is the message' and 'the global village', and for predicting the World Wide Web almost thirty years before it was invented.

McLuhan (1980 as cited in Walkosz, Jolls, & Sund, 2008) stated that visual, individualistic print culture would soon be brought to an end by what he called "electronic interdependence" when electronic media replace visual culture with aural/oral culture. In this new age, humankind will move from individualism and fragmentation to a collective identity, with a "tribal base." McLuhan's term for this new social organization is the global village. However, key to McLuhan's argument is the idea that technology has no per se moral bent as it is a tool that profoundly shapes an individual's and, by extension, a society's self-conception and realization.

The theory of convergent media refers to new technologies that bring together different mediums and consequently redefine the media environment. Theory

describes the changes in communications and information technologies reshape and change everyday life, altering patterns of creation, consumption, learning, and interpersonal interaction. New technology redefines media content and alters human interaction with social institutions such as government, education, and commerce.

On the one hand, convergence can be viewed as 'coming together of different equipment and tools for producing and distributing news' Jenkins (2006, p. 3). On the other hand, convergence can be describes as the low of content across multiple media platforms, suggesting that media audiences nowadays play a crucial role in creating and distributing content, and convergence therefore has to be examined in terms of social, as well as technological changes within the society. According to Jenkins, media convergence is an ongoing process that should not be viewed as a displacement of the old media, but rather as interaction between different media forms and platforms.

The concept of convergence culture in his book "Convergence Culture," Jenkins analyzes many aspects of media convergence currently redefining the technological, economic, aesthetic, organic, and global media environment. According to Jenkins, convergence is both a "top-down" and "bottom-up" phenomenon. When a new technology is created, both the manufacturers and the users of the product influence the way it is used. Thus, no matter how much thought and planning a manufacturer puts into a product, consumers will ultimately decide its fate in the cultural marketplace.

Technological convergence is the tendency for different technological systems to evolve toward performing similar tasks. Digital convergence can refer to previously separate technologies such as voice and telephony features, data (and productivity applications), and video that now share resources and interact with each other synergistically. Telecommunications convergence, network convergence or simply convergence describes emerging telecommunications technologies, and network architecture used to migrate multiple communications services into a single network. Specifically this involves the converging of previously distinct media such as telephony and data communications into common interfaces on single devices, such as now most smart phones can make phone calls and search the web.

The rise of digital communication in the late 20th century has made it possible for media organizations (or individuals) to deliver text, audio, and video material over

the same wired, wireless, or fiber-optic connections. At the same time, it inspired some media organizations to explore multimedia delivery of information. This digital convergence of news media, in particular, called "Mediamorphosis" by researcher Roger Fidler, in his 1997 book by that name. Today, we are surrounded by a multi-level convergent media world where all modes of communication and information are continually reforming to adapt to the enduring demands of technologies, "changing the way we create, consume, learn and interact with each other".

Convergence in this instance is defined as the interlinking of computing and other information technologies, media content, and communication networks that had arisen as the result of the evolution and popularization of the Internet as well as the activities, products and services that have emerged in the digital media space. Many experts view this as simply being the tip of the iceberg, as all facets of institutional activity and social life such as business, government, art, journalism, health, and education are increasingly being carried out in these digital media spaces across a growing network of information and communication technology devices.

Also included in this topic is the basis of computer networks, wherein many different operating systems are able to communicate via different protocols. This could be a prelude to artificial intelligence networks on the Internet eventually leading to a powerful super intelligence via a technological singularity. Convergent services, such as VoIP, IPTV, Mobile TV, Smart TV, etc., will replace the old technologies and threaten the current service providers. When the old technology converges into the public-owned common, IP based services become access-independent or less dependent. The old service is access-dependent.

"The global newsroom: convergence and diversities in the globalization of television news" written by Michael Gurevitch, Mark R, and Itzhak Roeh stated that the notion of global citizen's received considerable impetus from post of World War Two attempt to build a new world order. The ideal of the "informed citizen" has been considered to be prerequisite for full citizenship citizen participation.

Phot Jaichansukkit (2012a, pp. 64-74) pinpointed that technology communication become one of key factor that drive social and communities. Globalization age integrates knowledge, technology, and people into real "Innovation of communications". Phot Jaichansukkit (2012b, pp. 20-23) The information can be transferred from one

place to another place to help people build relevant knowledge for their communities. Business organization have been adopting the communication change communicate with customers in a bid to meet with people's lifestyle. This change is allied with Oranuch Lertsuwankit (2011-2012) who revealed that the Internet was not only for surfing or for seeking of information, for entertainment, or for communication, but it can be connected with many devices at anytime and anywhere. This is called "The Internet of Things" and it is a global phenomenon as the people across the world be communicate each other at almost real time. The use of The Internet of things will soon expand from mobile phone and personal to device to wearable devices.

Lawson-Borders (2003) examined on practice for organization's integration of old and new media initiated by Everett Rogers's diffusion of innovation and five stage of innovation diffusion with suggestions that future studies should focus on how convergence and its implications as the evolution of emerging digital technology continue to unfold. This judge from today's communication technology is a greater expectation of original content, interactivity, and dynamic of electronic environment.

In television sector, Chalaby and Segell (1999) described over "The Broadcasting media in age of risk" in India based on Ulrich Beck's theory that many aspects of risk society remained unfolding despite of coming of digital as digital television will need more years to be fulfilled. More technology is risk to new investment of producers and uncertainty while marketing competition dose unpredictably of the broadcasting..

Table 2.7 Summary of Review of Literature: Convergent Media Theories

Author, Source / Year	Conclusions and Key Findings
Jenkins (2006)	Media convergence currently redefines the technological, economic, aesthetic, organic, and global media environment
Phot Jaichansukkit (2012a)	Technology communication becomes one of key factor that drive social and communities. Globalization age integrates knowledge, technology, and people into real "Innovation of communications

Table 2.7 (Continued)

Author, Source / Year	Conclusions and Key Findings
Oranuch Lertsuwankit (2011-2012)	“The Internet of Thing” and it is a global phenomena as the people across the world be communicate each other at almost real time
Lawson-Borders (2003)	Today’s communication technology is a greater expectation of original content, interactivity, and dynamic of electronic environment.
Chalaby, and Segell (1999)	“The Broadcasting media in age of risk” in India based on Ulrich Beck’s theory.

Conclusion

Convergent media is the changes in communications and information technologies. Convergent media is defined as the interlinking of computing and other information technologies, media content, and communication networks that has arisen as the result of the evolution and popularization of the Internet as well as the activities. The convergent media is reshaping people’s everyday life style globally.

2.3.2 International Studies on Convergent Media

Advance communication technology has shifted media landscape and brings old and new media into new forms of hybrid media. Two good examples are Star Wars and The Matrix movies that not present only in films but are also books, video games, cartoons, and action figures. This is called extension of media branding that encourages expansion of one concept rather than the creation of new ideas. In contrast, hardware has diversified to accommodate media convergence.

For instance, cartoon figure ‘Batman’ appears comics, films, anime, and games. Media convergence means the change of from and place of media. Media convergence has two roles; the first is the technological merging of different media channels. For example, magazines, radio programs, TV shows, and movies, now are available on the Internet through laptops, online applications, iPads, smart phones. The second definition of media convergence is cross- platform by media particularly in cable, mobile phone, home television and internet.

Convergent media can also to social media and the mean that people can create, share, and exchange information and ideas in virtual communities and networks. Social media differentiates from traditional industrial media in many aspects such as quality, reach, frequency, usability, immediacy, and permanence. Many business consultancies have insisted that The Internet users spend more time with social media sites than any other type. Also, concerning the total time spent on social media. a recent news reported that nearly half of American people consume news via mobile phones and other social network.

The power of new media and social network, it can plays great functions on building identity-the ways that users reveal their identities in a social media setting. This can include disclosing information such as name, age, gender, profession, location, and also information that portrays users in certain ways, conversations-designed of conservation among individuals and groups, sharing-the concept of spreading and exchanging of information, data and among virtual friends.

The integration of old and new media is a new preference for human for personal communication and business objectives. For newspaper and media organizations, convergent media become new tool for journalists all over the world as they use new media help sourcing of information and data. Today's journalism required new media equipment and well online communication system for their daily rush jobs.

Despite journalism integrity is based on the principles of truth, accuracy and factual knowledge, but the mediums can vary diversely, from print publishing to electronic broadcasting and from newspaper to television channels as well as to the web and to digital technology. In this digital age, audience can shift to consume news and information from online channels and applications. Notably, American media organizations suffer with the change and newsrooms about reduced their staff and coverage as traditional media channels, such as television, grapple with declining audiences. For instance, between 2007 and 2012, CNN edited its story packages into nearly half of their original time length.

BBC Bristol reporter in 1997 that during the 1990s, video-journalism was introduced. Many journalists shared the view that 'multi-skilling is a leveling down. Not all journalists can be good camera operators or vice versa' Many newsroom staff

were seen to set themselves apart from those who had volunteered for the pilot projects in video journalism and convergence journalism.

Currently, more than 40 per cent of American adults get news on Facebook. Of the latest statistic, two-thirds of Facebook users access news on the social platform, and with 67 per cent of American adults active on Facebook, that translates to 44 percent of the overall population which accesses news on the social platform. The conversation around Facebook's role in the news has grown in recent weeks after Gizmodo reported that the company hired curators to decide the trending topics that feature prominently on its desktop site. It is undeniable that Facebook is a massive source of news consumption, and, according to the study, it's only growing. A 2013 Pew report found that 47 percent of Facebook users went there for news. Today, 66 percent of Facebook users get news there.

In a book of "Revolutionary Wealth" Alvin and Heidi Toftler describes that telecommunication has change behavior of TV watching as people can tailor make time and platform to views television program, not having to rely on fix time as in the past. Meanwhile, content providers can produce ranges of content and upload in internet. In terms of business deals, telecommunication can help business operator work 24 hours and 7 days a week. This is "de-massified" tricks in order to reach different customers. Asawin Nedpogaeo (2014) explained that technology is reducing time and space limits and that is also the key factor changing the world into globalizations age. Of the globalization age, it can be seen in five areas; globalization of people, globalization of technology, globalization of finance, globalization of communication, and globalization of thoughts.

In South Korea, great the Internet and telecommunication infrastructure have pushed the country more development compared to many countries Kim (2015) that key factors are G-I-R-A. G in the model refers to government initiative, I is industry investment, R means research outcome, and A refers to academic ICT education. Moreover, other factors such as people do not fear of the changing, while the country able to produce many IT specialists to develop ITC. New media and social media reflect to personal traits, as there are two personalities; conscientiousness and openness to experience, and demographic attributions such as education background, income and lifestyle.

In India, new media and technology are giving new insights into cultural, social, and environment as aspect and that not only for development, but for long term development. This finding found by Mitra (2011) people needed more super communication, which has fluidity, electronic, interface, interactivity, and more qualities. The convergent media has transformed India's social and culture into a new structure and new culture calling cyber culture.

Some key challenges of content creation as social media and cultural practice, the agency of content creators partly been related to tension around personal engagement using digital media and the growth of creation industries and economic crisis in the way of transformation of content workers and employment option of young people in years to come.

Table 2.8 Summary of Review of Literature: International Studies on Convergence Media

Author, Source / Year	Conclusions and Key Findings
-	More than 40 per cent of American adults get news on Facebook, Of the latest statistic, two-thirds of Facebook users access news on the social platform
Sarinee Achavanuntakul (2006)	Telecommunication has change behavior of TV watching as people can tailor make time and platform to views program,
Kim (2015)	G-I-R-A in South Korea is great the Internet and telecommunication infrastructure have pushed the country more development compared to many countries
Ozguven, and Mucan (2013)	New media and social media reflect to personal traits

Conclusion

Convergent media has been demonstrating the integration platform of technology and communication, content from, distribution and channels as seen that

one content can appear on vary platforms at designed time. The convergent media also reverses people's everyday lifestyle globally as they can consume information from many channels.

2.3.3 Thailand Studies on Convergence Media

This part will provide previous studies and studies on convergent media and finding in Thailand. There will be some case studies describing about convergent media and its impact toward people in current digital age.

Since 2010, some studies in Thailand have been unveiled included the new roles of newspaper reporter in media convergence, the emerging of citizen reporter, journalist ethic and code of conduct in convergence age, the adoption of media organization in this digital age as well as the use of new media for news report. However, there is a gap on the transformation of newspaper reporter to civic journalists in media convergence. The researcher has designed a concept framework to find out how Thai newspaper reporter transform to civic journalist. The study is specifically on critical cases have been reported on newspapers in Thailand,

According to several studies involved the media and convergence and civic journalism, Sakulsri Srisarakam, and Asina Pornwasin (2013) found that convergence newsroom The Nation Newspaper, Daily News Newspaper, and ASTV Manager Newspaper that all the three media firms are going digital with one of four strategies; technical convergence, structure and organization convergence, production convergence, and cultural convergence.

Isra Media Review published an article in April 2013 titled "Newspaper Management in Media convergence" written by Vatinee Hauysean (2013). Major newspapers in Thailand have changed their management and operation to cope with the change of media convergence age. The article showed that Matichon Public Company and Nation Multimedia Group have shifted to focus more on new media and online such as Facebook and Twitter. Both newspapers announced to increase new media use among journalist in order to extend news reports to reach young generation and social media users. Matichon and Nation Multimedia Group also restructure internal organizations and operations with the same aim.

Parichart Saithanoo (2010) studied on The Media Convergence Lifestyle Profile to compare lifestyle profile of media mediated user or the Internet phone user

to non-convergence mediated user in urban communities in Thailand. The study found that media convergence mediated (MCM) user and non-media convergence mediated user (non-MCM) that MCM can be clarified into five categories-users who trust the internet, users who become one with internet, general the Internet users, the achievers who on CMC technology, and self-confident the Internet users. Meanwhile, non-CMC users can be clarified into six categories; the cautious the Internet users, the distrust the Internet users, conventional and non-reliance on the Internet users, the achievers, individual who independent lifestyle, and hard-workers.

The study also found relevant variables affecting online use were 1. Demographic variables such as age, education, career, income, and region. 2. Lifestyle pattern, sub-personality and emotion 3. Media convergence and content usage behavior of CMC and non-CMC users were significantly different. Also, the study found demographic variables and psychology variables correlated with media convergence technology and content usage behavior.

Yanyong Suwannapong (2014) revealed that journalists in the Internet3.0 age should adapt to work at anywhere, anytime, and anyone because they can use social media and new media to collect information and data much easier than in the past. New generation of journalist should work as team with many other people. Moreover, convergence journalists are needed to keen in new communication, new media, and new technology. They are urged to be multi-skill persons in order to work cross media. Same as Khomjak Kamtornpasinu (2013) who focuses on new media, saying that popular social network such as Facebook, Line, and LinkedIn can be new tools for convergence journalist in current age. He states that many companies already used all these social network as new marketing tools not only for communication with customers, but also for business to business (B2B) deals.

De-Kui, and Bhubate Samutachak (2013) studied on A User Segmentation Model for Social Networking Websites and found that online social network gain momentum in online world with magnifying user size, inadequate attention of behavior on online members. This finding mean to behavior of online network users for online marketing and e-commerce as well as website management.

Bhubate Samutachak (2013) pointed that in online world, online opinion leaders plays significant in word of mouth diffusion through their contacts in the

network. However, it is more likely that negative word of mouth is disseminated more than positive and natural word of mouth. While Henderson also said although fundamental questions regarding free speech have changed little since the advent of social media, these new way of communicating and connecting have left judging and questioning the shifting boundaries of speech in social digital spaces. The better understand how law regard to speech free speech are evolving address this new medium. Three areas of where remained contest ground: access, content, and surveillance.

Table 2.9 Summary of Review of Literature: Thailand Studies on Convergence Media

Author, Source / Year	Conclusions and Key Findings
Sakulsri Srisarakam and Asina Pornwasin (2013)	Media firms are going digital with one of four strategies; technical convergence, structure and organization convergence, production convergence, and cultural convergence Nation and Matichon have adopted difference way towards media convergence. Both newspaper re-plan to cope with the change of media convergence age
Parichart Saithanoo (2010)	Media convergence user lifestyle: Demographic variables and psychology variables correlate with media convergence technology and content usage behavior
Yanyong Suwannapong (2014)	Journalists in the Internet3.0 age should adapt to work at anywhere, anytime, and anyone because they can use social media and new media to collect information and data mush easier than in the past
Khomjak Kamtornpasinee (2013)	Social network such as Facebook, Line, and LinkedIn can be new tools for convergence journalist in currant age

Table 2.9 (Continued)

Author, Source / Year	Conclusions and Key Findings
De-Kui, and Bhubate Samutachak (2013)	Online social network gains momentum in online world with magnifying user size, inadequate attention of behavior on online members.
Bhubate Samutachak (2012)	Online opinion leaders plays significant in word of mouth diffusion through their contacts in the network
Henderson (2013)	Fundamental questions regarding free speech have changed little since the advent of social media

Conclusion

Since the Internet introduced in the U.S. four decades ago, it has been changing media landscape and forcing old and new media integrated into media convergence. Media organizations as well as public and private organizations in many countries have accepted that initiative and use as key tool to drive organizations. Many researches showed that many other developed countries are entering into media convergence. Media convergence is one of main theories the researcher will refer in this study.

2.4 Convergent Journalism

2.4.1 Convergent Journalism Theories

This part will explain provide key concepts and theories of convergent journalism have been discussed at international aspect. Convergent journalism is the emerging of news reporting that involved convergent media users and new platforms of communication in current digital age.

Quinn, and Filak (2005, p. 227) revealed that convergence journalism was not the about only broadcast or print, it is online, air wave, magazines, A personal digital assistant (PDA), cell phones and electronic paper. Convergent Journalism is the way can make news story and this medium may be the web, broadcast, radio, or a newspaper or magazine-or, more likely, all of the above. Convergent Journalism an

Introduction shows you, the news writer, editor, reporter, and producer how to tailor a story to meet the needs of various media, so your local news story can adjust to appropriate forms for the web, print, PDA screen and broadcast.

The media convergence is defined as a form of cross-media cooperation, usually involving broadcast, print, photography and internet sites. This new form of journalism requires the journalist to be skilled in more than one discipline. For example, a convergence journalist could write an article for a newspaper and produce a broadcast package on the same story all in one day. Convergence journalism also adds more elements and details to a story with more than one outlet to tell the story. It is much more appealing for the reader to see pictures and videos while reading a newsprint article; this is the formula for convergence. This new type of journalism makes the reporter more attractive to future employers because of their knowledge and skill in the different types of media outlets. Rather than being an expert in only broadcast journalism, convergence allows the journalist to be an expert in print and photography.

Wikipedia states that convergence journalism is an emerging form of journalism, which combines different forms of journalism, such as print, photographic and video, into one piece or group of pieces. Convergence journalism can be found in the likes of CNN and many other news sites.

Table 2.10 Summary of Review of Literature: Convergent Journalism Theories

Author, Source / Year	Conclusions and Key Findings
Quinn, and Filak (2005)	Convergence journalism was not the about only broadcast or print, it is online, airwave, magazines, PDA, cell phones and electronic paper.
Wikipedia (n.d.a)	convergence journalism is an emerging form of journalism, which combines different forms of journalism

Conclusion

Convergent Journalism is emerging along with the booming of new media and social media. Today news organizations and journalists concern the importance of convergent journalism, meaning professional and non-professional journalists able to produce and distribute their content. Therefore, convergent journalism is expected to bring more efficiency communication including news report.

2.4.2 International Studies on Convergent Journalism

The next part will feature previous studied and research conducted in overseas to see how convergent journalism been implemented and how it reflect to communication especially among new generation who familiar with convergence of the media.

Quinn, and Filak (2005, pp. 85-103) revealed that a key component of convergent journalism is the ability to tell stories in different ways for multiple platforms. For some reporters accustomed to having done one form of journalism their professional lives, this can be a daunting transition. The aim of this chapter is to develop a process for doing multi-media journalism. It offers pen portraits of multi-media journalists, and it considers the skills that a print journalist would need in the transition to multi-media storytelling. In summary, this chapter covers: multi-media mindset, strengths and weaknesses of each medium, technology not the issue, new roles for converged newsrooms, and profiles of multi-media journalists.

Meanwhile, Wilkinson, Grant, and Fisher (2009) written their book named “Principles of Convergent Journalism” described the principles of convergent journalism was a noble attempt to deal with the rat's nest that is media convergence. It is a rat's nest because media convergence is in the early stages of inventing itself, of refiguring how media make money with this new model.

A metaphor comes to mind that seems apt: analogical media are like a warm air mass and digital like a cold air mass. There is no way the two can combine without creating a lot of havoc and, in many cases, destruction. Principle has made a competent attempt to deal with what we know so far about the nature of convergence and how we can prepare students to work in this fractious media environment. A little background first. There are at least two schools of thought on convergence.

The book pointed out that media consumption behavior that prompted the notion of multi-tasking, and with it, the proliferation of media production behaviors that were designed to play to multitasking. The consumption end of the equation was led by a generation of keypunching teens who reduced all long-hand creations to software that did a lot of the work for them, thus creating the opportunity to pack many different tasks into fewer efforts. Because of this behavior, widely adopted by teens faster than their elders, teens were mistakenly viewed as having a special ability to efficiently "multitask," that is, split their attention resources efficiently among a number of competing tasks.

Experimental psychologists and mass communication researchers have irrefutably debunked this notion. Millennial may multi-task, but not efficiently. Not even close to efficiently. Now consider some message production behaviors that are designed to target the mythical multi-tasker. Some of those behaviors include the cascade of TV screen clutter that competes with the principal message that is on the screen at any given moment. What, in fact, these producers are concocting is what art critic Robert Hughes once called "the shock of the new," a newness that is, in itself, the message - the message of what is avant-garde, exciting, hip, now. More dizzying the message and the greater its entertainment values. That is what we are talking about: entertainment value, not more efficient methods of communication to Millennial.

Table 2.11 Summary of Review of Literature: International Studies on Convergent Journalism

Author, Source / Year	Conclusions and Key Findings
Quinn, and Filak (2005)	Key component of convergent journalism is the ability to tell stories in different ways for multiple platforms Convergence journalism was not the about only broadcast or print, it is online, air wave, magazines, PDA, cell phones and electronic paper.

Conclusion

Convergent media have been rapid growing in terms of technology development and the use. Millennial preferred to use convergent media while journalism became convergent journalists as they have to involved many new forms of communication and new distribution.

2.4.3 Thailand Studies on Convergent Journalism

This will show hoe Thai journalists using and taking part with convergent journalism, the new manual of current information communication technology (ICT) age. Thai people also use convergent media in their daily life.

Patara Pongsukvajchakul (2011) concluded in a research entitled “New media technology and communication in Thai families in Bangkok Metropolitan” that showed news media technology which family member s used were mobile phone, followed by personal computer, mobile home computer, and computer notebook. In using the new media technology, parents base on priority on necessities to lives while youth emphasize on characteristic of the new media technology. Communication in the family was through face-to-face along with new media especially direct talking on the mobile phones with purpose of informing massage, making appointment, and asking for help.

The use of new media technology in families was allowed under certain rules and regulation. For example, youth were responsible for expense. They were restricted to use computer on certain day and time. For the effect, results showed that beside building family relations, technology mediate communication provide security and convenience to lives. However, the use of new media technology did not result in increase family communication since members significantly face-to-face interaction. The result also indicated other effects to health expense, learning, and feelings.

Voravit Pattanaittikul (2010) conducted a research on Thai Youth and Communication in Globalization Age, it showed that majority of Thai youth wake up at 6-8 AM and go to bed during 10-12 PM. They own mobile phone, communication, and electronic device, wish to own car in the future. They watch television and shop during free time. They always use internet, watch television, use personal media, and mobile phone respectively. The youth give high creditability ratings to television

personal media, newspaper, and the Internet respectively. Their main objectives for media consumption are for gaining knowledge and entertainment, and usually expose media alone.

A gender factor influences on Thai youth's trust in mass media, personal media, but not on media exposure. A residential factor influences on media exposure and belief in personal media but not on a trust in mass media. A pattern of media consumption in Bangkok is statically significantly on Thai youth in other regions. However, this finding is not seen differences between youth in Bangkok and in provinces.

Table 2.12 Summary of Review of Literature: Thailand Studies on Convergent Journalism

Author, Source / Year	Conclusions and Key Findings
Patsara Pongsukvajchakul (2011)	News media technology which family members used were mobile phone, followed by personal computer, mobile home computer, and computer notebook
Voravit Pattanaitikul (2010)	A gender factor influences on Thai youth's trust in mass media, personal media, but not on media exposure. A residential factor influences on media exposure and belief in personal media but not on a trust in mass media

Conclusion

Thai media organizations and journalists have taken part of being convergent journalism. They can create communities and online channel not only for interpersonal communication but also in mass scale.

2.5 Data Journalism

2.5.1 Data Journalism Theories

This part will provide key concept of big data journalism, which is now becoming more important in current information age. Journalists in overseas are concerning more about the importance and the use of data for their news articles.

Wikipedia (n.d.b) describes that data journalism is a journalism specialty reflecting the increased role that numerical data is used in the production and distribution of information in the digital era. It reflects the increased interaction between content producers (journalists) and several other fields such as design, computer science and statistics. From the point of view of journalists, it represents "an overlapping set of competencies drawn from disparate fields"

1. Data journalism has been widely used to unite several concepts and link them to journalism. Some see these as levels or stages leading from the simpler to the more complex uses of new technologies in the journalistic process.

2. Designers are not always part of the process, according to author and data journalism trainer Henk van Ess

3. "Data journalism can be based on any data that has to be processed first with tools before a relevant story is possible. It doesn't include visualization per se"

Data journalism is an approach to writing for the public in which the journalist analyzes large data sets to identify potential news stories. Journalists who work in this field typically make use of sophisticated statistical analysis techniques, such as a regression analyses as well as programs that incorporate machine learning to spot meaningful correlations in data. <http://searchbusinessanalytics.techtarget.com/definition/Data-Journalism>

Table 2.13 Summary of Review of Literature: Data Journalism Theories

Author, Source / Year	Conclusions and Key Findings
Wikipedia (n.d.b)	Data journalism is a journalism specialty reflecting the increased role that numerical data is used in the production and distribution of information in the digital era. It reflects the increased interaction between content producers (journalist) and several other fields such as design, computer science and statistics

Conclusion

Database or big data become more importance for news report in current information and new media era as journalists are heavily consuming information from social network as well as online channel so they may needed to verify some information given by un-trusted sources. Therefore, they still have accepted source of information when filing news.

2.5.2 International Studies on Data Journalism

This part will describe prospect of data journalism and the use of it globally particularly in United States of America, Europe, and United Kingdom. It will also provide how newspaper reporters and citizen use data journalism when they report news.

Appelgren (2016, pp. 1-14). Reveled on Facebook there are interest groups created by journalists, for journalists, that focus on the journalistic profession and work methods. One example is the Swedish group, "Datajournalistik" (in English, "Data Journalism"), which was created in 2012. This article builds on Granovetter's theory on the strength of weak ties and is focused on the skill development process is taking place in the group. A content analysis has been carried out of all posts that received comments in order to explore the social functions of the group. The results indicate both a significant need for knowledge exchange and a need for self-affirmation. At the time, the groups were unique in the Nordic countries and as such

have played a major role in data journalism's development process in the Nordic region.

Kirkpatrick (2015, pp. 15-17) studied about computer journalism and technological innovations and found that the roles of digital techniques such as data mining, Web scraping, and data visualization in journalism. According to the author, these techniques can help journalists to develop story ideas and compile and present complex information. Details on a data-analysis tool developed by scholar and journalist Meredith Broussard, which allowed her to determine how many public school students in Philadelphia, Pennsylvania had access to the textbooks they needed, are presented. The tool was later expanded into a story-developing program called the Story Discovery Engine. According to Broussard, data visualizations and interactive tools help to localize news stories and engage consumers..

Parasie and Dagiral (2013). said about data-driven journalism and the public good: "Computer-assisted-reporters" and "programmer-journalists" in Chicago, saying since the mid-2000s, some United States of America and British news organizations have hired programmers to design data-driven news projects within the newsroom. But how does the rise of these "programmer-journalists," armed with their skills and technical artifacts, really affect the way journalism can contribute to the public good.

Based on an empirical study in Chicago, we show in this article that although they have built on previous historical developments, these programmer-journalists have also partly challenged the epistemology conveyed by the computer-assisted reporting tradition in the United States of America, grounded in the assumption that data can help journalists to set the political agenda through the disclosure of public issues. Involved in open source communities and open government advocacy, these programmers and their technical artifacts have conveyed challenging epistemological propositions that have been highly controversial in the journalism community.

In United Kingdom, Knight (2015) who focused on data journalism stated that for years Tim Berners-Lee made the pronouncement that 'Journalists need to be data-savvy but now it's also going to be about poring over data and equipping yourself with the tools to analyze it and picking out what's interesting'. This new form of data-driven journalism appears to have been enthusiastically adopted-at least in the rhetoric

of news discourse, according to which it is ‘rapidly becoming part of the establishment’.

This analysis is a preliminary survey of data-based stories being presented in the national news in the United Kingdom, and lays the groundwork for an analysis and typology of the forms and formats of data journalism as a media practice. The analysis shows that while superficial data journalism is being practiced, it is limited in scope and format. No evidence was found of a commitment to data projects among the news outlets examined, and only one instance of recourse to the Freedom of Information Act was seen. Most data presented were superficial, and sourced from traditional outlets. Data journalism is practiced as much for its visual appeal as for its investigative qualities, and the overall impact, especially in the tabloid format is as much decorative as informative

The role played by those organizations can be explained as a result of the peculiarities of national media systems. But there are also commonalities, for example, non-academic institutions (such as the European Journalism Center or the Center for Investigative Journalism) and major international news outlets (such as The Guardian and The New York Times) seem to take over a leading role in all of the analyzed countries. Generally speaking, data journalism education appears to be a very young discipline that frequently neglects fundamental journalistic topics such as ethical issues, transparency, accountability, and responsiveness although they are crucial in a journalistic field as sophisticated tools to reveal hidden aspects of reality. Splendore, Di Salvo, Eberwein, Groenhardt, Kus, and Porlezza (2016).

Big Social Data Analytics in Journalism and Mass Communication.. according to Guo, Vargo, Pan, Ding, and Ishwar (2016), who investigated and compared two “big data” text analysis methods: dictionary-based analysis, perhaps the most popular automated analysis approach in social science research, and found that the most widely used algorithms in the field of computer science and engineering. By applying two “big data” methods to make sense of the same dataset 77 million tweets about the 2012 U.S. presidential election-the study provides a starting point for scholars to evaluate the efficacy and validity of different computer-assisted methods for conducting journalism and mass communication research, especially in the area of political communication.

Appelgren (2016) studied “Data Journalists Using Facebook” pointed out that Facebook are interest groups created by journalists, for journalists, that focus on the journalistic profession and work methods. One example is the Swedish group, "Datajournalistik" (in English, "Data Journalism"), which was created in 2012. This article builds on Granovetter's theory on the strength of weak ties and is focused on the skill development process is taking place in the group. A content analysis has been carried out of all posts that received comments in order to explore the social functions of the group. The results indicate both a significant need for knowledge exchange and a need for self-affirmation.

Data journalism in content writing, submitted by reporter Ryan Gabrielson to the U.S. Federal Bureau of Investigation (FBI) on bank crimes in the U.S. during 2007 to 2011, the Lede Program which focuses on data analysis, data visualization and computing and creation of data visualization for narrating stories and news reports. (Charski, 2015).

Table 2.14 Summary of Review of Literature: International Studies on Data Journalism

Author, Source / Year	Conclusions and Key Findings
Appelgren (2016)	Facebook there are interest groups created by journalists, for journalists, that focus on the journalistic profession and work methods
Parasie, and Dagiral (2013)	United States of America and British news organizations have hired programmers to design data-driven news projects within the newsroom
Kirkpatrick (2015)	Roles of digital techniques such as data mining, Web scraping, and data visualization in journalism
Knight (2015)	Journalists need to be data-savvy but now it's also going to be about poring over data and equipping

Table 2.14 (Continued)

Author, Source / Year	Conclusions and Key Findings
	yourself with the tools to analyze it and picking out what's interesting'
Splendore, Di Salvo, Eberwein, Groenhart, Kus, and Porlezza (2016).	The role played by those organizations can be explained as a result of the peculiarities of national media systems
Guo, Vargo, Pan, Ding, and Ishwar (2016).	By applying two “big data” methods to make sense of the same dataset-77 million tweets about the 2012 U.S. presidential election
Charski (2015).	Data visualization and computing and creation of data visualization for narrating stories and news

Conclusion

There is quite a large number of data journalism usage in overseas such as in United States of America, South Korea, and well as Europe. Some popular platforms including Facebook has been used at all corner of the world.

2.5.3 Thailand Studies on Data Journalism

It is expected that the use of data journalism in Thailand have just began not long this maybe due to the emerge of new media and social media users. Previous studies of the use of big data, meanwhile, likely in low volume.

A study conducted by Pirongrong Ramasoota and Soprak Panichpapiboon, (2014) examined the current state of awareness of privacy in Thailand, with two important foci-general online users, and leading members of civil society related to the area of privacy advocacy. In the absence of a data protection law and amidst long information surveillance practices administered mainly through the security state, Thailand posits a unique setting for a research inquiry into privacy awareness and future advocacy in the area.

The study is carried out using two methodologies-a questionnaire-based survey with online users throughout the country, and in-depth interviews with selected members of social activist groups. Survey results show that patterns of privacy perception, levels of awareness, and reaction to privacy threats are variably influenced by factors such as socio-demographics, cultural attitudes, and online use characteristics. Meanwhile, public education is found to be the preferred option for promoting greater social awareness.

Civic leaders feel that the main threats to privacy and hindrance against social awareness on the issue lie in the following: lack of fair information practice principles, prevailing discourse of national security, and unaccountable use of cybercrime law to probe into people's private data, and cyber lynching and witch-hunts of political dissidents. They also feel that public education focusing on the affected case along with the use of human rights discourse within an international legal framework are preferred courses of actions towards the mobilization of privacy awareness in Thailand.

Table 2.15 Summary of Review of Literature: International Studies on Data Journalism

Author, Source / Year	Conclusions and Key Findings
Pirongrong Ramasoota and Soprak Panichpapiboon (2014)	The absence of a data protection law and amidst long information surveillance practices administered mainly through the security state, Thailand posits a unique setting for a research inquiry into privacy awareness and future advocacy in the area.

Conclusion

The use of big data journalism or database journalism has been rapid growing in many countries including Thailand. Newspaper and other public or independent organizations are concerning more trusted data.

2.6 Engagement Journalism

2.6.1 Engagement Journalism Theories

This part will show some of important concept of engagement journalism, which now popular in many other countries. Citizen reporters or professional journalists are involving engagement journalism theories.

Wikipedia (n.d.c) describes that it seems that engagement journalism may partially have part of civic journalism concept as that the idea of integrating journalism into the democratic process. The media not only informs the public, but it also works towards engaging citizens and creating public debate. The civic journalism movement is an attempt to abandon the notion that journalists and their audiences are spectators in political and social processes.

In a revisit on engagement journalism by Meena Thiruvengadam (2013), most journalists now understand they need to engage with audiences, whether online or in person. But it's still not clear how news organizations can measure whether their attempts at engagement are paying off. Some organizations use live events as a tool to get to know their audience. But for audience relationships that primarily play out online those personal connections can be tough to gauge.

The revealed questioned that journalists need to ask but may not have the data to ask are whether stories are being tweeted or retweeted at higher than expected rates. Still, engagement is not just about quantity, it's also about quality, something that can be even more difficult to gauge, particularly for metrics focused newsrooms.

Table 2.16 Summary of Review of Literature: Engagement Journalism Theories

Author, Source / Year	Conclusions and Key Findings
Wikipedia (n.d.c)	Engagement journalism may partially have part of civic journalism concept as that the idea of integrating journalism into the democratic process. The media not only informs the public, but it also works towards engaging citizens and creating public debate.

Table 2.16 (Continued)

Author, Source / Year	Conclusions and Key Findings
Meena Thiruvengadam (2013)	Journalists now understand they need to engage with audiences, whether online or in person.

Conclusion

Engagement journalism can be found not only on site or at public areas, but also found at online and virtual community. The engagement via new media and online will continue popular as general people able to produce and share their content through digital platforms.

2.6.2 International Studies on Engagement Journalism

Bressers, Smethers, and Mwangi (2015, pp. 433-451) concluded that in a nascent attempt at providing citizen-produced news content, volunteers produce quality telecasts of local high school sports via a state-of-the-art multimedia production facility that opened in 2011 in Greensburg, Kansas. This study reports the results of structured interviews with Kiowa County (KS) Media Center volunteers that reveal high levels of civic engagement, strong community-oriented motivations, and enthusiastic support for producing other community-journalism projects. The need for strong leadership emerged as a central theme.

Lazaroiu (2009) revealed about online communication that although online journalism remained dominate by breaking news coverage, new genres are emerging that differentiate it more and more from old media journalism.

Table 2.17 Summary of Review of Literature: International Studies on Engagement Journalism

Author, Source / Year	Conclusions and Key Findings
Bressers, Smethers, and Mwangi (2015)	A nascent attempt at providing citizen-produced news content, volunteers produce quality telecasts of local high school sports via a state-of-the-art multimedia production
Lazaroiu (2009)	Online communication that that although online journalism is still dominated by breaking news coverage, new genres are emerging that differentiate it more and more from old media journalism

Conclusion

The implementation of engagement journalism can be seen in overseas. News organizations can ask new people or citizen to help produce or provide information and data for new reports.

2.6.3 Thailand Studies on Engagement Journalism

The article offers information on media reform in Thailand. It forwards that media reform in this country gained attention after the Peoples' Constitution of 1997, which evolved after the struggle for political reform following a popular uprising against the military dictatorship in May 1992.

It mentions that while the press in Thailand is liberal, the broadcasting sector, including radio and television ownership have been controlled by various state agencies through concessions since the start of radio broadcasting in 1930 and television in 1955. Relative to this, this country's first public-service-broadcasting television station was established after the military coup in 2008. Author Affiliations: 1Vice-Chair, Campaign for Popular Media Reform (CPMR), and Coordinator, Thai Netizen Network. (Supinya Klangnarong, 2009).

Table 2.18 Summary of Review of Literature: Thailand Studies on Engagement Journalism

Author, Source / Year	Conclusions and Key Findings
Supinya Klangnarong, (2009)	Media reform in this country gained attention after the Peoples' Constitution of 1997

Conclusion

Media organizations in Thailand are working with people so they can help each other engage some issue to get information for news reports. During crisis, the engagement journalism performs very well.

2.7 Advocacy Journalism

2.7.1 Advocacy Journalism Theories

This part will explain the meaning of advocacy journalism and its importance as well as compare it with principle of journalism aspect. Advocacy journalism is involved social and political issues.

From Wikipedia, the free encyclopedia, advocacy journalism is a genre of journalism that intentionally and transparently adopts a non-objective viewpoint, usually for some social or political purpose. Because it is intended to be factual, it is distinguished from propaganda. It is also distinct from instances of media bias and failures of objectivity in media outlets, since the bias is intended.

Traditionally, advocacy and criticism are restricted to editorial and op-ed pages, which are clearly distinguished in the publication and in the organization's internal structure. News reports are intended to be objective and unbiased. In contrast, advocacy journalists have an opinion about the story they are writing. For example, that political corruption should be punished, that consumers should adopt more environmentally friendly practices, or that a government policy will be harmful to business interests and should not be adopted. This may be evident in small ways, such as tone or facial expression, or large ways, such as the selection of facts and opinions presented.

Some advocacy journalists reject that the traditional ideal of objectivity is possible in practice, either generally, or due to the presence of corporate sponsors in advertising. Some feel that the public interest is better served by a diversity of media outlets with a variety of transparent points of view, or that advocacy journalism serves a similar role to muckrakers or whistleblowers.

Downie and Schudson (2009) reported advocacy public journalism and for the most part, citizen journalism can be viewed as examples of advocacy journalism, a form of journalism that endeavors to be fact-based, but does not separate editorial opinion from news coverage and often approaches the news from a specific viewpoint. Advocacy journalists distinguish the “good guys” from the “bad guys” and “actively participate in the debate, becoming more activists than observers of the events.

Table 2.19 Summary of Review of Literature: Advocacy Journalism Theories

Author, Source / Year	Conclusions and Key Findings
Downie and Schudson (2009)	Advocacy public journalism and for the most part, citizen journalism can be viewed as examples of advocacy journalism, a form of journalism that endeavors to be fact-based, but does not separate editorial opinion from news coverage and often approaches the news from a specific viewpoint.

Conclusion

Advocacy journalism can be the ideal of objectivity is possible in practice, either generally, or due to the presence of corporate sponsors in advertising. It also can be related or linked with political and business side depends country’s policy and acts.

2.7.2 International Studies on Advocacy Journalism

Some international studies in this part will show the different of advocacy journalism as well as a huge gap between of being advocacy and non-advocacy as well as its impact then go enforcement.

Bressers, Smethers, and Mwangi (2015) noted that a nascent attempt at providing citizen-produced news content, volunteers produce quality telecasts of local high school sports via a state-of-the-art multimedia production facility that opened in 2011 in Greensburg, Kansas. This study reports the results of structured interviews with Kiowa County (KS) Media Center volunteers that reveal high levels of civic engagement, strong community-oriented motivations, and enthusiastic support for producing other community-journalism projects. The need for strong leadership emerged as a central theme.

The digital divide will depend less on technology and more on providing the skills and content that is most beneficial. Steensen notes that although online journalism is still dominated by breaking news coverage, new genres are emerging that differentiate it more and more from old media journalism. Rodrigue argues that getting media attention may depend on the existence of sensational human drama and conflict in the story.

Wellman and Hogan discuss how the use of the Internet affects traditional social and communal behaviors, such as communication with local family and commitment to geographical communities, LazaroIU (2009).

Table 2.20 Summary of Review of Literature: International Studies on Advocacy Journalism

Author, Source / Year	Conclusions and Key Findings
Bressers, Smethers, and Mwangi (2015)	Media Center volunteers that reveal high levels of civic engagement, strong community-oriented
LazaroIU (2009)	Internet affects traditional social and communal behaviors, such as communication with local family and commitment to geographical communities,

Conclusion

This consists of some international studies on advocacy journalism. Results of the studies show a huge gap between of being advocacy and non-advocacy as well as its impact then go enforcement.

2.7.3 Thailand Studies on Advocacy Journalism

This part will show the latest movement of advocacy journalism in Southeast Asia and in Thailand.

Southeast Asia Press Alliance (SEAPA) is a non-profit, non-governmental organization campaigning for genuine press freedom in Southeast Asia. Established in Bangkok in November 1998, it aims to unite independent journalists' and press-related organizations in the region into a force for advocacy and mutual protection. SEAPA's goal is to provide a forum for the defense of press freedom, giving protection to journalists and nurturing an environment where free expression, transparency, pluralism and a responsible media culture can flourish.

Membership in the Alliance is open to independent press advocacy organizations with a proven track record of working for press freedom. SEAPA's founding members-from Indonesia, the Philippines and Thailand-are among the most well established press advocacy organizations in Southeast Asia. Together they bring an innovative regional perspective to the practice of journalism and a vision of a Southeast Asia that is the home of a free and vibrant media.

The Committee to Protect Journalists (CPJ) has expressed consistent concerns about the steady erosion of press and Internet freedoms in Thailand since the 2014 military coup and suspension of democracy. Throughout my 17 years of journalistic experience based in Thailand, the situation for reporters, apart from when bullets are flying in the national capital during political protests, has never been direr. Reporters operate in a climate of fear and uncertainty, never sure exactly where the line between permissible and off-limits reporting lies. Local journalists who have crossed that vague line have suffered increasingly harsh reprisals, including so-called "attitude adjustment" sessions in military custody.

Until now, foreign reporters have been mostly immune to that persecution. But new restrictive guidelines for receiving and renewing foreign media work visas, in our estimation, aim ultimately to instill the same self-censorship practiced among local journalists in the foreign media through the arbitrary threat of visa denials. If strictly enforced as written, the guidelines will inevitably hollow out Thailand's now robust foreign press corps and further curb critical news coverage of Prime Minister Prayut Chan-o-cha's rights-curbing junta.

The measures, including provisions that require reporters to work full-time for a registered news organization, will effectively make it illegal to work as a freelancer from Thailand. Equally worrying, the guidelines give authorities the power to deny visa applications in punitive response to any news they deem as "disruptive" to public order or security. How officials will measure or determine what constitutes a "disruption" is unclear. Those accused of "disruptions" will apparently not be able to challenge arbitrary or vindictive decisions in the Administrative Court system without work visa status, a no doubt by-design Catch-22 situation.

Depending how that particular security-related guideline is interpreted and implemented, the Ministry of Foreign Affairs will have broad new discretionary powers to deny media visas on the basis of an individual journalist's news coverage. The Ministry of Foreign Affairs originally said that the new revised criteria were drafted in response to the "changing nature of new media and to re-categorize personnel eligible to media visas" and not designed to restrict or reduce the number of foreign journalists in Thailand.

If Thailand truly wanted to get in step with the changing nature of global media, it would implement measures that aimed to promote and protect freelancers, not restrict them. Faced with broken business models and ever tightening news budgets, a growing number of the world's major news organizations rely on freelancers for their coverage of outpost countries like Thailand. The willful elimination of freelancers will effectively pull the plug on a vast amount of diverse and original reporting on Thailand. That, in turn, will give the government more leverage on news organizations with established bureaus and full-time correspondents, as we've witnessed in other countries that restrict freelancers, such as China and Vietnam.

Foreign Minister Don Pramudwinai was later more forthright about the guideline policy's true intent, which he said in press interviews would be used to curb "misleading" foreign coverage about Thailand. It seems increasingly clear that the junta has handed down to the Ministry of Foreign Affairs a "quota of elimination" for foreign reporters, judging by Don's comments to local media that his ministry plans to reject some 10 percent of the 500 or so currently credentialed foreign correspondents in the country. There are indications that officials are already conducting investigations into individual reporters' backgrounds before they've applied for renewals.

If all of the five new guidelines are strictly enforced, including the requirement that journalists must work full-time for a registered news organization, the eventual number of visa denials will be much, much higher. At a time when Thailand aims to become a regional hub, the economic and logistical center of the new ASEAN [Association of Southeast Asian Nations] Economic Community, it is simultaneously moving to roll back the country's long-held position as press freedom safe haven for reporters covering the wider region.

The timing of these new restrictions, by our estimation, is no accident. Foreign reporters have broken a series of exposé stories that the local media either missed, ignored or lacked the resources to pursue, that have cast Thailand in an often unfavorable light. That reporting has often put Prayut's junta on the back foot at a time it tries to win international recognition of its rule. Reuters won a Pulitzer Prize for its investigative reporting on the Rohingya boat people's plight and Thailand's shameful role in the abusive human trafficking racket.

The Associated Press has exposed slavery and other unsavory practices in the fishing industry that have long been the norm in a country that does brisk trade with members of your union. The Economist has reported on palace intrigue ahead of a crucial royal succession in a manner that the local press would never dare for fear of reprisals, including possible jail terms. It is likely no coincidence that the junta is intensifying pressure on the foreign press ahead of a delicate royal transition that could be complicated by critical news coverage.

All of this groundbreaking, investigative foreign reporting is in the public interest and fair game in any democratic society where the press is allowed to serve its checking and balancing role. And it's the type of reporting, I venture, that Prayut's junta deliberately aims to curb through these arbitrary and vague new guidelines against the foreign press. While the government insists it's working to reform and improve Thailand's democracy, uprooting a diverse and robust foreign media presence in the country is inconsistent with that supposed aim.

Allow me to take this opportunity to advocate that you, either collectively or through your individual embassies, speak publicly or lobby privately against these new guidelines against the foreign media as well as continued restrictions and pressure on the local media. Thank you for your attention.

Table 2.21 Summary of Review of Literature: Thailand Studies on Advocacy Journalism

Author, Source / Year	Conclusions and Key Findings
Southeast Asia Press Alliance (SEAPA)	Aims to unite independent journalists' and press-related organizations in the region into a force for advocacy and mutual protection
The Committee to Protect Journalists (CPJ)	New restrictive guidelines for receiving and renewing foreign media work visas, in our estimation, aim ultimately to instill the same self-censorship practiced among local journalists in the foreign media through the arbitrary threat of visa denials

Conclusion

Regional media organizations and local news organization cited they concern about advocacy and freedom of the press in current age as they believed that advocacy may could bring some negative impact to people and society.

2.8 Civic Journalism in Convergent Media

In this part, it will provide civic journalism in convergent media theories, international and Thailand studies and findings on civic journalism in convergence media. Studies on civic journalism in convergent media can be seen in many countries especially in Western countries as well as in some developing countries.

2.8.1 Civic Journalism in Convergent Media Theories

Burns (2008) written ideas and concepts about civic journalism on “Select Issues with New Media Theories of Citizen Journalism”, stated that citizen journalism was the latest innovation in 21st century journalism. Moreover, participatory journalism and user-driven journalism are other terms to description for citizen journalism, which was notably the mid-1990s during the emerging of new media and social network.

For new media programs, civic journalism is on two earlier traditions; the event-driven journalism of crises like the 1991 Gulf War (Wark) and the civic journalism school that emerged in the 1960s and social upheavals. Civic Journalism's awareness of minorities and social issues provides the character ethical and political philosophies for many citizen journalists. Events such as the Southeast Asian tsunami on December 26, 2004 or Al Qaeda's London bombings on July 7, 2005 are cited as examples of citizen journalist as event-driven journalism and "pro-am collaboration".

According to form, one of major forms of citizen journalists is the Web 2.0 that provide and demonstrate prototypes and start-ups, even when using a programming language. For example, South Korea's OhmyNews is cited as an exemplar that started with "727 citizen reporters and 4 editors" and now has "38,000 citizen reporters" and "a dozen editors. How does OhmyNews's mix of hard and soft news change over time or how does OhmyNews deal with a complex issue that might require major resources, such as security negotiations between North and South Korea.

Wikipedia sites compared citizen journalism and grassroots media that the word "citizen" has a coterminous relation to the nation-state. The fact that many millions of people are considered stateless and often without citizenship, such as refugees or immigrants without papers limit the concept to those recognized only by governments. Additionally, the global nature of many participatory media initiatives, such as the Independent Media Center, makes talking of journalism in relation to a particular nation-state largely redundant, as its production and dissemination do not recognise national boundaries. Some additional names given to the concept based on this analysis are, "grassroots media," "people's media," or "participatory media."

The online site revealed that criticism made against citizen journalism, especially from among professionals in the field. Citizen journalists are often portrayed as unreliable, biased and untrained-as opposed to professionals who have "recognition, paid work, unionized labor and behavior that is often politically neutral and unaffiliated, at least in the claim if not in the actuality". Citizen journalists gather material by being on the streets. Their tools can be narrowed down to a camera, social media and an instinct to start recording whenever something seems newsworthy. Much of their knowledge regarding the issues that are raised are obtained through their experience as a part of the community.

However, some major news reporting agencies, threatened by the speed with which news is reported and delivered by citizen journalism, have launched campaigns to bring in readers and financial support. For example, Bill Johnson, president of Embarcadero Media, which publishes several northern California newspapers, issued an online statement asking readers to subscribe to local newspapers in order to keep them financially solvent. Johnson put special emphasis on the critical role played by local newspapers, which, he argues, "reflect the values of the residents and businesses, challenge assumptions, and shine a light on our imperfections and aspirations".

The Internet has made the postal service less important in many countries throughout the world. The debate as to what exactly constitutes citizen journalism and when this phenomenon emerged is not going away; and as technology evolves, it is likely to become more intense, with academics, media practitioners and others with an interest in the technology continuing to study the underpinnings of this concept. Those who posit the view that the term citizen journalism is hard to define are not wrong, as this concept has been variously labelled grassroots journalism, networked journalism, open source journalism, citizen media, participatory journalism, hyper local journalism and bottom-up journalism.

A close look at these terms reveals that they all have one thing in common: they indicate an inclusiveness that is not to be found in traditional journalism – if traditional journalism is defined as the collection and editing of news for presentation through the mainstream electronic and print media. The terms used to describe citizen journalism carry with them an original and unfiltered aspect that is not found in traditional journalism where the issue of the editor as gatekeeper is critical to the process. Those who take the time to do any kind of analysis of blogs and websites about citizen journalism will concur that the major difference between the Corinne Barnes two concepts under discussion is interactivity.

Table 2.22 Summary of Review of Literature: Civic Journalism in Convergent Media Theories

Author, Source / Year	Conclusions and Key Findings
Burns , 2008	Citizen journalism was the latest innovation in 21 st century journalism
Wikipedia (n.d.a)	Citizen journalism and grassroots media that the word "citizen" has a coterminous relation to the nation-state Citizen journalists is the Web 2.0 that provide and demonstrate prototypes and start-ups

Conclusion

Judged from previous studies, debates, and discussions, civic journalism concept can be referred to citizen journalist especially during the booming of new media and rapidly spreading of social network. Citizen journalism, however, is being questioned over quality of their reports since they are claimed as content-provider, not journalist.

2.8.2 International Studies on Civic Journalism in Convergent Media

This part will show studies and findings of civic journalism in media convergence age at international aspect which can be seen in many countries especially in Western countries as well as in some developing countries. The researcher summarizes and paraphrases the studies and finding in order to provide a clear picture and lead into a concept of the research.

Wikipedia claims that in the current online and The Internet age, citizens are able to make user-generated content or contribute to the debates taking place in the public sphere. These would include postings on personal websites and social networks such as Facebook, Twitter and MySpace. People have been able to set up their own home pages and share their information with the world in a way that they certainly could not in the 1980 s; and prior to this, only a small number of people had access to media. People in the developing world were at a disadvantage; many rural areas in Jamaica, Trinidad and Tobago, Guyana and other countries of the Caribbean, for

example, were not connected by telephone, and in some communities, the only means of communication were the telegram or what has become known as ‘snail mail’ through an unreliable postal service.

As traditional media, the message can be controlled, while with social media it is a free-for-all. There is no accountability. But while this may be viewed by some scholars as a positive characteristic, there are also drawbacks. Untrained writers may not understand concepts such as off-the-record material, attribution, balance, fairness and objectivity. They write from their own experiences, their own lives, rather than seeing themselves as conduits of information in the public interest. They are not able to stand back from an issue and report the facts objectively, leaving the reader, listener or viewer to come to his or her own conclusions. These ordinary citizens can do more harm than good to society if they are allowed to publish their thoughts, opinions and ideas and these are passed off as journalism in the traditional sense of the word. Issues of objectivity, balance and fairness are of fundamental importance in traditional journalism.

Only a trained journalist understands the level of fact checking that is required before a news article can be published as factual. Journalists are required to be professional and meticulous in their information gathering process to ensure the veracity of their information. Confirmation and reconfirmation of information is the hallmark of professional journalism. Some media entities insist on the confirmation of information by several sources prior to publishing. No media entity wants to print an apology for revealing erroneous information. No media entity wants to have its credibility put on the line by being sued for libel, particularly in some Caribbean countries where the libel law puts the onus on the journalist to prove that a story was not published out of malice.

Professional journalists are usually trained and are aware of the guidelines governing their product. The definition of a traditional journalist by University of the West Indies lecturer Patrick Prendergast, underscores the importance of training in journalism. “A journalist is defined as a trained professional who, in the defense, protection and advancement of the public’s interest, uses media and communication platforms to pursue and report what is true with fairness, balance and accuracy and always in recognition of the principles, values and ethics of the profession of journalism.”

Koch (1991) stated that journalism in the 21st century reporter, media and everyone would benefit from new technology as the technology can provide much more information and database. For journalism and news reports, technology will divert or change the situation, that journalist in current digital age will have to change their works from being traditional into new path. Reporter and journalist in the 21st century will have to not provide general information to people.

Suwichit Chaidaroon (2015) cited that emerging of communication trends are big data analysis, technology particularly on computer mediate and mobile communication. Meanwhile, main topics in current to be reported in media as well in individuals age are health, communication, political communication, and activism communication. The formation of ASEAN Economic Community can push some new communications such as cross-cultural communication and multi-cultural studies.

Rojas (2013) presented a topic “Media, Egocentric Public and Political Polarization” that technology has totally changed public and crowd as it makes possible new public as he states most of us live in a world of perception not fact. Our perceptions have consequence. Today many perceptions are mediate through ego-centric public and the distortions generated by ego-centric will become critical for understanding communication process.

Bhubate Samutachak (2013) cited that internet, online, and social network build a new phenomena of communication that mean to a wider cyber and online social network, understanding structure of network and make it efficiency, searching for true word of mouth spreader, and be hold if it world of bad words.

Table 2.23 Summary of Review of Literature: International Studies on Civic Journalism in Convergence Media

Author, Source / Year	Conclusions and Key Findings
Wikipedia (n.d.a)	Current online and the Internet age, citizen able to become user-generated content or contribution to the debate that is taking place in the public sphere

Table 2.23 (Continued)

Author, Source / Year	Conclusions and Key Findings
Koch, 1991	People have been able to set up their own home pages and share their information Journalism in the 21th century reporter, media and everyone would benefit from new technology as the technology can provide much more information and database
Suwichit Chaidaroon (2015)	Emerging of communication trends are big data analysis, technology particularly on computer mediate and mobile communication
Rojas (2013)	Technology has totally changed public and crowd as it makes possible new public as he states most of us live in a world of perception not fact.
Bhubate Samutachak (2013)	Internet, online, and social network build a new phenomena of communication

Conclusion

Studies in overseas affirmed that media organizations have shifted from traditional to new form. Journalist, in the mean time, is required to adopt with new environment and fully apply their work to the emerging of citizen reporter. Most importantly, journalists in digital age becoming civic journalists, judging from their working style, new platforms for news distribution, and adjustable of contents and communication tools.

2.8.3 Thailand Studies on Civic Journalism in Convergent Media

This part will show studies and findings of civic journalism in media convergence age in Thailand. The researcher summarizes and paraphrases the studies and finding in order to provide a clear picture and lead into a concept of the research.

As lot of Thai people become citizen journalists. That mean everybody able to generate news contents as well able to spread information of issue and events from

one to many receivers at faster speed & frequencies and more efficiency compare to the past. However, a lot of Thai people received and used new media for daily communication, but it seems that media convergence users needed to make lifestyle adoptions in the midst of approaching of new media. As of all these revolutions, media convergence users are facing challenges over media paradigm shift lying ahead as well as the changes of their lifestyle profile.

Many media organization in Thailand are considering about media's great revolution and new technology now that laying a head especially the arrival of new media and technology platform. In fact, Thai media industry already entered into media convergence age at early stage so that means more changes will be followed. Most of Thai media companies already lined up their directions, from pro-long traditional to new ways generally on new technology basis, to converge existing forms to new channels such as Facebook, Twitter, online, and other digital forms.

One of the big changes is establishing "Convergence Newsroom" where all traditional media-newspaper, television, and radio are merging with new social and online media. This evolution, however, appeared in the United States of America for years before spreading in to Thailand as well as in many other countries. Trough many media firms are moving forward to cope with digital world, but each of organization so far having their own strategic plans and direction depends on company's policies and sub culture as well as business ultimate objections. Meanwhile, the adjustment is also considered customers and receivers needs. Media transformation has been drawing a large attention from researchers and scholars around the world to find out and seek for clearer picture as well as provide some predictions in order to give better understand about media.

In Thailand, most of studies regarding to media transformation from traditional platform to media convergence or digital media were mostly concerned over cross-platform from one to another one or perhaps more than one such as from printed newspaper to online or to cable television, or analog television to digital television along with moving to online television. Many researches showed that integration of new and old media in Thailand aimed to survive in the business while needed enhance competition in current tough environment as well as move to meet audience's needs.

In Thailand, major news organizations including Nation Group-publisher of The Nation Newspaper, daily business newspaper Krungthep Turakij, general daily news Kom Chad Luek, Nation TV-have created a center of news production called convergence newsroom to provide news, information, photo, and material for media channels in the group. Suthichai Yoon (2012) unveiled a book of “Future of News”. It features some new aspects of news and journalism such as Thailand is facing information overflow age that forces newspaper to change themselves to convergence media, journalists are urged to be mobile journalist (MOJO). They are working with citizen and people to develop news stories. They also use new media and social media to get connected with their sources and also to surf information a involve the issue they covering.

Suthichai Yoon (2012) pointed that future journalists and newspaper would have deal with the change of media landscape as personal devices will be the new platform where everybody can produce, exchange, and share information as well as their thoughts and feelings. Since everyone can become journalist and they can do same jobs as mainstream media do, mainstream media will work even harder than in the past. The aim is to explain some vital issues or complicate problems in order to safeguard society. Therefore, each of news organizations and local journalists are urged to work on journalism ethic and code of conducts.

Media convergence platform is also concluded by Kanjana Keawthep (2013) that media convergence cold diversify old media to cross-media. Thai media is shaping itself with new global trend. There are four forms of media convergence integrations; Convergence of services, Convergence of transmission channel, Convergence of Terminal, and Convergence of providers. The integrations of these forms showed ability of technology communication now that help users provide not only traditional massage, but expand to digital file, clip, audio, and multimedia that has been proved in a study conduct by Kanjana in her latest study on new media. The study also concluded that new and old media are formulated each other mainly due to business reasons. Thai scholars also believed that media convergence era would continue in changing especially when more advanced technology, 4G, arrived Thai society it should help transform media sector especially television.

In 2012, many newspapers and media organizations outside Thailand created new platforms along with adjust contents moved into new platform. Some of then

moved into The Internet and multimedia as well as focus more television. Reuters. For instance, already entered into Online News Channel, which is another development level of this international media organization. Meanwhile, many other players particularly print media firms are also eyeing on other platform like television and multimedia and The Internet television. Furthermore, cable TV is also expected to grow significantly when new communication technology appeared in Thai society.

Some previous studies regarding rolls of newspaper reporter and television reports in overseas in media convergence age, media is shifting their rolls from traditional reporter to become “Civic Journalist”. Civic Journalism is regarding to real journalist or newspaper reporter who tend to involve in social problems and act as community members and help solve any problems or be part of social activists. Civic journalists appeared in television in Western countries such as in United States of America and in Europe region. Civic journalism is spreading into many other countries around the world including Thailand.

In the Philippines, there is Philippines Center for Investigative Journalism or known as PCIJ. In Thailand, Isranews News Agency is claimed one of accepted investigative news agencies conducted reports by experienced journalists, media experts, and academics.

Asawin Nedpogaeo et al. (2011) concluded in a study on “Future Thai Media: Challenges under the Government” that relationship between media and government can be speculated from news reports that can be support or against the government and that not mean to history of politic, economic, and social. In other word, relationship between media and government can be changed base on situation. In the future, it is expected that media will have to consider of their own standpoints toward politic power and economic power.

However, newspaper s continue confront to criticize government. At the time, community radios become new channel where people and citizen can voice their needs and mobilize social activities. The research advised the government avoid media intimidate. Instead, the government should confer media freedom. Media itself should have to work with fully responsibility and ethics. To reform the media, the government, media organizations, involves stakeholders, and citizens are urged to work together to outline future action plans.

In a Handbook of Asian Communication written by Biggins (2008), Thai media grew in terms of internet, telecommunication, and advertising. It seemed that business groups control the markets and media convergence of some telecommunication companies such as Shin Corp have lead concentration of ownership. Thai press faced struggle to maintain its freedom of expression. The government has many tactics to put pressure on the press including filing lawsuit, interference advertising and threat media executives. Thai media, which should have been reform since following the constitution in 1997, is under rights control. Broadcasting were airing mostly entertainment programs while community radio were illegal. Also, media freedom remained unanswered.

Table 2.24 Summary of Review of Literature: Thailand Studies on Civic Journalism in Convergent Media

Author, Source / Year	Conclusions and Key Findings
Suthichai Yoon (2012)	Future journalists and newspaper to deal with the change of media landscape Journalists are urged to be mobile journalist (MOJO) and use new media and social media to get connected with their sources
Asawin Nedpogaeo et al. (2011)	Relationship between media and government can be speculated from news reports that can be support or against the government and that not mean to history of politic, economic, and social
Kanjana Keawthep (2011)	Media convergence diversifies old media to cross-media. Thai media is shaping itself with new global trend
Suthichai Yoon (2012)	Media responsibility and ethics are one of most importance code of conduct for Thai media
Sakulsri Srisarakam and Asina Pornwasin (2013)	Journalists are transforming into convergent media and be connected with the Internet almost of time in order to monitor news and also following issues posted by social media users.

Table 2.24 (Continued)

Author, Source / Year	Conclusions and Key Findings
Biggins (2008)	Thai media, which should have been reform since following the constitution in 1997, is under rights control.

Conclusion

Studies on civic journalism in media convergence in Thailand found that major newspapers have been focusing on civic journalism and implementing civic journalism approach for to report news. Civic journalism is new practice for investigative news reporting especially for complicate issues as well as community problem. Civic journalists will have to work with local residents and organizations and use vary new media as key tools for filing and reporting news. Therefore, some research focus on new generation and new media use, online marketing, and corporate identity, and media literacy skill.

2.9 Knowledge Gap

Civic journalism theories consider that civilian is person who acts as social caretaker and information provider. Civic journalists works for new organizations while citizen journalist is civilian who produce and report news via new media platforms. Previous studies found that professional journalist unable to work alone. Instead, they have to work, discuss, and develop news report along with citizen or anyone involved the issues.

Studies in overseas and in Thailand affirmed that traditional media organizations have been transforming with new media into convergent media or convergence newsroom. In the challenge period, journalist is required to adapt themselves with new media landscape and the emerging of citizen reporter and new virtual telecommunication. Importantly, journalists in digital age transform to civic journalist, judging from their everyday working style, the use multi platforms for news report, and adjustable of contents and distribution. Civic journalism is the new

practice for investigative news reporting especially for complicate issues and community problem.

In Thailand context, there have been addressed civic journalism ideal for years. Most recent studies on convergent media in Thailand found that major news organizations such as television and newspapers have been focusing on civic journalism and implementing civic journalism approach for filing and reporting news. Some researches focused on news and impact, new generation and the use of new media use, online marketing corporate identity, new media and public relation, crisis communication, and media literacy skill.

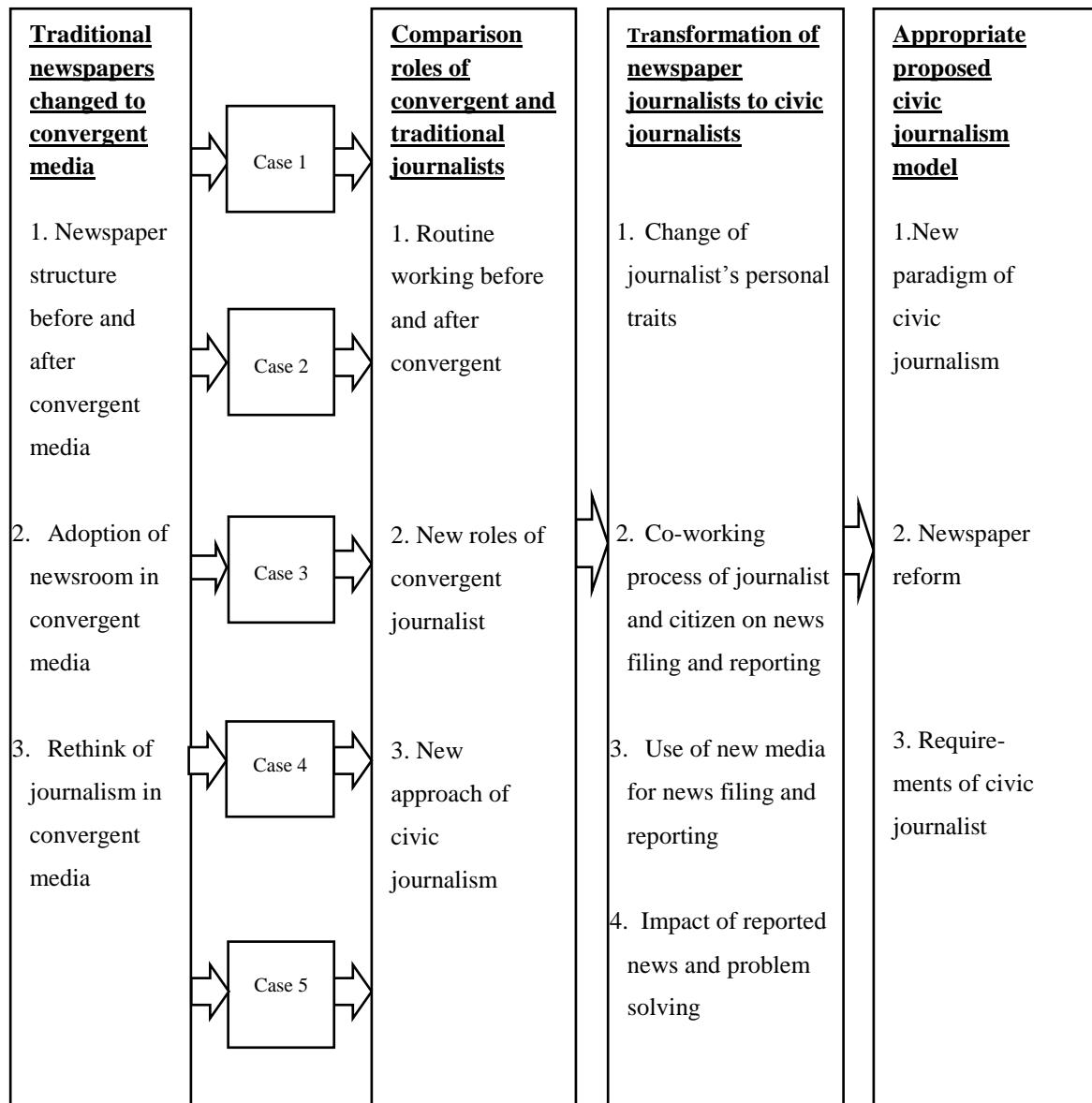
There is limited study specifically on the transformation of newspaper journalists to civic journalists in convergence media. The research entitled “Transformation of Newspaper Journalists to Civic Journalists in Thailand in Convergent Media Age” aims to explain how Thai newspaper journalists able to transform themselves to civic journalists in convergence media. The research also set to create a civic journalism model, which may be useable at news organizations.

2.10 Conceptual Framework

The review of literature on civic journalism and media prospects in global and local areas can be concluded in short that many media organizations in overseas and in Thailand have been adapting their typical editorial works into a new practice called civic or public journalism and this new drill approach s running through the completely integration of multimedia. Furthermore, many convergent media users are engaging increasing their presence on social media as they now able to produce and spread news and information directly to receivers. They are called citizen reporters. In Thailand, major publishing media organizations, such as Nation Multimedia Group, Thai Rath, ASTV Manager Group, Daily News, and Matichon Group, have entered into the media convergence age by creating convergent newsrooms whereby journalists are required to transform their working from traditional single skill to a new practice accordingly to change to a multi-skilled environment (that need more skills).

Since 2010, some studies in Thailand have been unveiled including the new roles of newspaper reporter in media convergence, the emerging of citizen reporters, journalist ethics and code of conduct in convergence age, the adoption of media organization in this digital age as well as the use of new media for news reports. However, there is a gap in the transformation of newspaper reporter to civic journalists in media convergence. The researcher has designed a conceptual framework to find out how Thai newspaper reporters transform to civic journalism. The study is specifically on critical cases that have been reported in newspapers in Thailand,

According to several studies involving media convergence and civic journalism, Asina Pornwasin and Sakulsri Srisarakham found that in the convergent newsrooms of The Nation Newspaper, Daily News Newspaper, and ASTV Manager Newspaper that all the three media firms are going digital with one of four strategies; technical convergence, structure and organization convergence, production convergence, and cultural convergence. Vatinee Huaysaen, who also studied Newspaper Management in Media Convergence, focused on Nation Multimedia Group and Matichon Group, and found that the two organizations have adopted different ways towards media convergence. Moreover, Suthichai Yoon, the media expert, wrote that media organizations and reporters needed to adopt typical ways to be digital journalists, mobile journalists or MOJO, data journalism, and multi-tasking skill journalist.



Outline a framework that show how current media may link with the differences working adoption of reporter at newspapers in Thailand. There should have some common new role of newspaper journalists that could be the key factor for THE transformation of typical reporters to become civic journalists. As final results, there needs to be (should have) a civic journalism model constructed from the cases appeared in newspapers that may represent civic journalism as a model in the Thai media.

CHAPTER 3

RESEARCH METHODOLOGY

Chapter 3 consists of research questions, cases studies, populations, research stage and data collection, and data analysis. The research is a qualitative research of which the researcher designed to study five-different-awarded winning/ finalist news reported in five newspapers in Thailand during 2010-2014.

The researcher collects data and information from printed newspaper, online news report, books, magazines, and the Internet search engines. The researcher conducts in-depth interview, participates newsroom and editorial departments to experiences workflow at editorial departments, and site-visit and interviews with academic scholar and media experts. The researcher uses descriptive method for the study. Details are following.

3.1 Research Questions

There are four key research questions;

1. How Thai newspapers changed themselves from traditional media to convergent media?
2. What are new roles of convergent journalists compare to traditional journalists?
3. How newspaper journalists transformed themselves to civic journalists in convergent media age?
4. What is an appropriate proposed civic journalism model for newspapers in Thailand?

Each of key questions is divided as supportive questions in order to obtain most useful information and data accordingly to objectives of the research. Key informants; newspaper's top executive, news editor, chief news, and journalists who cover news reporting at five-different-awarded winning cases, academic scholars, and

media veterans and newspaper or media specialists will provide key answers for each question separately. Details of the questions are following.

1. How Thai newspapers changed themselves from traditional media to convergent media?,
 - (1) Newspaper organization structure before and after convergent media
 - (2) Adoption of newsroom in convergent media
 - (3) Rethink of journalism in convergent media
2. What are new roles of convergent journalists compare to traditional journalists?
 - (1) Routine working before convergent media
 - (2) New roles of convergent journalist
 - (3) New approach of civic journalism
3. How newspaper journalists transformed themselves to civic journalists in convergent media age?
 - (1) Change of journalist's personal traits
 - (2) Co-working process of journalist and citizen on news filing and reporting
 - (3) Use of new media for news filing and reporting
 - (4) Impact of reported news and problem solving
4. What is an appropriate proposed civic journalism model for newspapers in Thailand?
 - (1) New paradigm of civic journalism
 - (2) Newspaper reform
 - (3) Requirements of civic journalist

3.2 Case Studies

The research designed to study five news stories reported in five different newspapers in Thailand during 2010-2014. All of the five-reported news submitted for best news organized by Thai Journalists Association (TJA) or Thai Society of Environment Journalists (Thaisej). The first priority for case studies selection was

community scale news rather than national issues or larger scale. The following considering were the differences of places of issues that covered all regions of Thailand; Central and Bangkok, the North, the Northeast, and the South; variety of news from environment problem to conflict between officials and investors, social issue on religious crisis, politician and corruption, and education scandal. The selection also considered on the impact and implication of news stories toward social change and problem solving. The details of all of the cases are following.

Case Study 1

Thai Journalist Association (TJA)'s top five finalists 2010: The Gobbling of Land in Khao Phaeng By Krungthep Turakij Newspaper

Case Study 2

Thai Journalist Association (TJA)'s fifth best news 2011: The Expose of Diploma Trade at Isan University By Matichon Newspaper

Case Study 3

Thai Society of Environment Journalists (Thaisej)'s candidate best news 2011: The Fighting for Land at Tablan National Park By Thai Rath Newspaper

Case Study 4

Thai Society of Environment Journalists (Thaisej)'s honorable award 2013: Relief Mae Wang- The River of Life in Lampang By Lanna Post Newspaper (Lampang)

Case Study 5

Thai Journalist Association (TJA)'s top five finalists 2014: Wat Saket Temple Abbot's Scandal over Unusual Wealth By Daily News Newspaper

3.3 Population

The researcher collects data and information by conducting in-depth interview with key informants at five newspapers; newspaper's top executive, news editor, chief news, and journalists who cover news reporting at five-different-awarded winning/finalist cases. The researcher also conducted on site-visits and interviews with academic scholar and experts both in Thailand and in overseas.

3.3.1 Populations in Five Case Studies are Following

Case Study 1

Thai Journalist Association (TJA)'s top five finalists 2010: The Gobbling of Land in Khao Phaeng By Krungthep Turakij Newspaper. The researcher interviewed Chalao Kanchana, Managing Editor and editorial staffs.

Case Study 2

Thai Journalist Association (TJA)'s fifth best news 2011: The Exposure of Diploma Trade at I-san University By Matichon Newspaper. The researcher interviewed Supad Teepala,, Assistant Chief of Education News and editorial staffs.

Case Study 3

Thai Society of Environment Journalists (Thaisej)'s candidate best news 2011: The Fighting for Land at Tablan National Park By Thai Rath Newspaper. The researcher interviewed Alongkot Chitchuenchote, Criminal News Editor and Damrit Viriyakul, Head of Provincial News and editorial staffs.

Case Study 4

Thai Society of Environment Journalists (Thaisej)'s honorable award 2013: Relief Mae Wang - The River of Life in Lampang By Lanna Post Newspaper (Lampang). The researcher interviewed Warista Puckdee, Publisher and Owner and editorial staffs

Case Study 5

Thai Journalist Association (TJA)'s honorable award 2014: Wat Saket Temple Abbot's Scandal Over Unusual Wealth By Daily News Newspaper. The researcher interviewed Polpibool Pengjam, Education Chief Editor and editorial staffs.

The researcher interviewed three academic scholars at leading public and private universities in Thailand and in overseas. The researcher also interviews 3 veteran journalist and experts in media industry for ratify main results and findings. The six academic scholars and newspaper veterans are following

3.3.2 Three Academic Scholars from Leading Universities in Thailand and Overseas

1) Professor Glen Lewis (Ph.D.,) former Professor at the University of Canberra (Australia) Faculty of Communication. In Thailand, he has taught in the

Graduate School of Bangkok University. He is author of the book ‘Virtual Thailand: The media and cultural politics in Thailand’.

2) Assistant Professor Wilaiwan Jongwilaikasem (Ph.D.,) lecturer at the Department of Communication Arts and Information Technology, Kasetsart University (Thailand). The specialist in community journalism and citizen reporter.

3) Professor Kim Sung Tae (Ph.D.,) lecturer at School of Media and Communication, Korea University (South Korea). The expert in international media studies, journalism, and big data.

3.3.3 Three Veteran Journalist and Media Experts

1) Chakkrish Pernpool, former president of the National Press Council of Thailand. Currently is Editor of Lanna Post Newspaper and the expert in journalism, media study and newspaper.

2) Suthichai Yoon, co-founder of The Nation Newspaper and current group chief executive officer of Nation Multimedia Group. One of most well known media personality Thailand.

3) Kyun Mi Kim, deputy director of Seoul Shinmun Newspaper, one of the most popular publications in South Korea. The specialist in citizen and civic journalism, mainstream and new media.

3.4 Research Stage and Data Collection

The researcher designed four stages of data collection, starting with textual and document analysis, in-depth interviews with newspaper executives and newspaper journalists, in-depth interviews with academic scholars and veteran journalists, and participation and observation. Details of the process are followings.

First stage-textual and document analysis, the researcher collects main concepts including civic journalism, citizen reporter, investigative report, civic journalists in media convergent, social media use, media landscape, and new approach of journalism from approximately 200 researches, studies, and published news in Thailand and in overseas.

Second stage-in-depth interview, the researcher arranges one on one interview with newspaper executives and journalists who cover news reporting. Key informants are also news editor or managing editor, chief news, journalist and head of photographer, and editorial staffs.

Third stage-in-depth interview, the researcher arranges one on one interview with three academic scholars from leading public and private universities in Thailand and in overseas. The researcher also interviews three veteran journalist and experts in media industry.

Fourth stage-participation and observation, as the researcher is a journalist at The Nation Newspaper with more than 20-years' experience in journalism. The researcher able to participate and observe all process of news filling and reporting at The Nation's editorial.

The researcher also spends months to follow case studies reported by other newspaper. The researcher also participate six-week journalism training in South Korea organized by Kwanhun and Koreas Press Foundation.

3.5 Data Analysis

Due to qualitative research, the researcher describes result of the study, findings, and analyses through a "descriptive" method. The researcher combined sum common findings received from each of cases studies and place them accordingly to research questions from question one to question four respectively. The key questions and supportive questions are following,

1) How Thai newspapers changed themselves from traditional media to convergent media?,

(1) Newspaper organization structure before and after convergent media

(2) Adoption of newsroom in convergent media

(3) Rethink of journalism in convergent media

2) What are new roles of convergent journalists compare to traditional journalists?

(1) Routine working before convergent media

- (2) New roles of convergent journalist
- (3) New approach of civic journalism
- 3) How newspaper journalists transformed themselves to civic journalists in convergent media age?
 - (1) Change of journalist's personal traits
 - (2) Co-working process of journalist and citizen on news filing and reporting
 - (3) Use of new media for news filing and reporting
 - (4) Impact of reported news and problem solving
- 4) What an appropriate proposed civic journalism model for newspapers in Thailand?
 - (1) New paradigm of civic journalism
 - (2) Newspaper reform
 - (3) Requirements of civic journalists

The researcher also designs diagrams to describe civic journalism-working process at five newspapers. The diagrams will give a clear picture of how newspaper journalists work with people and citizen in filing and reporting news as well as to follow up issues and events they are covering. The diagram will summarize key issues and news reported the newspapers.

The researcher identified the main ideas received from three academic scholars and three veteran journalists and experts as all these key informants have their own perspectives, aspects and thoughts differently. Therefore, concrete findings from both newspaper journalists and academic scholars and experts to develop a new model for civic journalism in Thailand.

CHAPTER 4

DEBATES ON THE TRANSFORMATION OF NEWSPAPER JOURNALISTS TO CIVIC JOURNALISTS

Chapter 4 provides the results of the study compiled from the five different case studies. The researcher summarizes the main idea and some common features from each of the cases and discusses them accordingly to the research questions, from question one to question four respectively. The key questions and sub-questions are follows:

- 1) How Thai newspapers changed themselves from traditional media to convergent media?,
 - (1) Newspaper organizations structure before and after convergent media
 - (2) Adoption of newsroom in convergent media
 - (3) Rethinking of journalism in convergent media
- 2) What are the new roles of convergent journalists compare to traditional journalists?
 - (1) Routine working before convergent media
 - (2) New roles of convergent journalist
 - (3) New approach of civic journalism
- 3) How newspaper journalists transformed themselves to civic journalists in convergent media age?
 - (1) Change of journalist's personal traits
 - (2) Co-working process of journalist and citizen on news filing and reporting
 - (3) Use of new media for news filing and reporting
 - (4) Impact of reported news and problem solving

4) What an appropriate proposed civic journalism model for newspapers in Thailand?

- (1) New paradigm of civic journalism
- (2) Newspaper reform
- (3) Requirements of civic journalists

The researcher also designs diagrams based on the results of the study to describe journalist's working process at five different newspapers. The diagrams will give a clear picture of how newspaper journalists work with people and citizen in filing and reporting news as well as how to follow up issues and events they are covering.

Aside from the five case studies, the researcher interviewed with three academic scholars in Thailand and overseas and three veteran journalists in Thailand and in overseas. The researcher summarizes main idea and aspect toward civic journalism.

4.1 Debates on How Thai Newspapers Changed Themselves from Traditional Media to Convergent Media

This part will provide details of debates on how Thai newspapers converge themselves from traditional media with new media into convergent media, newspaper organization structure before and after convergent media, adoption of newsroom in convergent media, and rethink of journalism in convergent media

4.1.1 Newspaper Organization Structure before and After Convergent Media

In this part, it will show organizations and structure before and after media convergent media. This part will show how all five news organizations enter and transformed themselves from typical old media to smart news organizations about two decades ago when Internet system become more popular in Thailand. The researcher compares organization structure at traditional newspaper and convergent newspaper. Traditional newspapers are running through structural functional workflows that differ from today newspapers that running through de-centralization workflow.

Krungthep Turakij Newspaper, known as Bangkok Biz News, is the daily Thai-language daily business newspaper with a total circulation between 80,000-100,000 range per day. The newspaper is popular on social thinkers who take a progressive political stance progressive. Krungthep Turakij Newspaper is part of Nation Multimedia Group Public Company Limited or Nation Group, the media conglomerate firm based in Bangkok. The group owns several major newspapers. They are The Nation-an English-language daily with a circulation of 60,000-80,000 range; Nation Junior Magazine-a weekly English-language publication for youngsters; Nation Weekend-a weekly Thai-language news magazine; and Kom Chad Luek - a mass daily circulation in Thai-language with circulation in the 500,000-600,000 range.

The group begin to transform from old media organization to smart organization or other word media convergent approximately 20 years ago when the Internet system becoming more popular use in the country. Krungthep Turakij Newspaper that the time reformed its editorial section by declaring a new direction to organizations from typical news organizations to convergent news organizations about two decades ago, before entering into year 2000. All journalists were asked to adapt themselves by learning about new media as well as global and local trends in the media industry. Journalists were also asked to improve their proficiency and expertise regarding to the arrival of media convergent.

Chalao Kanchana, Managing Editor of Krungthep Turakij Newspaper (Interview, July 4, 2014), said Krungthep Turakij Newspaper is one of the most influential media in Thailand. The newspaper has maintained as gatekeeper of news report for many decades and will continue that mission in the future amid the change of new media landscape and communication technology. We have created our own media convergent room.”

All journalists at Krungthep Turakij Newspaper and other publications in Nation Group have been advised to create their own new media channels such as personal blogs, twitter, Facebook, as well as other social media platforms in order to extend their news reporting channels and to cope with news consumption groups. Editorial staffs also requested to deliver or upload their stories and photos into new media platforms in order to reach more readers and Internet users. As a result, the

number of online readers and news surfers of Krungthep Turakij have been increasing gradually while print readers begin to decline.

At Matichon Newspaper, the daily publication owned and published by Matichon Public Company. Aside from Matichon Newspaper-the flagship newspaper, the company also publishes other titles with key products of daily and semi-weekly newspapers and magazines namely Khao-sod Daily-the generic content newspaper, Prachachat Turakij-the weekly business newspaper, Matichon Weekly-an political and social analysis, and Art and Culture- monthly magazine. Other products include pocket books and special publications, new media Business Matichon TV channel, Matichon online, Matichon Academy Business and Event Service Business. Matichon Newspaper is claimed a circulation of approximately 600,000 per day. It is also one of the most influential media organizations particularly in political issues. The newspaper is considered essential reading for Thailand's educated classes. Its editorial line is moderate to progressive.

Matichon Newspaper begins to adopt itself from traditional organizations to become an online news organization at the time when many people began using the Internet and new technology such as mobile phones, personal devices and home-internet. Similarly, to Krugnthep Turakij Newspaper, journalists at Matichon at the time were requested to create their own new media channels including blogs, twitter, as well as other online platforms. They also deliver and upload their stories and photos into new media platforms in order to reach more readers and Internet users. The adoption mainly aimed to increase online readers along with provides more breaking news as well as varied stories.

Supad Teepala, Assistant Chief of Education News of Matichon Newspaper (Interviewed, January 8, 2015) said the editorial department has a clear structure and reporter teams. As daily report basis, the newspaper will have to report hot issues and people's interested issue. The editorial department has been adapting from traditional media to smart and digital media for years.

Thai Rath Newspaper is the country's best-selling newspaper that has a circulation of approximately one million copies per day. As the largest daily newspaper, it prominently features sensationalist stories on crime and accidents. Its high circulation is due to its stance on populist issues and its acceptance of the public

opinion of the general population, in particular, the majority rural market. The newspaper publishes in Thai and distributes nationwide. The paper is a broadsheet published with two sections. The first section is devoted to news. Although the news section is best known for its sensationalist coverage of crime and accidents, it also includes stories on Thai politics, economy, and society. The second section features coverage of sport and entertainment.

Thai Rath is oldest newspapers in the native language (Bangkok Post, the English-language daily is the oldest published newspaper in the country with a history of more than 60 years). Thai Rath was founded on December 25, 1962 by Kampol Wacharapol. Before that, Kampol had started two other newspapers; Khaopap Raiwan that published between 1950 and 1958, the newspaper later was shut down by the government. Following the shutdown of the newspaper the government did not permit any new newspapers, so he rented the Siang Ang Thong Newspaper from La-or Ketkaew, and published the newspaper between May 1, 1959 and December 24, 1962.

Alongkot Chitchuenchote, Criminal News Editor and Damrit Viriyakul, Head of Provincial News of Thai Rath (Interviewed, January 8, 2015) explained that all mainstream media including Thai Rath have been forced to build their own strength since fast growing of online and Internet and that steal a lot of readers from major newspapers. They both agree Thai Rath and all newspaper are transforming into new dimension of information and data. “We are not working alone, but with people thanks to our ranking as the country’s largest newspaper so we have millions of readers to help us working.”

During emergence of the Internet and new media, Thai Rath Newspaper has entered into digital media by creating its own website and offering news on the Internet system. Most of uploaded contents are similar to contents appearing in the printed version. A new television channel called Thai Rath TV and live-broadcasts to reach to more audiences. The newspaper also provide breaking news upon big issues occur. Thai Rath Newspaper at today remained the largest media company in the country.

Lanna Post Newspaper is the only one newspaper established in the up-country of Lampang province in the Northern region of Thailand. Surasak Puckdee who worked at a hospital as medical technologist, established the newspaper 20 years ago. At that time, he used to do public relations works and enjoyed that job so he

decided to begin his own media firm to operate newspaper. Lanna Post was established with the intention to offer reader's alternative of the news. The newspaper has been focusing on economics, social and politic news, not so much on crime issues.

Each copy of Lanna Post features certain news pages and columns. A front page consists of big and important news and this will continue on the second page. Pages 3-6 will be fixed columns mostly concerning about education, travel, health, politic, police and social issues. Page seven is set for economic and business news. Page 8-16 are also for columns as well as opinion and advertising. The newspaper has reported many big problems including the environment, social problems, and economics. In 2013, Lanna Post received an honorable award by Thaisej for its special report entitled Relief "Mae Wang" The River of Life in Lampang.

Warista Puckdee, Publisher and Owner of Lanna Post (Interviewed, January 5, 2015) said that it is weekly newspaper and real community news organization. It is quite popular among total 14-15 newspapers in town. Lanna Post Newspaper currently is producing 3,000 copies per week. The newspaper has been transforming itself from printed media to digital media by opening own website www.lannapost.net about nine years ago to serve online readers. The newspaper also moved into other social networks including Facebook about four years ago, followed by twitters. Furthermore, it also began a radio channel eight years ago. The newspaper is planning to launch a free copy newspaper to serve local people in Lampang province.

Another newspaper based in Bangkok, Daily News Newspaper, is the country's as high as 900,000 copies per day since 2005. The newspaper's stylebook and news report is very substantially similar to Thai Rath Newspaper, the country best-selling newspaper. Daily News is a Thai-language daily newspaper published in Bangkok and distributed nationwide.

Daily News was founded by Saeng Hetrakul and published its first issue on March 28, 1964, when it was called Naew Na Haeng Yuk Daily News . It is one of the oldest newspapers in the Thai language, with a history of more than 50 years. Daily News Newspaper is one of the first newspapers in the country that moved into online and digital newspaper. Since the emergence of the Internet and new media 20 years ago, the newspaper has entered into digital media by creating its own website and offering news on the Internet system, as many pother news organizations did at

that time. Most of the uploaded contents are similar to contents appearing in the printed version. The newspaper also provides breaking news when big issues occur. Journalists at the newspapers have been focusing their reports via digital media and social media platforms.

Polpibool Pengjam, Education Chief Editor of Daily News (Interviewed, February 19, 2015) said that its editorial policies remained unchanged, which means reporter still need to report both current and investigative news stories. The newspaper realizes that it must shift from traditional newspaper to convergent media unavoidably. Therefore, Daily News Newspaper is one of the first publications shifting into digital newspaper.

Table 4.1 Comparison Traditional Media's Structure and Working Process and Convergent Media Structure and Working Process

News organizations	Traditional media structure and working process	Convergent media structure and working process
5 newspaper: Krugnthep Turakij, Matichon, Thai Rath, Lanna Post, Daily News	Newspaper runs a structural functional workflow and top-down management. Editor or in charge persons manage news, supervise and assign journalists base on public interest. Journalist is outside observer and get involve issue when going on the field. Journalists are not really required to maintain relation with people for long period of time. Journalist usually en-works on dateline while editor work on press time.	Newspapers maintain running a structural functional but focus on de-centralizes workflow. Editor or in charge persons monitor news and issues and may alert journalists if anything. Journalists discuss and talk with people involved issue and report breaking news via online and social network. Journalist continues work with people to seek more information for print version or other platform.

Conclusion

As mainstream media organizations, all of five newspapers; Krungthep Turakij, Matichon, Thai Rath, Lanna Post, and Daily News have their own footprints and different stories since days of establishing until current media convergent age. All the newspapers,, however, have similar editorial structure, ranging top-down from editor or publisher to chief news to reporter respectively. There are some minor differences about news filing and reporting. Since the Internet and advanced communication and technology become more popular in Thailand, most of news organizations, as well private companies and government organizations, have transformed themselves with new media into smart offices. The emergence of Internet and digital technology, meanwhile, has pushed all the newspapers to adapt their organizations from being traditional news organizations to become convergent medias in order to expand their territories of news coverage. In response to the digital newspapers age, all journalists are required to follow editorial's new direction.

4.1.2 Adoption of Newsroom in Convergent Media

In this part, the researcher summarizes key information collected from all case studies regarding to adaption of their newsrooms. It will show how newspapers shift their editorial department from being old media to become media convergent. This part will describe how each of newspapers adapted themselves to become smart offices, which means they have invest in more advance soft-were and equipment to facilitated journalist's requirements such as smart phones, Internet device as well as specific training programs regarding to media convergent and convergent journalists.

Chalao Kanchana, Managing Editor of Krungthep Turakij Newspaper (Interviewed, July 14, 2015) said the newspaper is one of first publications in the country that intended to shift from old office or traditional newsroom into convergent newsroom. The newspaper began to transform old editorial office into media convergent by raising awareness and building understand about media convergent and trend of media industry to all staffs at editorial. Top management including editors began to communicate with journalists and staffs to adapt itself and in order to increase competitiveness in current information age.

The editorial department established a special team consisting of key persons in the office including chief news and editor desks to undertake intensive training courses about media convergent and prepare to transform the editorial into a media convergent office. “All of our publications are adapting themselves to media convergent. Krunghthep Turakij Newspaper is up with the trend. In fact, we need to increase our strength with aim to continue to provide the best information and news to our readers. Our mission is also to stay in the business and create a news ways of working and reporting. We are going into more digital channel. Chalao Kanchana said.

Matichon Newspaper, another important daily newspaper also began to transform its editorial office for media convergent. Top management as well as senior staffs have been advised to adopt this new mindset and move to digital environment as the newspaper believed that all media, particularly print media, will soon to face difficulty times as the number of readers is declining. Matichon Newspaper wants to maintain readers and extend to cope new markets especially young people who are heavily using new media and devices.

Supad Teepala, (Interviewed, January 8, 2015) Assistant Chief of Education News of Matichon Newspaper said the newspaper has shifted from analog newspaper to convergent newsroom. Advanced technology, new media, and mobile Internet are key factors that help journalists to work at any place and any time. Matichon Newspaper helps its staffs to become mobile journalists by providing tools such as mobiles and computer notebooks.

Like Krunghthep Turakij Newspaper, Matichon Newspaper wants to distribute news and contents to reach more people especially new media users so it needs to create some new form of news and information, adopting from traditional print to multiple text forms. People focused on consuming short news or instant messages may prefer to consume short news or small file rather than long contents while longer versions of news and reports can be upload for print and as well as online.

Matichon Newspaper is going digital newsroom with big changes of its editorial office from old to new where journalists are able to create their reports and stories to match with new distribution channels and technologies. With this change, we are entering into media convergent age that means we will be able to provide a variety of news and information through multi-channels from traditional to new media channels. This is what we are adopting for the future. Supad Teepala, Assistant Chief of Education News at Matichon told the researcher.

Thai Rath Newspaper, the best-selling newspaper is also in the changing its news organization and editorial department. Alongkot Chitchuenchote, (Interviewed, January 8, 2015) Criminal News Editor and Damrit Viriyakul, (Interviewed, January 8, 2015) Head of Provincial News and editorial staffs, said the newspaper wanted to maintain the number of print readers along with increasing its online readers. Due to its huge circulation, Thai Rath took a few years to prepare its internal readiness before launching online and digital online version. The newspaper established a new online team to oversee its online news reports.

Media convergent at Thai Rath Newspaper has not required more permanent staffs at its head office in Bangkok, but prefers asking many stringers living in provinces as well as in overseas to produce more news. Stringers of Thai Rath Newspaper are urged to contribute more materials such as photos or video files in to the editorial department along with news or description. The country's largest newspaper is pushing its newsroom from traditional to media convergent.

According to Warista Puckdee, publisher and owner of Lanna Post based in Lampang province in the North, her father, Suradak Puckdee, has set up the newspapers and took the view that it not focus about crime but concentrate on other social issues. It is proven that the newspaper have been following that mission for many years. Lanna Post is one of 14-15 local newspapers in Lampang province. It has developed a new platform included a website, which now is running on www.lannapost.net for some 7-8 years ago. Most of news in printed appears on its online channel.

During 2011-2012, Lanna Post has continued to expanded into other online and social media channel by creating its own Facebook page and twitter account. All

of new platforms are aimed to engage with Internet or mobile Internet users as well as social media consumers. It also helps the newspaper to receive feedback and interact with readers from across the country and from over the world.

Aside from core business the newspaper, Lanna Post has also stepped into radio business about seven years ago by launching a radio station called Lanna FM. Many DJs have been invited to host programs from political issues to social issues, economics, travel, education, culture, and lifestyle. The company also plans to launch a free copy magazine specific to cover areas in Lampang province.

Daily News Newspaper has been playing the new role of being convergent newsroom. It has been suggested that the Daily News Newspaper is one of first newspapers that entered into digital editorial office. All reporters at Daily News are not only required to rotate in order to learn and experience other beats, they are also urged to improve skill especially new media and online because the editor wants to spread news to reach people as quick as possible.

Polpibool Pengjam, Education Chief Editor of Daily News Newspaper said the editorial department all newspapers needed to adapt themselves in order to cope with the change of technology and communication. Daily News Newspaper is dealing with the same situation. Editorial and reporters are on-going transforming editorial into convergent newsroom to cope with latest communication technology.

Conclusion

All of five newspapers; Krungthep Turakij, Matichon, Thai Rath, Lanna Post, and Daily News have been transforming their editorial offices from traditional style into convergent newsroom. As a result, all reporters are strongly advised to develop skills and expertise to multi-skill in order to cope with the arrival of new communication technology. Although they all have similar editorial structure, ranging top-down from editor or publisher to chief news to reporter respectively. Quick as But there are some minority parts at editorial department and direction of news filing and reporting. The emergent of the Internet and digital technology have forced all the newspapers to adopt their organizations from being traditional news organizations to become convergent media that mean the newspapers have been experimenting with new media in order to expand territories of news and coverage.

4.1.3 Rethinking of Journalism in Convergent Media

Krungthep Turakij Newspaper has been substantially focusing on economic and business angles for four decades, but it never ignored to report some other national important events such as general election and vote-buying problem, social changes, environment issues, criminal, corruption at government organizations, sport, entertainment, foreign news, and variety of opinion articles. New communication platforms particularly news social media and mobile Internet are key factors driving the change. At Krungthep Turakij Newspaper, journalists have been using more digital tools for news coverage and reporting important social issues at national level for more than four decades before shifting to parallel focus on community issues as well as investigative report for about ten years ago.

“Krungthep Turakij Newspaper strongly aims to become convergent media organizations. This is a major adoption to survive in current digital age” said Chalao Kanchana, Managing Editor said.

For instance, an investigative story on The CTX Scandal at Suvarnabhumi International Airport in 2004, which has won a grand award, Thailand’s Pulitzer Prize. The newspaper is also extending investigative reports from national issues to local events. For over a decade, many community issues have been spotted in the newspaper. Yet many other issues and problems in the Kingdom still being hid and remain concealed especially problems involved corruption, people’s conflict, environment problem, natural resource shortage, economic issues, drought and poverty, and crime problems. Journalists at Krungthep Turakij Newspaper have been covering and reporting many important social issues at the national level for more than four decades before shifting to a parallel focus on community issues as well as investigative reports for about ten years ago.

Matichon Newspaper is on same track of Krungthep Turakij Newspaper as it has been focusing on investigative reporting for many years. The newspapers have published many critical issues incusing corruption. The newspaper was recognized as 5th best news report from Thai Journalist Association after it published “Expose of diploma trading at Isan University” in 2011.

The reported alerted government officials and many other educational institutions not only in Thailand but also throughout Southeast Asian region to be

concerned about degree and diploma trading because this problem can be caused of disqualified of bandits. Matichon was the only one newspaper to showed financial transactions between officials of Khurusapha and executives of the university. Then Minister of Education at the time established a committee to investigate the case and concluded that all the accusation were true.

At Thai Rath Newspaper, the oldest newspaper in the native language (Bangkok Post, the English-language daily is the oldest published newspaper in the country with a history of more than 60 years) and is the best-selling newspaper in Thailand. It has been reporting much investigative news.

For instance, when officials announced to crackdown on illegal resorts, capitalists and developers who believed owners of properties have moved against, reasoned that it could destroy the tourism industry if properties were demolished or removed. They also mobilized residents against authority's mission. Thai Rath Newspaper raised the issues in the first news reports published on August 7, 2012, reporting that investors had threatened the life of the head of Tablan National Park and its staffs. It also reported that local politicians had teamed up with investors to take the land. Staffs of national parks and journalists were blocked while filing and investigating for information. When situation come to pressure, police and armoured were sent into the areas to safe officers and media.

In the North, The Lanna Post also adjusted its newsroom to become convergent media. As Lanna Post features certain news pages and column. Lanna Post has been playing more roles in investigative news report in a bid to deal with decline of print media. By that strategic plan, the newspaper becomes popular local media. In 2013, Lanna Post was recognized honorable award by Thaisej on it special report entitled Relief "Mae Wang" The River of Life in Lampang.

Daily News Newspaper also kept continuing its investigation after first launching a religious issue. Additional reports regarded to live treat to monks by men in black and motorcyclists, trespass of assistant abbot's house. The newspaper also moved on further report and found that the abbot had an unpaid for the funeral of Somdet Koew to private organizers who organized the funeral at millions of Bath. The government granted a budget of 67 million Bath on March 4, 2014 for the funeral

event. The abbot said that organizers did not asked for the money while operators said they have asked for, but had not received yet.

The issue later has drew much attention from outsiders including the “People Alliance Protect Nation, Religion, King” who submitted a complaint to acting Buddhist Supreme Patriarch of the Buddhist Priests over money scandal and ethic of the abbot Praphrommasuthi (Chao Khun Sanao Punjavajiro). At the time, a politician member of the house has also filed to acting Buddhist Supreme Patriarch of the Buddhist Priests to sack the abbot.

The investigative report of Daily News Newspaper drew many parties to be concerned about religion firmness. The Office of the Auditor General of Thailand investigated the use of national budget and found two major leaks; a 15 million Bath spent for producing Buddhist sermon was unauthorized and another expense of 11 million Baht for sets of altar table came from donations, not from the national budget. Although the investigation was not yet concluded, but the issue already caused heavy criticism from the public and provoked concern over image of the Buddhist monks and their trustworthiness.

Daily News Newspaper is the first media that reported the issue in August 27, 2014, titled “The superrich of temple abbot spread through rival internet”. According to Polpibool Pengjam, Education Chief Editor of Daily News Newspaper, the newspaper began investigation by obtaining data and information from social media, online, internet, and persons in the temple and closed to the abbot. Reporters also interviewed with the abbot directly to collect description and reported the issue then with refusing over the wide spread rival.

“Daily News Newspaper has our own focus that we want to differentiate our report from other newspapers. We have been running investigative news for more than ten year not only about religion, but also other many other issues,” said Polpibool. Daily News Newspaper kept continuing its investigation after first launching of the issue. Additional reports regarded to live treat to monks by men in black and motorcyclists, and trespass of assistant abbot’s house.

Conclusion

All of five newspapers have been shifting their working style from being traditional offices to new direction concerning more on investigative reporting. They

are rethinking how to adapt their editorial departments to consider more about journalism, reasoning that offering in-depth or exclusive news can maintain numbers of readers despite many are shifting into online and social networks through smart phone and Internet device. These major factors drive the renewal thinking of journalism in current age.

4.2 Debates on What are New Roles of Convergent Journalists Compared to Traditional Journalists

This part will provide details of debates on what are new roles of newspaper journalists in convergent media age compared to typical roles in traditional media; Routine working before convergent media, new roles of convergent journalist, and new approach of civic journalism

4.2.1 Routine working before Convergent Media

The researcher provides some common of routine working of journalists at the five newspapers. It showed journalists filing and working on daily report basis. Journalists at all newspapers will have to spend time outside the office to collect data and facts before developing news and story.

In the current media convergent age, Krungthep Turakij Newspaper not only reports news in its traditional print media, but it also reports in new platforms particularly new media, website, and online channels. For years, morning and evening newspaper will be reaching readers in the morning and in the afternoon respectively but today newspapers can be uploaded on the Internet to suit readers own time. The online version will not only allow reader to share and express feedback and opinion to the story, but readers also can provide related information directly to journalist.

Chalao Kanchana, Managing Editor said aside from story and photo in the print and publication media, newspaper in cyber age is now focusing on a combination of information and photo now that known as "Infographic". The Infographic is becoming more important for newspapers as readers may have limited time to read the whole story so they preferred to take a short time on Infographics, instead of reading the whole story. As a result, newspapers then try to present news

and story in one infographic despite the issue maybe quite complicated. Investigative news is not accepted. Furthermore, investigative news report is required to complete with the basic questions of journalism theory that is must answer what, when, where, why, and how. Each of report, however, should consist of reliable source of information except having required for anonymity of the person. Several important requirements for investigative are providing implication on “why” and “how” rather to give what happen, when did it happen, and who did it happen. The investigative news also needs to concern that how the issues reflect to people in in social or community and how people should deal with these events.

Specifically, news of Krungthep Turakij Newspaper is set to run through online (known as online version) at 10.00, hours after printed version arrived readers at home or office on same day. The online version of Krungthep Turakij Newspaper is different from The Nation Newspaper (English-language newspaper under The group-Nation Multimedia Group) that run online version after midnight until 01.00 am onward. Readers can reach online versions ahead of print version that will be arrived home in the morning.

Journalists at Matichon Newspaper are not just reporting on daily basics, but they are following up issues and event especially big impact issues. For example, they investigate and follow up issues at Isan University in Khon Kaen province, which provided trading of Graduate Diploma in Teacher Profession. Matichon Newspaper found evidence that both executives and staffs at Isan University were linked with the trading. From this report, Minister of Education at the time teamed up an investigative committee to take management at the university.

Moreover, the news reports also led Office of the Higher Education Commission proposed police in Khon Kaen to question university executives for cheating over certification and also investigate corruption matters related to the trading. Reporters of Matichon Newspaper also found that some executives and committee of Khurusapha were involved in the case. They were also accused over the opening more than 100 education centers or campuses without permission. Principals at many high schools also linked with the issue as acted as customer hunters.

Matichon Newspaper was the only one newspaper that showed financial transactions between officials of Khurusapha and executives of the university. The

Minister of Education at the time established a committee to investigate the case and concluded that all accusations were true. The impact of this investigative news reports reflected badly on the educational system in Thailand, especially its higher education level. Educational institutes in current age are focusing on business profit rather than on quality and produce new knowledge. This could bring gap for swindlers and cheaters to take benefit from law's gap. It also showed poor management at educational organizations and Isan University due to unable to reach standards. Moreover, it showed that there was a corruption problem in education, which could produce disqualified teachers.

Supad Teepala, (Interviewed, January 8, 2015) Assistant Chief of Education News said journalists will have to be aware to use more new media and online in order to obtain information and data related to their news articles. Journalists are urged to build their personal identity and get involve more everyday online report.

More importantly, the issue was raised for heavy critics and discussions at international panels in order to seek out prevention measures. Since story was published, 3,000 newly graduated and being certified for Graduate Diploma in Teacher Profession were automatically under investigation. Isan University is immediately closed. Also, Khurusapha investigated 80,000 university students in education program nationwide. More practices have been added in order to prevent further damage. New campus opening is not allowed while disqualified existing ones can be shut down.

Routine working of journalists at Thai Rath Newspaper has changed since the newspaper transformed to focus more on investigative news reports. The editorial department set up several special teams to responsibly REPORT complicated issues and assign journalist to THOSE issues. When journalists ARE in the field, they will work with local people and involved many other groups of people.

According to Damrit, journalist of Thai Rath Newspaper and director of Thab Lan National Park needed to wear bullet proof armor in order to prevent possibly of gun attacks. During that critical period, police and military were sent to save groups of people. By the last quarter of the year, following some resort crackdowns, government has slowed the conflict as the battle went into the courts. However, the problem has not been 100 per cent solved, but the case brings huge impact to wider not only in Thab Lan, but also in other provinces throughout the country.

"Thai Rath has investigated and reported this event and now that lead to major land management and also build awareness to local communities across the kingdom," Damrit said.

As result of the news, Thai Rath Newspaper claimed that it could help increase people's awareness over land use and land gobbling. It also engaged many other government offices to step up in land protection especially from capitalist and developer with illegally ways. It could also prove that authorities were able to deal with the problem and achieved A crackdown on illegal business. Furthermore, the event became a case study for investors or land sellers as well as local people for knowing about land transfer and persuaded people to be aware of land transaction. More importantly, the nation WAS able to regain lands and turn them back to national assets.

To achieve valid investigative cases, Thai Rath Newspaper, said it would not rely just on what they had from sources, but would collect real data and information from vary sources in order to balance information from all related parties. In this way, the newspaper not only runs hard news, but also adds special reports, analysis reports, columns, and issues related to the event.

Another an example of good civic journalism was when Lanna Post declared itself to work with people in the community over pollution problems at Mae Wang River. This means that journalists at this local media will have to witness and follow up the problems and situation by themselves. They will not wait for complaints from outside, but will go to the place and see the problems with their own eyes. Lanna Post has been covering many problems over pollution at the Mae Wang River, started urging all stakeholders in the province to aware of the problem.

The newspaper decided to run relief campaign by declaring itself as local media and would dedicate energy to restore environment back though releasing the issue was differed from crime or general news that always draw a larger audience. In 1915, a train station was opened in Lanpang, making completely connecting route between Bangkok and Lampang. As a result, since the time, people preferred to use train rather to river. Mae Wang River was then left with waste and garbage and eventually turned to worst polluted river.

The newspaper began investigative report by collecting information along with photographing polluted areas in old communities and new urban areas located on the bank of the river. It also talked with and compiled information from villagers living nearby to compare environment changing and impact to daily life in town. Lanna Post began a report featured polluted environment pictures, manufacturers draining wastewater into the river while locals administrative offices ignored the problem. In the meantime, analytical reports were published along with more progress reports. The newspapers aimed to build concern and awareness to people and hoped they would help solve the problem. The newspaper was the first and only local newspaper that raised the issues and continue to report the problems to boost awareness on environmental issues.

Following the reports, officials and local authorities have attempted to solve the problem. Villagers also came to help in a water clean-up event called 'Big Cleaning.. The river is now as clean as it was in the past. The authorities also launched sustainable plans to keep the river water clean. After acknowledging the problem by Lanna Post, some other local media stepped up to report and followed up the problem. The report on water pollution of Mae Wang River led local people and government bodies to join hands to solve the problem as they considers that the river is part of their lives. Another impact from the reporting can be seen included law enforcement and lowering of waste drain water and garbage at Mae Wang River.

According to Warista Puckdee, publisher and owner of Lanna Post, the newspaper began to report about Mae Wang River because she has noticed that river was dirty and a lot of weeds were covering the river surface. It is also expected to that the river was polluted would could bring impact to lives and people those who are living align the bank of the river. Moreover, the beautiful image of the historic river site was visibly damaged. Tourist might feel unsatisfied when they come to visit the areas.

We are a community newspaper established in the City of Lampang province for 19 years. We have seen that beautiful and clean river for almost two decades. But then we worry about the river pollution and environment problem that may bring A huge impact to people and community. We then

think how to solve the problem in order to bring the river back to clean and clear water," said Warista.

Lanna Post still claims itself as small publication with circulation of 3,000 copies per week. It focuses on issues close to people in the province. Therefore, the newspaper also claims that it not focus on crime news compared to other media and publications in the city. With a long history of 19 years, only a few crimes have been put as leading news on its front page. Instead, other issues related to politics, economic, education, social, and business are govern concern.

Another case involved the Daily News Newspaper also suggested that journalists have changed their routine working when receiving information from outsiders. "People Alliance Protect Nation, Religion, King", who submitted a complaint to acting Buddhist Supreme Patriarch of the Buddhist Priests over money scandal and ethic of the Abbot Praphrommasuthi (Chao Khun Sanao Punjavajiro). At the time, a politician member of the house has also filed to acting Buddhist Supreme Patriarch of the Buddhist Priests to sack the abbot.

Daily News Newspaper drew many parties to be concerned about religious standard, after taking about 12 months reporting the issue and still searching for truth and conclusion. The report also attracted attention from people as well as government agencies over the issue.

Conclusion

Due to daily reporting basis, journalists at all publications have some common routines of working since they have to compile data and reports news every day. They have to deal with limited time to meet with press time dateline while still having to monitor and follow up news and events at all times. Convergent journalists are required to stay connected with the Internet and use new media to follow up events as well as to communicate with people. This is a new way of routine working for journalists in current media convergent age. Journalists at these newspapers will have to spend time outside the office to collect data and fact before developing news and story. In many cases, they needed to use Internet for searching of information to support news.

Table 4.2 Comparison Roles of Journalist at Traditional Media and New Roles of Convergent Journalist

New organizations	Roles of journalist at traditional media	New roles of convergent journalist
5 newspaper: Krugnthep Turakij, Matichon, Thai Rath, Lanna Post, Daily News	Top-Down: Base on daily report, journalist will receive assignment from editor according to public interest or organization policy. Journalist and photographer then will cover event and file news back to editor (photographer provide photo). Journalists not much interact with audience or community member until they get involve new assignment.	Convergent newsroom: Editor or in charge persons will act as coordinator, but may alert journalists if anything. Journalists discuss with people though typical or multi-media to obtain information for breaking news and following up news though online and social media and in-depth report for print version. Today journalist can with citizen through online and social media at anywhere and anytime. Each of journalists able to use new communication equipment and technology and also become solo journalist or mobile journalist.

4.2.2 New Roles of Convergent Journalist

This part provides new roles of journalist in media convergent age or other word convergent journalists. Most journalists in the current age have already adapted themselves from being old style journalists to be convergent journalists, judging from more new media use for seeking of information and data, report, and communicate with news sources and working colleagues.

Chalao Kanchana of Krungthep Turakij Newspaper said the newspaper began expanding its approach of reporting economic and business to focus more on social problems at national and community scale as well as putting more focus on investigative news report. The community base report has been pushed in a bid to help solve social problems and to seek of proper measures to prevent problem in the future. The newspaper contributed many problems raised by readers. People from outside provide a lot of informative data as well as document and files to journalists for further development.

Since Krungthep Turakij Newspaper turns to focus more on social problem report, it could mean that we move closer to society and people to help them solve problems. People in each community should have rights to know what happen and how it important to their life. They should aware that how event reflect to their daily living and how should they deal with the situation. This social problem approach is letting our journalists to work more closely with people or stakeholders in communities, or in another word realizing that being. A journalist is being part of society,” said Chalao said. (Interviewed, July 4, 2014)

Matichon Newspaper moved in the same direction as Krungthep Turakij since the Internet and social media boomed in the country. The newspaper shifted to focus on investigative news, from its core reports of political and social issues. Journalists at Matichon Newspaper use social networks and new media as tools to file news story. The editorial department also seeks to show some hidden angles especially corruption problem and unusual event.

Matichon Newspaper is also teaming up with other two newspapers under the same roof; Prachachart Turakij - the weekly business newspaper focusing on business and real estate; and Khao Sod-the general daily newspaper, which is the country’s third largest paper in Thailand in terms of circulation.

All of three flagships newspapers offers news via online and mobile, but sometimes use the same content. Therefore, each of print an online has own focus, such as Prachachart Turakij Newspaper focuses on business issues, while Matichon

focuses on political and social issues, while Khao Sod mostly works on general issues, including crime and entertainment. Journalists at Matichon Group will contribute BREAKING news for online and websites and on a longer story for their print version.

Lanna Post Lanna Post also played a great role in civic journalism as journalists took time to collect information and data as well as photos and help them as evidence before going to follow up the event until water pollution problem resolved. As the local newspaper, Lanna Post has been playing the new role as social caretaker with aim to reduce community problems and prevent possibly same problem in the future.

Thai Rath Newspaper has a special room located on the sixth floor of its editorial building to obtain complaints from first hand data or hint from outsiders. People may call in or send letter to team or may visit the office with their complaints. The office is opening around the clock. A team will collect first hand data and information and pass it on to editorial for further development or investigation. Each day, the newspaper receives saving complaints from outside concerning social problem, official's service, narcotic problems, and so on.

When information arrives at editorial, the head of reporters or area editor will evaluate the issue based on first hand information. It then assigns the right team or journalists to find out for more details and information before reporting. The reporter often works with representative of official organizations or police in gathering details when the issue completed with information from all side, it can be published at an appropriate date.

“Daily News Newspaper has our own focus that we want to differentiate our report from other newspapers. We have been running investigative news for more than ten years not only about religion, but also other many other issues,” one of the reporters at Matichon Newspaper said. Once the newspaper published the first issue, it usually continues reports on whatever impact or feedback of the issue as well as responses from involved persons or organizations. Though investigative news taking much time while daily issues needed to be done at the same time, the newspapers still continue to support the people's right to know. Daily News Newspaper kept continuing investigation after first launching of the issue. Additional reports regarded to live treats to monks by men in black and motorcyclists, trespass of assistant Abbot's house.

Conclusion

All of The five newspapers in the study explained that they already transformed their editorial departments into convergent newsroom while all journalists had to adapt their working by contributing more news. They have to provide short news for breaking news and to prepare longer version for print the next morning. Journalists now have their new roles in a response of convergent newsroom.

4.2.3 New Approach of Civic Journalism

This part will explain the new approach to civic journalism given by interviewers from the five newspapers. The case studies will suggest the relevance civic journalism theories and the concerns about the code of conduct for news filing and reporting. Journalists who investigate complicate events are not working alone but dealing with many people.

The researcher found that all newspaper-Krungthep Turakij Newspaper, Matichon Newspaper, Lanna Post Newspaper, Thai Rath Newspaper and Daily News Newspaper - were applying intensive new approaches to civic journalism. This is a new strategy for news reporting in the current information age as civic journalism's substance to investigative report. In this study, journalism practices and the role of convergent journalists become key informative persons to inform social members.

Due to more working hours for producing news stories at a faster speed of communication, Krungthep Turakij may have one of the best practices regarding civic journalism as the newspaper aims to collect all data involved the event up to 90 per cent before publishing first copy. Journalists at Krungthep Turakij collect data and information by entering into communities and talking with local residents. When journalists return to office, they are till monitoring the issues and working with local people to get more details.

Journalists need to be concerned when received information and data from sources. Journalist required compiling more information as much as possible and double check all information related to the issue. They are also required to study the issue based on information and data before moving to the second step, called teamwork setting. The second step of investigative reporting will be to go straight to the people involved with the issue. Journalists who are to cover the issue will be

prioritized to run the mission. Meanwhile, several teams may set to work along such as senior reporters, photographer, data base keeper, specialist, lawyer, local or community reporter, and perhaps a special in charge person.

"Normally each team consist of 3-4 persons, but it depends on the issue and areas to cover and how complicated and difficult the issue as expectation of outcome," said Chalao. Adding that Krungthep Turakij assigned one professional journalist from central office (in Bangkok) and asked for local journalist or correspondent for help. The newspaper reasons that using journalist from head office will BE much more effective because the journalist IS able to work independence and bias free as well as this avoids interference from local people or stakeholders in the areas. Moreover, assigned journalists can be shifted or switch with other colleagues if the situation gets too generous.

Matichon Newspaper is a good example of having the new approach of civic journalism as it begins to file and collect data and verify the information received from people outside. The newspaper seeks further related information directly from the sources. Meanwhile, two journalists had been assigned to responsible the issue while local journalist along with other team stationed at Bangkok.

At Lanna Post, after shooting first report, it led some other local media stepped up to report and follow up the problem. The report on water pollution of Mae Wang River led local people and government bodies to act and join hands to solve the problem as they considers that the river is part of their lives. Another impact FROM the reporting can be seen included law enforcement and lowering of waste drain water and garbage at Mae Wang River.

Journalists need to be careful when they report such vital issues that later bring worry to persons related the issues. With this concern, they have to seek idea from all parties and organizations in order to balance information and data. This is one of strategies of new roles of journalism being applied at the newspaper in the current age.

"Journalists at our newspaper are local residents and they have act as civilian or civic journalist. In this way, they have to talk with many people to get first data future development," Warista Puckdee, Publisher and Owner of Lanna Post commented.

Similarly to Daily News Newspaper which is continuing investigation after first launching of the issue. The case of Chao khun Sanao Punjavajiro is one of well process of the newspaper in terms of going investigating and using social media along with crowd sourcing.

Conclusion

Newspapers in the current information and digital age are required to contribute implications and meaning of the event based on facts and data received from field. Today journalists have to follow up the issue and report if any progress until the problem is solved. Furthermore, they have to play new roles of being real-time journalists - that means they have to report any hot issue or current issue online along with preparing a longer story for print version in the next morning.

4.3 Debates on How Newspaper Journalists Transformed Themselves to Civic Journalists in Convergent Media Age

The researcher next considers the process of how newspaper journalists transform themselves to civic journalists in media convergent age. Newspaper journalists have changed their personal traits to involve more communication technology as well their life style. These changes in personal traits may help journalists be more connected and also be attentive persons.

4.3.1 Change of Journalist's Personal Traits

4.3.1.1 Krungthep Turakij Newspaper

Krungthep Turakij Newspaper has reported about land grab in Khao Phaeng in Koh Samui district of Surat Thani province in Southern of Thailand. The news reports found that politicians and local officials had teamed up to acquired land illegally. This scandal later led authorities to counter and improve land management across the country.

Reporters of Krungthep Turakij had noticed it was unusual when the Opposition Party (Pheu Thai Party) prepared an amendment bill to the cabinet for a non-confidence vote in Suthep Thaugsuban over the title deed a piece of land in Khao Phaeng in the popular resort island.

Suthep, at the time Deputy Prime Minister, was accused over acquiring land by using nominees. The newspaper assigned reporters to investigate and seek evidence by entering into the areas of Maenam Sub-district and Ang thong Sub-district in Koh Samui.

When all information and evidence were collected, the newspaper ran its first report headed "Phue Thai today bill Suthep over doubt on land" on May24, 2010. The newspaper followed up the issue on May25, 2014 with a new document and evidence in the headline "Suthep gobble Koh Samui, issued illegal title deed". The newspaper has investigated the issue for about five months until October in the same year.

In the news report, it was proven that the title deed for the piece of land was linked to other politicians and local officials. Politicians tend to hide their assets and declare fake asset and debts while in power, especially in this case by using nominee holding the land.

Some of the personal traits of journalists at Kurnthep Turakij can be seen when they have worked on intensive investigation along with seeking of data over issuing of land title deed. Journalists interviewed Samart Ruengsri, one of the stake holders in Rueng Panya Construction Limited Partnership which was the land broker for the deal. Samart confessed that most of land plots were un-owned and arranged for sales to relatives and politicians including a piece held by Than Thaugaban, son of Suthep.

The newspaper also reported about 4,000 square rai, which villagers had returned to authority as a donation. Most of these lands were also without owner and were case of land gobbling. It was also believed that Suthep and his son took power for obtaining the lands sized of 62 square rai in Koh Samui. Further investigation also found that Nippon Promphan, A relative of Suthep and deputy leader of Democrat Party at the time, owned land without legal titles.

The conclusion of this investigation showed that landholders had violated land laws and forestry acts. The news also made people aware of whether more scandals were being hidden in Koh Samui as well as questioning land development and usage in the island.

The news also caused wider interest, particularly about the linkage between politicians and land intruders. Independent organizations and related bodies have established investigative committees to handle and monitor some suspected organizations. These included The Ministry of Interior, Department of Land, Surat Thani's Land Office, Governor of Surat Thani, Department of Special Investigation, Ministry of Justice, Ministry of Natural Resources and Environment, and Office of the Auditor Central of Thailand were all put on high alert over land scandals. Also, The Office of the National Anti-Corruption Commission received inquiries to establish a committee to investigate the case on a large scale.

For the Gobbling of Land in Khao Phaeng case, Krungthep Turakij Began to report this issues when the Opposition Party (Pheu Thai Party) proposed the Cabinet a debate over distrust of the governments management and works led by Democrat Party at that time. The opposition party targeted Deputy Prime Minister, Suthep Thaugsuban over title deed a piece of land in Khao Phaeng in Koh Samui Island in the South. Krungthep Turakij raised serious concerns about the case and started to investigate the facts regarding the political battle between the government and the opposition party.

Krungthep Turakij outlined four areas to investigate the issue. First was to seek facts and truths. Second was to explore the issue based on intensive journalism ethics that would not take any side. Third was sourcing of evidence and prove the event by entering into the area and compiling information, and fourth was to work with related stakeholders or organizations in order to bring the problem to a solution and create preventive measures for possible occurrences in the future.

"Each investigative news stories needed a more reporters, a good team work, time, and dedication," Chalao explaining that all newspapers in Thailand report investigative news at only 40 per cent of total news published each day. This portion is still not enough in this current information age. Krungthep Turakij is also about the same rate, but the newspaper will never stop reporting such investigative news. "Yet our investigative news portion climbed to 40 per cent, but we do not end that rate. Instead, we will continue to have more issues being reveled,"

In general, hints or unusual signals-or source that believed could be related to issues-can be reached by media and journalist in multiple ways. It could be

a complaint letter, or email sent directly to the editorial department. In many cases in current digital age, newspapers can obtain hints from virtual communities such as from Facebook, Twitter, social online, social media, and other platforms of digital communications. Journalists often find unusual issues by consuming news from the Internet and websites while journalists themselves have found many cases. Furthermore, persons who are involved conflict or internal problem at organization provide hints and information to journalists with anonymous to protect themselves.

According to Chalao Kanchana, Managing Editor, the first thing journalists need to be concerned about when receiving information and data from sources is that they compile more information and double check all claims related to the issue. They are also required to study the issue based on information and data before moving to the second step called teamwork setting. The second step of investigative reporting will be to go straight to the people involved the issue. Journalists who are covering the issue will be prioritized to run the mission. Meanwhile, several teams may be set to work along such as senior reporters, photographer, data base keeper, specialist, lawyer, local or community reporter, and perhaps special in charge person.

"Normally each team work consist of 3-4 persons, but it depends on the issue and areas scope to cover and how complicated and difficult the issue is as to expectation of outcome," said Chalao, adding that Krungthep Turakij assigned one professional journalist from central office (in Bangkok) and asked for local journalist or correspondent for help. The newspaper seasons that using journalist from head office will bring much more effective because the journalist able to work independence and bias free as well as avoid interfere from local people or stakeholders in the areas. Moreover, assigned journalist could can be shifted or switch with other colleagues if the situation gets too bad.

The third step is entering into the area called field data collection. This step could mean to further news report because it could be fail or success. However, reporter required to prepare themselves for at least three main things; having better understanding about the area, building connections with local people, community leaders, local officials, stringers or local journalists, stakeholders, and all related persons; and intensive study all about the issues including documents, data,

information, material, picture or photos, contacts, and so on. This will help journalist to understand the issue and have clearer direction to write the news.

Chalao states that this process is very important. Newspapers need to have at least 70 per cent of facts, figures, data, and information before going to the next step-news reporting. And all that data must be verified as true information and material. The other 30 percent of news will come from related persons, organizations, stakeholders, or defendants. Preparing 70 per cent will enable the newspaper to continue run further reports and develop the story subsequently.

The fifth step is news reporting and monitoring reaction or feedback, which will depend on the team. Once the first issue is published, the team will then need to be concern about reactions and feedback from the public or readers. Journalists should prepare to obtain argument and information and place them in next publication. If there is no feedback or reaction even from people and organization involved in the issue, journalist then have the right to follow the issue by asking for fact or comments from those who are involved the event.

4.3.1.2 Matichon Newspaper

Supad Teepala, assistant chief of education news, Matichon Newspaper describes a process of investigative report which consists of eight steps from beginning to nearly ending or completion of the issue. Regarding the case of "Expose of Diploma Trade at Isan University", Matichon Newspaper began with compiling information and data received from complainers who were students of a university in Khon Kean province. They appeared at The Education Ministry and filed their complaints to reporters, saying that their teaching certificates were not verified by educational authority, but were fake certificates. As of representatives of many other students, complainers said they asked the authority for help.

After receiving such information, Supad later moved to the second step of seeking of further related information directly from the university as well as from other sources, including from the Internet and website channels when enough material had been collected, the journalist then reported to editorial for consideration of news reports and investigative process. Next, the education news editor planned a process of news reports. At this stage, two journalists who covered education news at Education Ministry were assigned to be responsible for the issue while local

journalists in Khon Keantook similar assignment. The two teams would work together and report the progress to editorial in Bangkok.

The next step was running the first issue with a headline "Expose of Diploma Trade at Isan University", considering possible damage to the university, the newspaper used anonymous name "one of private universities" instead of its real name. When the article was published, some key official organizations involved in education mostly Argued that there were no teaching verification trading at any university in the mentioned area (which was believed to be Khon Kean province). However, the authority also admitted that there might have some trading at small schools or mobile campuses in some provinces.

The newspaper, however, keep searching for more information and data regarding to certification trading by asking some agents or representatives of university who recruited students or learners to study at the university or campus. The journalists in Bangkok and in the province joined hands to investigate and compile more information. They expand searching territories not only between complainers, mentioned university, and education offices, but to many departments and units in each of bodies to obtain information.

At this stage, organizations involved education including The Education Minister at that time took action and ordered an investigation into the case. Top officials in the ministry found some unusual and suspicious behavior linked to the issue. Many people including the university principal, deans, lecturers and staff were investigated. The investigation took months before concluding the university trading teaching certification was Isan University, A private university located in Khon Kean province.

Matichon Newspaper had been running a series of articles, essays, analysis, and special reports for months until the end of the year. The newspaper reported many events from sources related to the issue for months until the ministry put the case on the national agenda. The move alerted all universities and schools nationwide to avoid similar problems. Some universities stopped promoting some curriculums especially being offered at campuses or branches in provinces. In Khon Kean alone, Isan University was ordered to delay its teaching certification program until further investigation. The case was debated among major universities and

education organizations as well as at international education conferences. Furthermore, thousands of students who were studying and graduated from Isan University were investigated.

Supad said that the news on "Expose of Diploma Trade at Isan University" caused a lot of concern but also built awareness. Universities and students learnt about the case and understood more about the problem while in general people became more aware about the issues. Teachers across the country were concerned. Additionally, the problem continued to shake the whole country over certification trading.

4.3.1.3 Thai Rath Newspaper

Thai Rath Newspaper is claimed as country's largest newspapers. Its focus on general news is social news, economic news, political news, and also people's interest issues. Its news mainly serves mass readers.

Alongkot Chitchuenchote, criminal news editor of Thai Rath Newspaper described the investigative news reports at Thai Rath that is mostly focused on crime news and also issues and events that have a negative impact on many people. The newspaper often begins to investigate news just from a little problem then expand the event into wider areas. News reported by Thai Rath could bring measures to solve problem or at least bring the event to wider attention to people and organizations.

One of the most well-known and praised investigative news reports was a murder case of a doctor over ten years ago. The newspaper started the report from a piece of paper written by a disappearing female doctor, which was unusual and raised big questions why such the female doctor disappeared without any evidence. Thai Rath Newspaper investigated the case and found that doctor's husband was the murderer. He killed his wife and hid her body. The husband finally sentenced to jail. Thai Rath Newspaper's case was awarded the Thailand Pulitzer Award.

"This is a good example of investigative report, beginning with a small unusual object to one of country's biggest news that time. Thai Rath Newspaper has set to focus more on investigative since then," Alongkot said.

At Thai Rath Newspaper, it has a special room located on 6th floor at editorial building set to obtain complaints first hand data or hint from outsiders. People may call in or send letter to the tram or may visit the office with their

complaints. The office is open sound the clock. A team will collect first hand data and information and pass on it to editorial for further development or investigation. Each day, the newspaper receives various complaints from outside such as social problem, official's service, narcotic problem, and so on.

According to Alongkot, all information providers are better known as “source” will be given full protection by using anonymous names instead of real ones in order to protect source. But if they prefer to have their name in the paper, there was still a need to protect their concerns about security.

At Thai Rath Newspaper, out of total 1,700 staff, about 300 reporters are based at head office in Bangkok. Of that number, about 30 reporters are assigned for criminal and investigative news. More than 300 journalists are in provinces and big cities across the country. For investigative report, reporters are set to stand by at all major organizations such as head quarter of police office, courts, Department of Investigation (DSI), as well as mobile journalists. Journalists at Thai Rath Newspapers in Bangkok and its outskirts are divided into four major teams. Each of the team will take responsibility for assigned areas; north Bangkok, south Bangkok, Thonburi site, and all outskirt districts.

To become an investigative reporter at Thai Rath, a novice is required to hold at least a bachelor level degree in any area but likely be best if graduated in social sciences, law, journalism or mass communication. However, the basic requirements for investigative reports include being a curious person always questioning whatever they see. A person who loves journalism, and being an all time educator. Finally yet importantly, they are needed to have dedication and also quick learners as well as good health.

Damrit Viriyakul, (Interviewed, July 8, 2015) head of provincial news of Thai Rath Newspaper reviewed the personal traits of its journalist when they began to investigate a case of "Fighting for Land at Tablan National Park". Many complaints had been received from people, particularly villagers who lived near the national park as well as tourists who has visited resorts located in the area. The complaints were that many believed resort investors had built properties on lands that were part of the national park.

When a team of reporter entered into the area and talked with heads of villages and local people they found there was something unusual about the land

ownership as well as the use of land. Moreover, they found something that linked the local authority and politicians over land use. The newspaper had a local reporter in the area, but they were unable to obtain enough information to report the issue as expected. The newspaper then adjusted their plans by sending another team from head office, consisting of several reporters who were responsible for covering key ministries and government organizations in Bangkok.

So two teams of reporters were formed, one in provinces of Nakorn Ratchasima and Prachin Buri, and another team from Bangkok. The Bangkok team entered the area to seek of information with assistance from local team. The central unit took several weeks to get data as well as build relations with local people and sources. Then after they returned to Bangkok and discussed the issue at a news meeting, the newspaper ran its first copy. The newspaper later continued to report progress about the issue, with focuses on land ownership and transfer, project investment details, and source of capital and resort owners.

After running series of issue for few months, the newspaper then moved to investigate official organizations such as the Land Department, the Royal Forest Department, and the Ministry of Natural Resources and Environment, which were linked the practice of land transfer and ownership. Furthermore, reporters moved to focus on laws regarding land ownership in a bid to refer to its news reports. Furthermore, the newspaper had cross-checked land ownership with documents about how the land prior had been transferred to capitalist or known as private owner.

When the government moved to deal with problem, aimed to end land gobbling of land, some investors and resort owners then began rights campaign against the authorities. The long battle between authorities and resort owners brought chaos and both sides made huge rallies mobilizing thousands of local people. The dispute continued for many days and nights although no one had been killed. The government then stepped in to save both sides by sending military forces and police in order to avoid chaos.

While both sides of government and developers were in court, the newspaper kept continuing reporting. It also reported on judgment enforcements as the court has ruled that resort operators had violated lands and ordered officials to deconstruct all violated properties. The highlight of the crackdown was when

Damrong Pidetch, who was director of Royal Forest Department at the time, led troops to crackdown on a resort at Thab Lan National Park. However, the department was unable to complete the mission due to road blockages by villagers and local people backed by resort operators. After the troops return to base, the government decided to use other strategies. This time, Damrong used another road on the other side of the road and picked a night time to crack down on the targeted resorts. The troop eventually destroyed many resorts and properties which was later claimed as the highlight of the long-run battle between the government and the resort operators.

"Thai Rath has investigated and reported this event and now that leads to major land management and also builds awareness of local communities across the kingdom." Damrit said.

4.3.1.4 Lanna Post Newspaper

The researcher interviewed Pusanisa Sanyaraksakul, Owner and Editor of Lanna Post, on January 5, 2015 regarding to its news report process. In preparation for the news reports, the newspaper's team took 30 days to collect lot of evidences information and materials particularly regarding to the river site by taking photos, talking with some local residents, and consulting with some water specialists, and also teaming up with lawyers. At least 3-4 members both staffs and freelancers had been assigned to run a series of reports. After the newspaper took weeks to gather information and data, it began running its first copy on May 2013.

After the first copy was published, involved organizations, especially Lampang Municipal Office, immediately responded by entering the site to inspect for itself and decide on some measures regarding the issues. One of the biggest moves was setting up a Four-Alliance Committee, consisting of representative of four official bodies, aimed to resolve the problem.

The newspaper went further investigation the problem by compiling more information and new complaints from more local residents as well as from official organizations. A lot of information had been contributed by local people - such as the origin of wastewater, how they experience bad smells from the water, how A polluted environment affected their daily lives. The newspaper then printed the second copy in May and more follow-up stories.

The newspaper then kept reporting more issues about the problem. Internet and social media users, mostly about photos, comments, and some suggestion

pinpointing more areas for investigating, had given some of this information. At this stage, the newspapers approached the provincial environment office and the Royal Irrigation Department to obtain information. Both government offices agree to help. The environment officer would come to search over water quality while irrigation officers would come to check about water management. Meanwhile, residents had joined hands to form some water prevention measures and vowed to solved the problem.

One of the big events was "Big Cleaning Day", many business organizations and government offices helped to recover the river. The first community had been established during this period. The group is set and known as Love Mae Wang Club. They intended to maintain the river clean as well as to prevent further damages.

After Big Cleaning Day, the newspapers remained monitoring the issue by reporting next part of river relief. Articles reported in this stage were mainly due to root of the problems that included polluted drains. Two major sources of the wastewater were from households located along Mae Wang River and from manufacturing and big shopping malls. As a result, of news reports, the provincial authorities have announced they will force environment laws and push it up right at top alert. The move aimed to reduce draining of wastewater from houses and manufacturing. Another move taken by Royal Irrigation Department was to allocate a huge budget to rebuild and dredge the river. There was no conflict between community and government bodies and organizations for the river rebuilding. The river nowadays has returned to normal as in the past. The river is being monitored by many related organizations.

4.3.1.5 Daily News Newspaper

Polpibool said the investigation of respective Buddhist temple Abbot over money scandals and unusual rich during August and December 2014 had a great impact on the Buddhist religion in Thailand. the case could be an important example in awake of religion problem and social examination. The case also help raise awareness in order to prevent further same stories at other temples in the country and could be a case that people can help monitor any bad behavior of monks or abbots.

One other concern is to show that journalist, people and outsiders can monitor mostly untouchable parts like religion now.

Conclusion

Newspaper journalists in the current Internet and globalization age are forced to adopt their life style and personal traits from being non-technological addict or maybe not specialized in news communication devices to be new media users. Moreover, daily life style has not remained the same as in the pre-digital age, and many journalists have entered into new media age by becoming digital addicts.

4.3.2 Co-working Process of Journalist and Citizen on News Filing and Reporting

This part will show how newspaper journalists and citizens or local people can work together in developing news and stories. Both journalists and citizen may have many ways and tactic base on different situation and timing of the event and condition at that time.

At Krungthep Turakij Newspaper, working process of filing data and information and reporting news. Due to working on civic journalism basis, professional journalists and citizens are teaming up to produce news. The co-working is about to begin with entering into the area called field data collection, after journalists received an assignment from editor or editorial. This process may mean going into the field for first time or follow up the event to report progress of the event. When journalist planned to cope event outside, they are required to prepare themselves for at least three main thing as follows.

In order to understand about the area and people, journalists need to work with local people and to obtain information, both sides use social media and new media to communicate and discuss. They build relations with local people and community leaders, local officials, and local journalists, stakeholders, and all related persons; and intensive study all about the issues including documents, data, information, material, picture or photos, contacts, and so on.

For Matichon Newspaper and Thai Rath Newspaper, both newspapers are working on news reports by continue seeking of more evidence as well as related information and data and reported the issues for months. Lanna Post is working in

similar direction, eyeing of problem issues and social problems. These newspapers often work with their alliances particularly local people and organizations in order to gain information and data before report or publish news article.

For Daily News Newspaper, it has its own focus, investigative and localized issues. Once the newspaper published the first issue, it usually continues report on whatever impact or feedback of the issue as well as repose from involve persons or organizations. Though investigative news taking much time while daily issues needed to be done at the same time, the newspapers still remain seeking truth for people's right to know.

Conclusion

All newspapers in this study are concerned about the co-working process as they have to work with many people or organizations when they co covering news and issue. Most of them begin with a plan at the office before going into the event. They often assign journalists or team and set a timeline of news reporting. They plan to meet and work with local people and organizations for filling data and reporting news. Some of editorial such as Thai Rath is opening 24 hours to receive data and information from outsiders.

4.3.3 Use of New Media for News Filing and Reporting

This part will describe how newspapers use social media as well as other technology communication and devices for filing and reporting of news and stories. Moreover, it will show how journalists in each of the newspapers use new media for seeking data as well as information after receiving assignment or developing by themselves.

Nowadays, journalists at Krungthep Turakij Newspaper are not just reporting news and events in traditional print media, but also in new platforms, particularly new media such as website and online platforms. Journalists are engaging all new media to help working. The company has been helping subsidizing communication equipment in order to facilitate working especially the use of new media channels such as Facebook, email, Twitter, and applications like Line and Whatsapp.

Matichon Newspaper and Thai Rath Newspaper are witnessed that they have been focusing on advanced news report (investigative and interpretative report) by using information and data from complainers via news media. After receiving such

information and data, journalist use social media to communicate with news makers and sources to get further details as well as other related documents.

Lanna Post Newspaper used new media and devices to collect lot of evidence, information and materials particularly regarding to river site and is also taking with involved persons and organizations before shooting news. Reported news brought attention from authorities and people and led to problem shooting.

Daily News Newspaper has our own focus that we want to differentiate our report from other newspapers. We have been running investigative news for fore more than ten year not only about religion, but also other many other issues. Once the newspaper published the first issue, it usually continues to report on whatever impact or feedback of the issue. Though investigative news taking much time while daily issues needed to be done at the same time, the newspapers still remain seeking of truth for people's right to know.

Daily News Newspaper kept continuing investigation after first launching of the issue. Additional reports regarded to live treat to monks by male in black and motorcyclists, trespass of assistant abbot's house.

Conclusion

Today journalists are using new media and advance technology reporting news and events. Also, they using ranges of new media such as Facebook, email, Twitter, and applications like Line and Whatsapp to seek of information, reporting news, sharing or exchanging news, and communicating with many other people. In the meantime, journalists are engaging all new media to help working. Many journalists spend their own budget for the tools. Either the company help subsidies communication equipments or letting journalist seek of by themselves, journalist still use new media to seek of information, reporting news, sharing or exchanging news, and communicating with many other people.

4.3.4 Impact of Reported News and Problem Solving

This part will show how reported news and stories able to change or improve problem or how published issue lead to more attention from people in society. In general, critical or big issue can draw a large attention from involved person or organization.

A conclusion of this investigative news, it showed that landholders have violated land law and forest acts. The news also drew a large attention from people to aware whether more scandal being hid in Koh Samui or not as well as questioning over land development and usage in the island. The news also brought a wider interest particular the linkage between politicians and land intrude. Independent organizations and related bodies have established investigative committed to handle and monitor some suspected organizations included Ministry of Interior, Department of Land, Surat Thani's Land Office, Governor of Surat Thani, Department of Special Investigation, Ministry of Justice, Ministry of Natural Resources and Environment, and Office of the Auditor Central of Thailand have put high alert on land scandal. The Office of the National Anti-Corruption Commission received inquiries to establish investigation committee to investigate the case at large scale.

For Matichon Newspaper, The impact of this investigative news reports are followings. It reflected disqualify of educational system in Thailand especially higher education level. Educational institutes in current age are focusing on business, profit rather to quality, and produce new knowledge. This could bring gap for swindlers and cheaters to take benefit from law's gap. It also showed poor management at educational organizations and Isan University due to unable to reach standards. Moreover, it told that there is a corruption circle in education, which could produce disqualified teachers. More importantly, the issue was raised for heavy critics and discussions at international panels in order to seek out prevention measures. Since news is published, 3,000 newly graduated and being certified for Graduate Diploma in Teacher Profession were automatically in investigation.

As result of the news, Thai Rath Newspaper claimed that it could help increase people's awareness over land using and land gobbling. It also engaged many other government offices to step up in land protection especially from capitalist and investors on illegally ways. It also proved that authority able to deal with the problem and achieved crackdown illegal business. Furthermore, the event became the case study for investors or land sellers as well as local people for knowing about land transfer and persuaded people to aware of land transaction. More importantly, the nation able to regain lands and turned then back to nation asset. Resulting of this news on land gobbling reported by Thai Rath Newspaper, the Royal Forest Department,

Wildlife and Plant of Minister of Natural Resources and Environment have vowed a mission aimed to terminate illegal business national parks across the country. According to the news, yet the government downed only few resorts, but it showed that authority could enforce the law and also pushed the issue as national agenda. Furthermore, the news has lighted up there are many selfish investors hiding in society and not following law.

After Big Cleaning Day at Mae Wang River in Lampang province, following Lanna Post reporting, the provincial has announced to enforce environment law and push it up right at top alert. The move aimed to reduce draining of wastewater from houses and manufacturing. Another movement is the awakening at Royal Irrigation Department that allocated huge budget to rebuild and dredge the river. However, it is speculated that there was no conflict between community and government bodies and organizations for the river rebuilding. The river nowadays is now returned to normal as in the past. The river is being eyed by many related organizations.

In other case of Buddhist temple abbot over money scandal and unusual rich during August and December 2014 has brought huge impact to Buddhist religion in Thailand. The report also alert official and public to concern about temple, monk/abbot, and people/Buddhist to rethink about relation between Buddhism, temple, monk, and donation especially whether they should make donation to the monk or temple or not. Moreover, the news reports also encourage public sector to help monitor and oversee monk's activities and internal problem among Buddhist monks. The case also help raise awareness in order to prevent further same story at other temples in the country or could be a case that people can help monitor and assist bad behavior of monks or abbots. One of other concern is to show that people and outsiders can monitor mostly untouchable part like religion now.

Conclusion

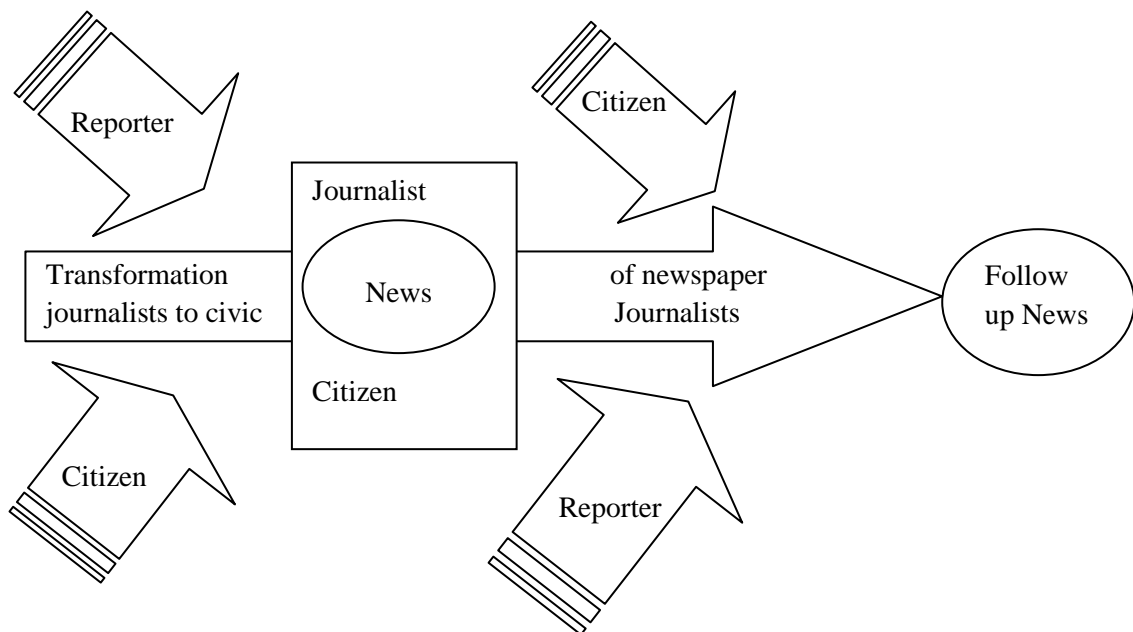
Since journalists report investigative news toward vital hidden issues, it really draws a large attention from many parts from government to local authorities and people at national level and regional level for some cases. All the problems gets resolved after journalists report news. Journalist those transform themselves from ordinary to be part of community members and contribute investigative news bring big change and help prevent further problem.

4.4 An Appropriate Proposed Civic Journalism Model for Newspapers in Thailand

This part will provide propose civic journalism model the research construct base results of the study and finding. Each of newspapers will have their own model but can be similar sometimes.

4.4.1 Civic Journalism Model at Krungthep Turakij Newspaper

Krungthep Turakij Newspaper is one of leading newspapers in Thailand especially in business news segment. The newspaper's editorial department began to enter digital media about a decade ago. All reporters at that time were engaged to use online and social network for news filing and reporting that meant reporter became convergent journalist. In digital era, convergent journalist roles have been changed outside observer to insider journalist who able to work with citizen reporter or people in news filing and reporting.



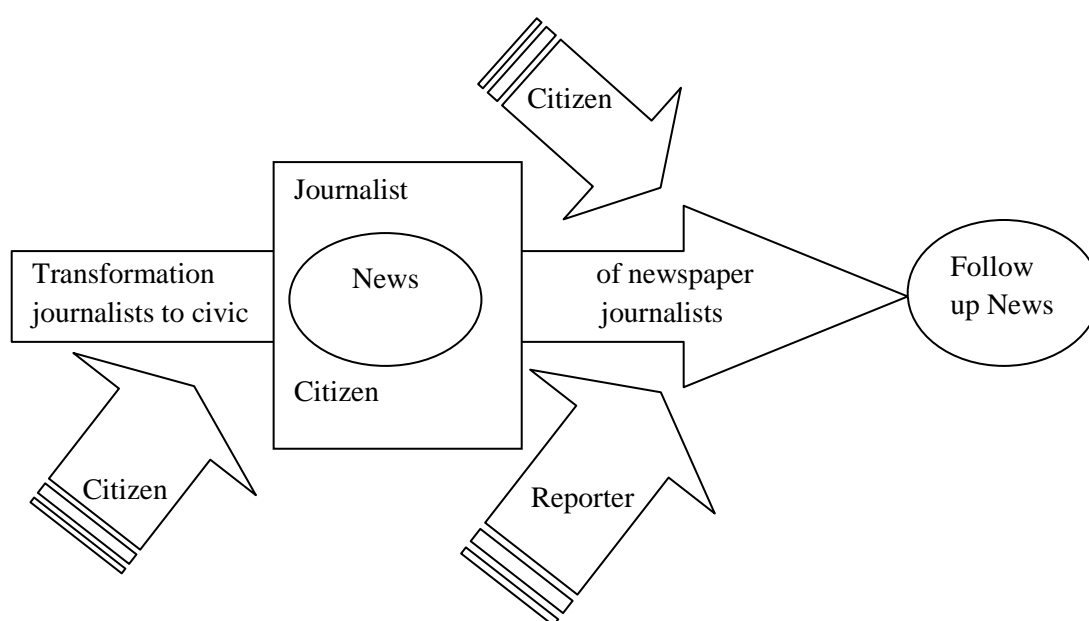
Figures 4.1 A Civic Journalism Model Constructed Base on Study from Krungthep Turakij Newspaper

It shows how professional journalists work with citizen reporter and people to seek of information and data for news report. The model shows citizen reporters in current digital age provide information to journalist for further investigation. In this case, citizen work parallel with journalist to investigate the issue throughout the way from the beginning to follow up period. The case of Land's gobbling at Khao Phaeng By Krungthep Turakij Newspaper proven that citizen reporter and local residents are first key informants to assist journalist completing one of exceptional issues in the year 2010.

4.4.2 Civic Journalism Model at Matichon Newspaper

A civic journalism model of which the researcher constructed based on a case study of Expose of Diploma Trade at Isan University By Matichon Newspaper shows that a group of people is the first informant who raised the question to Matichon. They (people) travel from upcountry to the Ministry of Education in Bangkok to inform journalist to help investigate diploma trading.

When Matichon Newspaper decided to report the issue, the group of people set aside plans to work with journalist. Both people and journalist from Bangkok and supportive news stingers in Khon Kean province began to seek more evidence as well as related information and data and reported the issues for months. After heavily reporting, the government decided to revoke certification and order Isan University to close their doors.



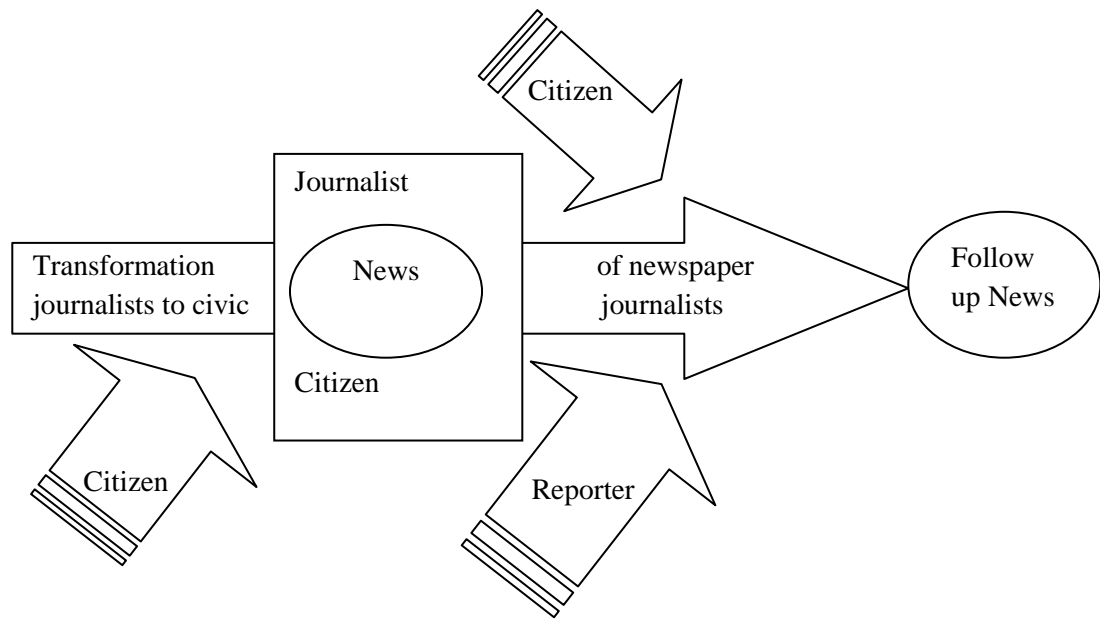
Figures 4.2 A Civic Journalism Model Constructed Base on Study from Matichon Newspaper

In this case, citizen reporters provide information to journalist for further investigation. After the newspaper report first edition, journalist and citizen help each other to investigate and follow up the issues and report progress. The report on Exposure of Diploma Trade at Isan University By Matichon Newspaper brought the wide discussion about education standard at Southeast Asia regional scale.

4.4.3 Civic Journalism Model at Thai Rath Newspaper

A civic journalism model of country's best-selling newspaper, Thai Rath, describes that citizen reporters made a big change on a report "Fighting for Land at Tablan National Park". Journalists sitting in the office in Bangkok received a complaints letter from outside, asking the newspaper to ratify a doubt whether plot lands at the national park being controlled by people is encroached national park or not.

When people and journalist took weeks to seek of that uncleared ownership, they found that many capitalists have encroached parts of national park. The report drew many organizations, other media as well as many local people to campaign against the capitalists. The problem, however, remained unsolved but he issue at least already pushed up right other community ton concern preserving their public assets.



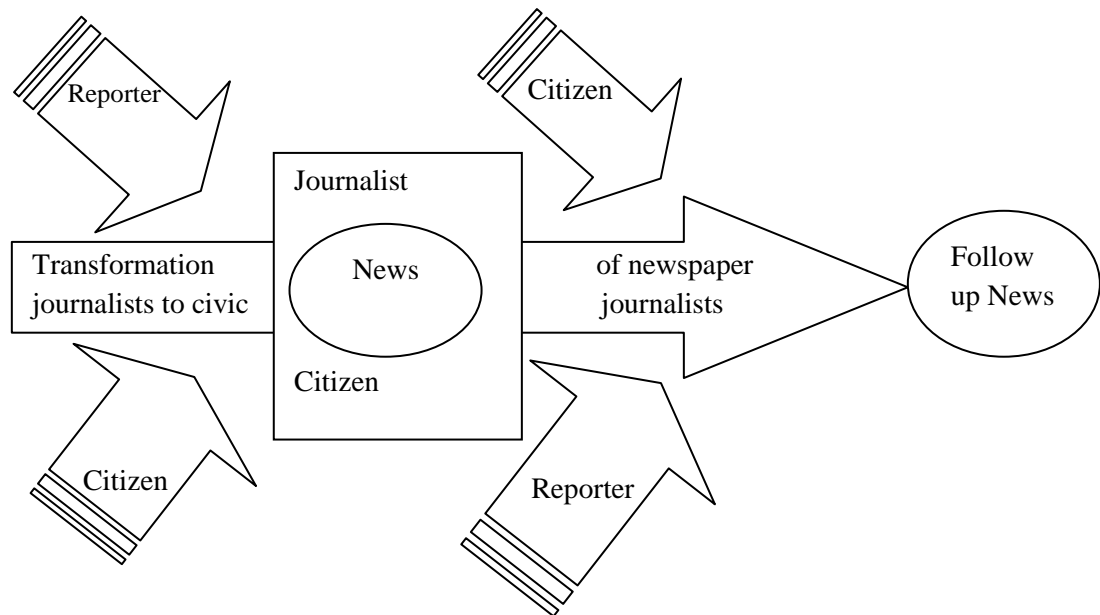
Figures 4.3 A Civic Journalism Model Constructed Base on Study from Thai Rath Newspaper

The researcher constructs a civic journalism model to describe how professional journalists begin work with citizen reporter and people to seek of information and data for news report. This model shows that a journalist at Thai Rath Newspaper who is also a civilian provides first suspicious problem to editorial and set a plan to investigate and report the problem. Fighting for Land at Tablan National Park By Thai Rath Newspaper brought great overhaul about land ownership throughout the kingdom.

4.4.4 Civic Journalism Model at Lanna Post Newspaper

A model of civic journalism which the researcher developed from a case study on Relief "Mae Wang" The River of Life in Lampang By Lanna Post Newspaper" describe that journalist made the first steps in the new report by taking days to collect photos of water pullulated and negative impact to people living on the bank of Mae Wang River.

The newspaper later talked with many people involved water problem from villagers, government officers, local authorities and academic in the province before shooting series of the report. It took few months to get a big cleaning day and that mark important day of relief the main river.

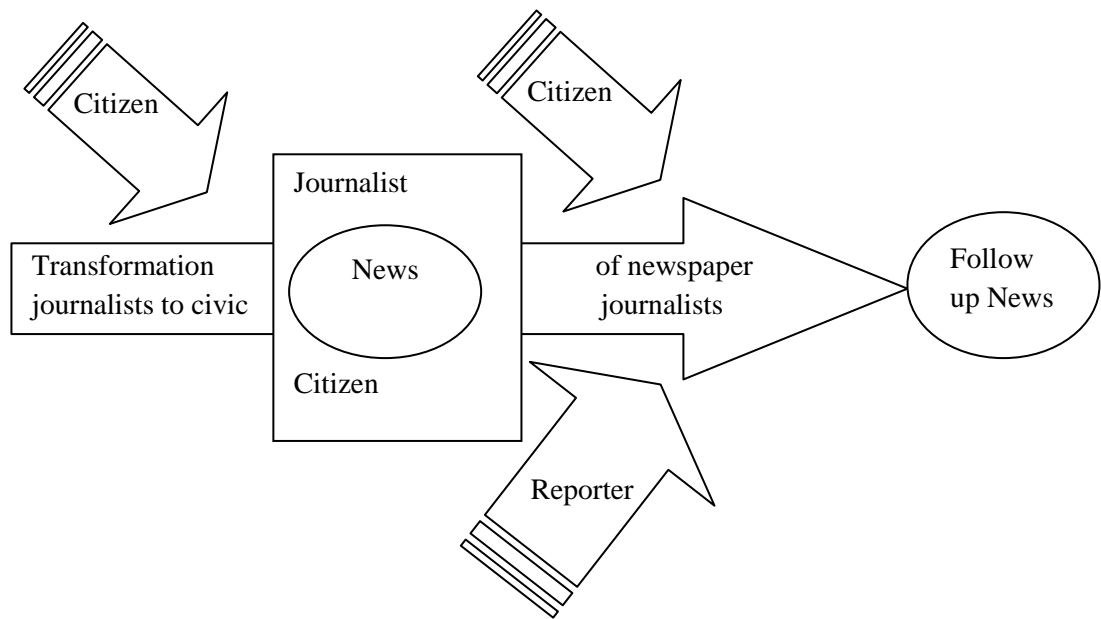


Figures 4.4 A Civic Journalism Model Constructed Base on Study from Lanna Post Newspaper

The researcher constructs a civic journalism model to describe how professional journalists work with citizen reporter and people to seek of information and data for news report. The model shows that journalist begins to witness problem in community and plans to report the problem. Journalist and citizen or local residents investigate the issue before publish first copy and continue progress of the issue. News on Relief "Mae Wang" The River of Life in Lampang By Lanna Post Newspaper has contributed a big change and brought consideration of better river and water management.

4.4.5 Civic Journalism Model at Daily News Newspaper

Civic journalism model of country's second best-selling newspaper, Daily News Newspaper, describes over a report on Wat Saket Temple Abbot's Scandal that journalist made a big change when they hear some rumors and hints from people unclearly and they seek of the truth by working with people and citizen reporters.



Figures 4.5 A Civic Journalism Model Based a Study from Daily News Newspaper

The diagram shows that journalist made a big change when they hear some rumors and hints from people unclearly and they seek of the truth by working with people and citizen reporters. They work with people living near the temple to collect information and report and follow-up story. This article brought huge awareness toward religious and people's believes as well as improper monk behavior.

4.5 Debates on Academic Scholars and Veteran Journalists Aspects Toward Civic Journalism

In this part, the researcher will summarize main idea and implacable toward civic journalism received from the interviewing of three academic scholars and three veteran journalists. The debates are accordingly to keys findings from the study entitled "Transformation of Newspaper Journalists to Civic Journalists in Thailand in Convergent Media Age". The researcher conducted interview with three academic scholars from Australia, Thailand, and South Korea. The researcher interviewed also conducted interview with three experienced and journalism experts in Thailand and South Korea.

4.5.1 Academic Scholars' Aspect Toward Civic Journalism

This part will provide summary of main idea obtained from interview with academic from overseas and from Thailand. Three selective academic scholars and their recognition are following

1) Prof. Glen Lewis (Ph.D.), former Professor at the University of Canberra (Australia) , Faculty of Communication. In Thailand, he has taught in the Graduate School of Bangkok University. He is author of the book 'Virtual Thailand: The media and cultural politics in Thailand.

2) Asst. Prof. Wilaiwan Jongwilaikasem (Ph.D.), lecturer at the Department of Communication Arts and Information Technology, Kasetsart University (Thailand). The specialist in community journalism and citizen reporter.

3) Prof. Kim Sung Tae (Ph.D.), lecturer at School of Media and Communication, Korea University (South Korea). The expert in international media study, journalism, and big data.

Summary of the Interview

1) Prof. Glen Lewis (Ph.D.).

Prof Glen Lewis (Ph.D.), former Professor at the University of Canberra, Faculty of Communication. In Thailand, he has taught in the Graduate School of Bangkok University. He is author of the book 'Virtual Thailand: The media and cultural politics in Thailand.

Interviewed, May 31, 2016, Professor Lewis revealed that civic journalism in Australia has a relatively small population of some 24 million people in a huge continent about three-fifths of the size of the United States of America (322 million). More than eighty percent, however, are concentrated in Sydney, Melbourne, and the other state capitals. Australia is one of the most highly urbanized countries in the world. In turn, the ownership of the metropolitan media is highly concentrated. All major newspapers are owned either by News Limited, a subsidiary of Rupert Murdoch's News Corporation, or Fairfax Media, while Murdoch also owns the largest Pay-TV provider, Foxtel. These media monopolies reflect the highly concentrated nature of the economy. A few big players dominate all supermarkets, banking, mining, and the airlines.

Partly because of Murdoch's links (he was born in Australia and began his media business there before expanding globally), and partly because of its history, Australian society and culture has close ties with the United States of America and the United Kingdom, although in the last forty years increasing numbers of Asians and Europeans have come to live in Australia. The US cultural presence in Australia is extremely strong and this is reflected in the rapid adoption of US communication technologies.

Australia currently ranks 25th in the world in the Reporters without Borders 2016 world press freedom index-lower than Canada (18) but higher than the US (41) and the UK (38). There is an important public broadcaster, however, the Australian Broadcasting Corporation (ABC), which has often engaged in investigative reporting both in television and in radio. The ABC has experimented with training local people as reporters and is sympathetic in principle to citizen journalism. There is also a smaller public television and radio broadcaster, the Special Broadcasting Service (SBS), which has a charter to teach English to migrant minorities. It also often features the experience of Australian Aborigines, the original inhabitants but now disadvantaged group.

Australia has a media-rich, if concentrated environment, with high levels of smart-phone and personal computer ownership, and Google, Amazon, and Yahoo have major national presences. Some former journalists, notably political specialist Margo Kingston, have started their own web-based journal 'No Fibs' (Fibs = lies), and alternative web journals such as 'New Matilda' prominently feature stories pertinent to civil society, the environment, Aboriginal affairs, and the very contentious issue of 'asylum seekers' (economic or political refugees who seek to migrate to Australia). There are also hundreds of political and community bloggers active.

Internationally, some Australians have made a major impact on English-language global journalism, notably Julian Assange as one of the founders of WikiLeaks, and John Pilger, who writes regular critical exposes for the world and Australian press. Melbourne and Monash Universities and the Queensland University of Technology have each made a special place in their communication education programs for citizen journalism. There are also many community radio stations and

some community television, though the presence of the ABC and SBS, as well as active local newspapers, has meant these do not usually act primarily as journalism outlets, but rather feature local news, special music and religious programs.

One current case that shows Australian citizen journalism at work are arguments over the environment, in particular the degradation of the Great Barrier Reef. The former conservative federal governments under John Howard and then Tony Abbott were climate-change deniers and did little to limit the impact of fossil fuel mining, because of the nation's economic reliance on its global coal and mineral exports-especially to China. The accession of a more liberal Prime Minister, Malcolm Turnbull, recently promised more progress on environmental issues; however, his more conservative colleagues as the Reef issue shows have often sidelined him.

The Great Barrier Reef, which runs most of the length of the Queensland coast (over 1000 kilometers), is one of the world's natural wonders and has received United Nations Heritage listing. Although it has been a global tourist attraction for decades, local communities and environmental scientists have also warned for decades the Reef is in danger of its coral being terminally bleached due to climate change, the noxious wastes run off into the ocean by mining companies and sugar cane farmers, and the failure to establish sufficient marine parks. The government, however, recently intervened into the publication in May 2016 of a UNESCO report to ensure that warnings about the future of the Reef were deleted before its publication. This argument has now become part of the current federal election campaign and was widely covered (as 'Reefgate' a la 'Watergate') in the international and national media.

Yet there is a strong tradition of community activism to save the environment in Australia. Much of this centers around opposition to fossil fuel exports, especially coal. In the same month, on Mother's day in Australia, May 8, 2016, the coal port of Newcastle, north of Sydney, was closed down for a day by a flotilla of kayakers and canoeists opposed to coal exports. Around 2000 people assembled on the beach in support of the protest, which was also backed by the Australian Greens party. Included in the crowd was a former Midnite Oil (a pro-environment and Aboriginal land rights pop band who had worldwide success) band member, and a 94 year old veteran from World War II. The protest was covered live

on a blog on 'Spotify', and reported sympathetically in local papers such as the Maitland Mercury and the Armidale Express. The protesters also included the Pacific Climate Change Warriors, a group concerned about the likely future submergence of their South Pacific Island homes.

"I think there are great advantages in citizen journalism but there are also some disadvantages," Prof. Lewis said.

First, social media produces a potentially overwhelming flood of information. It's not always easy to separate what's true and what's not. Especially with complex issues, such as the environment, scientific opinions often differ and the truth of matters is not always visible.

Second, social media is already being co-opted by the big media players like YouTube and Facebook, as well as by major newspapers. Businesses and advertisers regularly invite their audiences to 'Like' them on Facebook or Twitter. There's the risk of citizen journalists being co-opted by corporations for purposes of advertising and public relations.

Third, the spread of social media can also be put to nefarious political purposes. Terrorist groups, notably ISIL, use social media as a means of recruiting supporters, as well as using media-savvy releases to show their barbaric practices, such as the beheading of hostages.

Despite these potential problems-which are quite real-the other side of the coin is that citizen journalism is here to stay and will have a growing influence. Much of its credibility ultimately will depend on the educational level and political sophistication of its audiences, which is why Australian school and university programs about media literacy and citizen journalism need to be supported and expanded.

2) Asst. Prof. Wilaiwan Jongwilaikasem (Ph.D.)

Interviewed, March 2, 2016, Asst.Prof. Wilaiwan Jongwilaikasem (Ph.D.) is lecturer at the Department of Communication Arts and Information Technology, Kasetsart University (Thailand). She is specialist in community journalism, citizen reporter, investigative news report, social media use and citizen reporters, and social movement. Apart from teaching, she has been dedicating trainings to local people and

communities to understand about the change of media landscape and the use of new media.

Asst. Prof. Wilaiwan points that traditional media in Thailand especially newspaper, television, and print media have already integrated their typical platforms with new media for years, since the Internet system become more popular in Thailand. New communication technology is the key factor for the merging. Meanwhile, the increasing of Internet user and social media user are main reasons for the increasing of citizen reporters that mean everyone can produce story or content and share them on Internet and social network.

In current digital age, not only mainstream media can generate content for audience, but today technology also can help anyone produce story or content and share them to audience. Most importantly, social media users contribute news hint and data to journalist for further news development more than journalist do from themselves. We can see any non-professional journalists able to report issues and event and sometimes faster than professional journalist's reports. Asst. Prof. Wilaiwan stated.

For years, some of professional journalists quit their jobs to run their own website such as www.thaipublica.org and www.isranews.org. The two websites focus on investigative news report or data based news reports. Both news organizations are acclaimed top players in investigative news reports. However, there are many other websites established by ex-reporters and focus on other sector such as property, travel, finance, and motoring. Meanwhile, many citizens who are not having journalism experience also enter into online news by providing news and contents based on their interests. Many of them are running e-commerce known as online shopping. Popular products on online are consumer products, cloths, beauty products, travel service, and entertainment.

One of the points can be seen in Thai media is the transformation of professional journalist to individual online journalist. We can see that former reporters can establish their own website and provide investigative news

or/and data based news report because they have experienced in journalism and maintain connection with their source so they can continue reporting. They are not pure civic journalists who really spend a long period to work with community and report issue. Most of them are investigative reporters, data based journalist, or mobile journalists. Asst. Prof. Wilaiwan said.

3) Prof. Kim Sung Tae (Ph.D.)

Interviewed, October 20, 2015, Professor Kim Sung Tae (Ph.D.) is lecturer at School of Media and Communication, Korea University (South Korea). He is the expert in international media study, journalism, and big data. The researcher discussed with Professor Kim Sung Tae October 2015 specifically to the using of big data and how civic journalists dealing with overflow information and data.

Prof. Kim Sung Tae said In this current digital era, big data is next frontier of competition. Journalists are needed to work based on data and that is happening at some TV stations in South Korea. Using a lot of data will help journalist able to describe event more understanding.

For civic journalism, big data is not just huge volume of information, but it be referred to variety and real time streaming in online and internet. According to Heinrich's law, modern journalist who want to write one story, they may need up to 300 data for one story. By this law, journalist is needed to collect a lot of data before writing up one story. In Western region, The Guardian Newspaper is claimed one of the best database reporting in Europe while The Texas is voted the best newspaper for big data in the United States of America.

In South Korea, online citizen based news agency, OhmyNews, is one of good example for using big data for news report. The editorial often uses pre-report called "preview news" as strategies. In order to receive most information related to the event, OnmyNews sometimes places story as "preview" on it website to reach more than 230,000 members. By this way, members will help contribute more information and data back to editorial so they can collect and analysis that information and develop to full story and put it on website and printed version.

Currently, OhmyNews is ranked in top three media organization in South Korea in terms of online fan page number

Therefore, not every Korean needed that get that hard news. In turn, a lot of them preferred to consume soft-news and some other programs like drama, singing contest, sport, and cooking. This may be due to having much pressure from daily work. This is a reflection of media landscape in South Korea now that getting changed as old media such as television, newspaper as well online media are moving to survive by diversifying contents to reach their audience or providing more investigative story and hard news to reader via old and new media.

Aside from OhmyNews, other traditional newspapers and TV also reserve spaces for outsider to fill up their queries and information. They are also going more digitally. For instance, Chosun Newspaper, one of top three newspapers in Korea, was the first who put newspapers on mobile phone. It is synergizing with online companies providing online content along with printed version in order to maintain readers. The newspaper can maintain audience up to 10 million per day from all channels. In order to maintain investigative news, some of major newspapers will extend retirement time for their journalists, starting from 2016 onward, as newspapers needed experienced journalist to do investigative reports and big data journalism.

Conclusion

Prof. Dr. Glen Lewis concluded that citizen and social media offer great advantages in journalism but there are also some disadvantages as social media produces a potentially overwhelming flood of information, but it is not always easy to separate what is true and what is not. Meanwhile, social media is being co-opted by the big media players like Youtube, Facebook, and major newspapers and that the risk of citizen journalists being co-opted by corporations for purposes of advertising and public relations. And social media can be put to nefarious political purposes.

Meanwhile, Asst. Prof. Dr. Wilaiwan Jongwilaikasem said that some of experienced journalists have quit their jobs to operate their own news agencies. The fast emerging of civic journalism in Thailand mainly due to the development of communication technology and widely use of social media. Ex-journalist realized how to develop stories and how to surf information from social media and internet. When they become citizen or maybe call civilian, they can easily noticed news hint

and information and use that data and material for further investigation as journalist they use to do when they were journalists. Comparison of workflow between traditional newspaper before entering convergent age, experienced journalist able to develop news and article better than general civilians or social media users due to realize how source of information and secure news sources.

Professor Dr. Kim Sung Tae cited that the journalist in media convergent age is required to use a lot of referable and trustworthiness data and information in order to report most creditably report to public. Today newspaper journalists sometime needed to be act as database journalist. Some of best sources are World Bank, national statistic agency, annual report of corporate companies and government.

4.5.2 Veteran Journalists Aspects Toward Civic Journalism

This part will provide summary of main idea obtained from interviewing with media experts and veteran journalists from overseas and from Thailand. Experts and veteran journalists are following

1) Chakkrish Pernpool, former president of the National Press Council of Thailand. Editor of Lanna Post Newspaper and the expert in journalism, media study and newspaper.

2) Suthichai Yoon, co-founder of The Nation Newspaper and current group chief executive officer of Nation Multimedia Group. One of most well known media personality Thailand.

3) Kim Kyun Mi, deputy director of Seoul Shinmun Newspaper, one of the most popular publications in South Korea. The specialist in citizen and civic journalism, main stream and new media.

Summary from the Interview

1) Chakkrish Pernpool,

Interviewed, June, 23, 2015, Chakkrish Pernpool is former president of the National Press Council of Thailand. He currently is editor of Lanna Post Newspaper and remained the expert in journalism, media study and newspaper. Chakkrish Pernpool used to serve as publisher of Kom Chad Luek Newspaper- the country's third largest daily newspaper. With a long experienced and expertise in journalism as well as lecturer at major universities, Chakkrish has been contributing a

lot journalism knowledge and opinion to the public. The research interviewed with Chakkrish in 2015.

“Civic journalists is person who required to be multi-skilled that means he or she able to cover issues and using all of new equipments for most effective reporting. Today journalist must be professional and follow ethics,”

He pointed that mainstream media organizations and newspapers have adopted themselves to integrate with new media years ago. The implications of the changing is the that journalist needed to deal with more challenges from being traditional medium to become multi-skilled. In the meantime, the emerging of new media allows everyone can produce their content and distribute them through their own channels. Instead of reporting of what are appeared in social media, newspaper reporters are forced to provide in-depth information that citizen reporters may not given.

Investigative reporting and interpretative reporting became new missions for mainstream media. Newspaper journalists particularly are required to diversify their reports from touching general issue and duplicate social media reports to dedicate on investigative reports. Current journalists are also needed to work closer with citizen reporters or community members in a bid to real information. A concept of cooperation between professional journalist and people in news report is expected to increase in the future. Civic journalism in Thailand is more important in current informative society.

In the near future, national newspapers are expected to gain less importance and presence as everybody in society able to reach national issue from social media users and internet. In the meantime, community or local newspaper may have to survive as they can serve local issue and event whereby big newspaper unable to do so. Civic journalists will become part of community and they are proper person to help resolve problem. Chakkrish (Interviewed, June, 23, 2015)

2) Suthichai Yoon

Suthichai Yoon is co-founder of The Nation Newspaper and current group chief executive officer of Nation Multimedia Group. One of most well known media personality Thailand.

According to Suthichai Yoon, (Interviewed, September 23, 2015), advanced technology is driving the great change of media landscape globally. To cope with the change, media companies in Thailand and in many other countries are adopting themselves from legacy to digital media. If they remained staying without any adoption, they will soon out of business. Digital and online are stealing newspaper readers and that is reflecting directly to paper's revenue. Therefore, no matter how fast or slow change of technology, today journalist continue working as social watchdog and telling people importance issues. Journalist in current digital age needs to seek of new tools and best practice to deliver best stories for their readers. They should have to do serious work, be it investigative reporting, offer exclusive interviews, explanation of complicated events and above all to serve as the conscience and soul of society.

“At Nation Group, we intend to do more than that. We will explore ways to integrate all the new voices in society and create communities both online and offline to pursue a truly digital world of journalism where everybody can be a reporter, consumer and activist. No matter how fast and dramatic the latest information technology develops in the future, journalism remained important job,”

Suthichai Yoon explains that future journalist will be calling as mobile journalist or MOJO, which means that each of professional journalists will have to cover news or event by its own by using new advanced equipments such as digital cameras, smart hone, online and ocial media to file and report news. They may need to work outside the office at anytime instead of sitting in the office. MOJO is also concern about real time reporting and interactive person with it audience. Most importantly, today journalist is needed to deliver key answers “Why” and “How” to readers instead of just telling what happened, when and here did it happened?

For civic journalism, Nation Multimedia has been practicing it for many years. Publications and TV channels have created their own online and social networks to communicate and interact with audience as well as accepting all opinion, problem complaint, social query, and information directly from audience. Journalist often works with people living in up country or remote areas to investigate complicate

issue. In many cases, journalist and citizen reporter team up and report news from outside.

A book of “Future Journalist” written by Suthichi describes that journalist in media convergent age required to understand and implement big database or maybe call data journalist in order to provide best stories to readers. Information and data will help journalist analyze and explain situation. Furthermore, related material such as video clip, file, photo, sound and creative presentation are also become more interesting for reader in current digital media era.

3) Kim Kyun Mi

Interviewed, October 13, 2015, Kim Kyun Mi is deputy director of Seoul Shinmun Newspaper, one of the most popular publications in South Korea. The specialist in citizen journalism, civic journalism, mainstream and new media.

She revealed that South Korean media industry started booming since 1988 after ending of a turning point of press freedom-the war of anti-government and pro-government. The sector has been growing fast until nowadays thanks to its press freedom policy and the great of telecommunication infrastructure that is claimed one of most advanced telecommunication platforms in the world.

When Internet and digital are mounting, it is transforming traditional media particularly television, newspaper, radio, and cable TV to synergize with multimedia. It is also forcing old players into difficulty time. Most of people in South Korea wanted to consume news and information from their devices instead of old mainstream media. This trend reflects directly to related business such as advertising, music, entertainment, and online TV programs. One of big changes can be seen is the empty of billboard screen at train stations and public areas as advertising moved into device to reach audience.

“Commuters no longer look at advertising on screen at public. Instead, they concentrate their mobile phone or devices so advertisers realize that “Phubbing Society” is killing billboard advertising.” When media landscape gets changed, old media such as television, newspaper as well online media are moving to survive by diversifying contents to reach their audience or providing more investigative story and hard news to reader via old and new media.

For Korean media, a big lesson is from a citizen based news organizations, Ohmynews, which was established to serve investigative news. It got

huge success from its crowd sourcing tactics since formed in 2000. The successful of OhmyNews already encourage more than 5,000 people to work as online journalists. Most of long established newspapers in South Korea have been putting contents on mobile phone. They are synergizing with online companies providing online content along with printed version in order to maintain readers. Many journalists working at newspapers in South Korea have transformed themselves to civic journalists by working closer with people, citizen reporter, and community members in order to deliver most valued information to people.

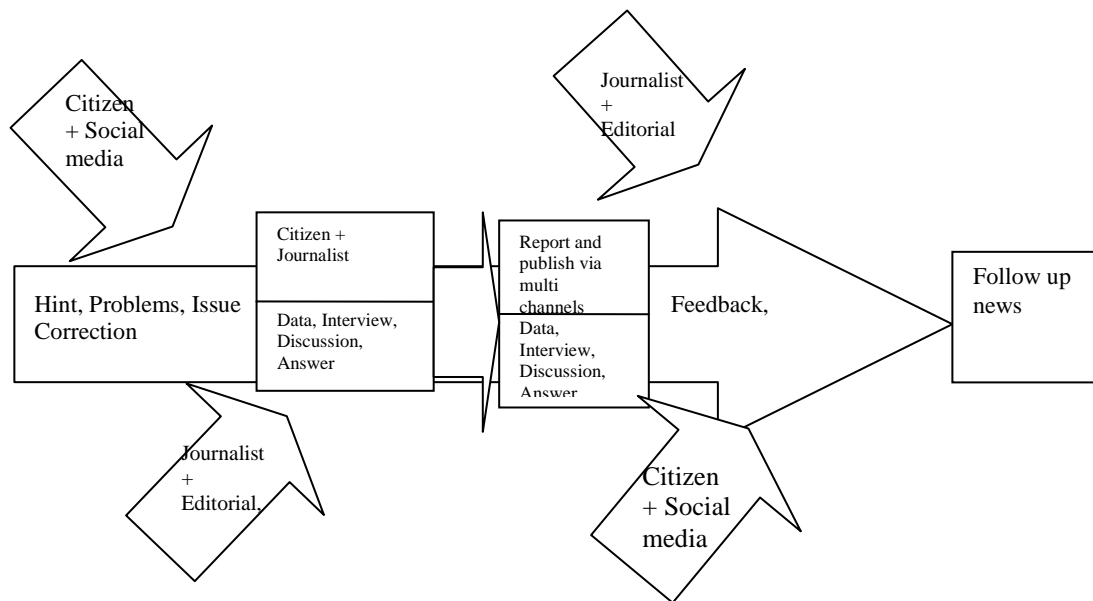
Although Korean media organizations have much freedom of reporting, but it seems that most of them being controlled by Chaebol (Korean giant corporate companies) for some reports, as Chaebols are in-directly involved editorial department through advertising and funding.

Conclusion

Chakkrish Permpool states that civic journalists is person who required to be multi-skilled that means he or she able to cover issues and using all of new equipments for most effective reporting. However, he strong advises journalist always concern about human right and journalism ethic. Today journalist must be professional and follow ethics. Suthichai Yoon realizes that today journalist required to continue working as social watchdog and informing people importance issues. Journalist in current digital age needs to seek of new tools and best practice to deliver best stories for their readers. Data journalism is one best practice for complicated issues. While Kim Kyun Mi's focus is that many journalists working at newspapers in South Korea have transformed themselves to civic journalists by working closer with people, citizen reporter, and community members in order to deliver most valued information to people. Yet, being journalist in South Korea is in high competition. Korean government establishes "attribution center" to help negotiate conflict among media and people.

4.6 Civic Journalism Workflow Process in Thailand

The researcher designed a diagram of newspaper and journalist working process base on findings from five news published on five different newspapers in Thailand during 2011-2014. The shape of the diagram is following.



Figures 4.6 A Citizen and Journalist Working Process in Convergent Media

The diagram shows that citizen provides information and data to journalist for further report. Citizen and journalists then will work together in seeking of information and developing news stories. Citizen and journalists also follow up to see and report progress of issues.

4.7 An Appropriate Proposed Civic Journalism Model Thailand

Based on conclusions and findings from two parts of data collections; in-depth interviewed with newspapers executives and journalists from five different newspapers or case studies, and in-depth interviewed with three academic scholars and three veteran journalists. The researcher summary key findings from two interview-part, combined some common of the results, and constructed an appropriate civic journalism model.

The conclusions and findings from the first part covered the changed of news organizations to convergent media, the adoption of newspaper journalists in convergent media, the working process of civic journalists in convergent media age. The conclusions and findings from the second part covered substantially practical and rules of journalism as well as ethic and journalism's notion in Thailand context. The 4-step of appropriate civic journalism was designed in the following,

Step 1 Newspapers changed themselves from traditional media with new media into convergent media.

Step 2 Newspaper journalists adapt their roles to become convergent journalist.

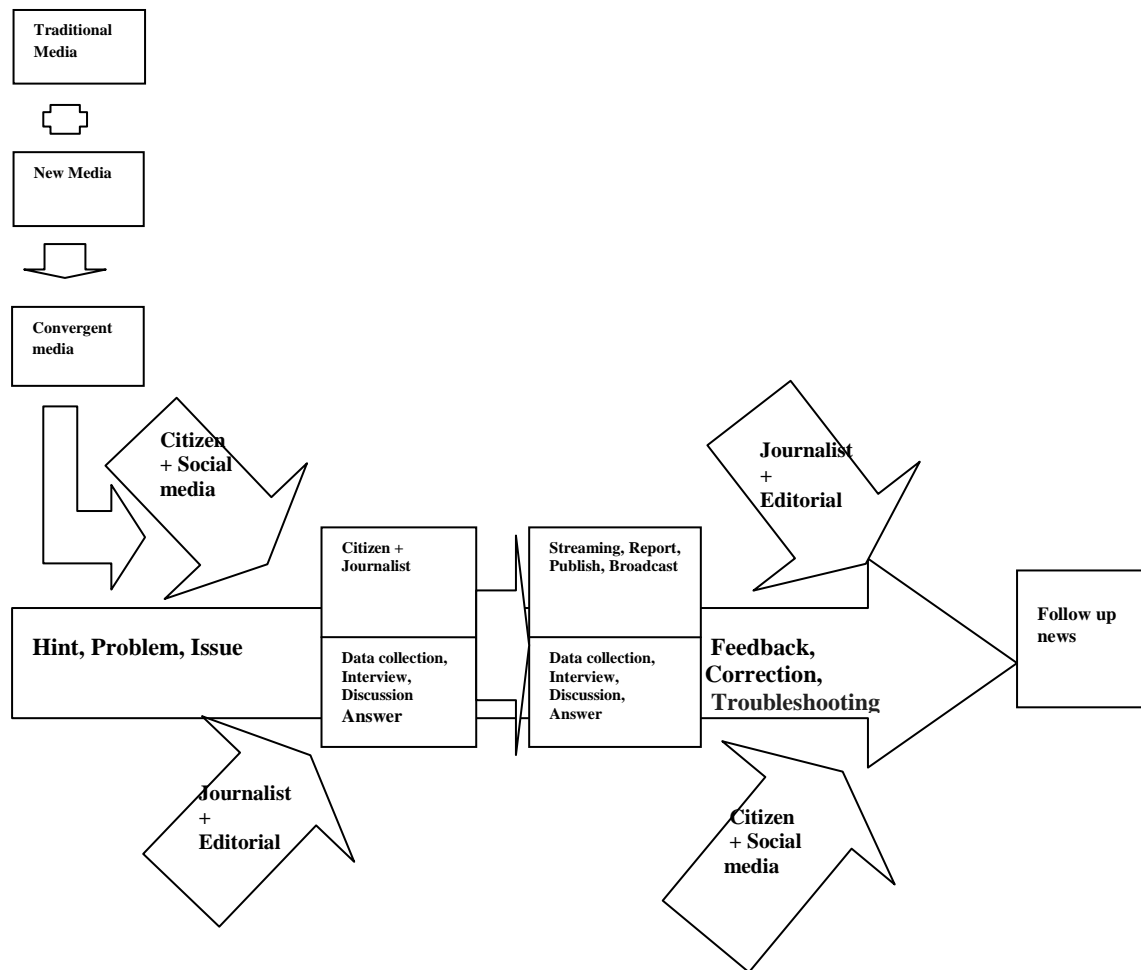
Step 3 Newspaper journalists transform themselves to civic journalists in media convergent age.

Step 4 Propose of appropriate civic journalism model for Thai newspapers in current convergent media age.

Table 4.3 The Process of Transformation of Newspaper Journalists to Civic Journalists in Thailand in Convergent Media

4 steps of transformation	Some Common of Transformation of Newspaper Journalists to Civic Journalists Base on 5 Case Studies
Step 1: Thai newspapers change to convergent media	Traditional used to file and report news and based public interest. Journalists act as outside observer rather than being internal observers. When communication technology emerged, newspapers changed to convergent media
Step 2: New roles of convergent journalist	Convergent journalists adopted their roles and personal traits to multi-tasking-skill and new media active user so they can work anytime anywhere through vary platforms. Convergent journalists also required work with citizen.
Step 3: Transformation of newspaper journalists to civic journalist	Civic journalists are professional journalists who act as community caretaker and safeguard local people. Civic journalists can raise social problem and mobilize local people to solve problems.
Step 4: Civic journalism model	The model shows that citizen and journalist work together to file and report news and follow up progress of the event

From the 4-step transformation of newspaper journalists to civic journalists, the researcher constructed an appropriate civic journalism model as following



Figures 4.7 Transformation of Newspaper Journalists to Civic Journalists in Thailand in Convergent Media Age.

The civic journalism model demonstrates a 4-step of transformation of newspaper journalists to civic journalists

Step 1: Thai newspapers changed to convergent media. Traditional used to file and report news and based public interest. Journalists acted as outside observer rather than being internal observers. When communication technology emerged, newspapers changed to convergent media.

Step 2: New roles of convergent journalist. Convergent journalists changed their roles and personal traits to multi-tasking-skill and new media active user so they

can work anytime anywhere through vary platforms. Convergent journalists also required work with citizen.

Step 3: Transformation of newspaper journalists to civic journalists. Civic journalists are journalist who act as community caretaker and safeguard local people. Civic journalists can raise social problem and mobilize local people to solve problems.

Step 4: An appropriate proposed civic journalism model. The model shows that citizens and journalists work to together to file and report news and follow up progress of the events with aims to solve community problems.

CHAPTER 5

CONCLUSION, DISCUSSION AND SUGGESTIONS

Chapter 5 will provide the conclusions of the research according to questions 1-4, views of academic scholars and veteran journalists, an appropriate proposed civic journalism model, discussions, recommendations, and suggestions for future research. The four –research- questions are as follows:

1) How Thai newspapers changed themselves from traditional media to convergent media?,

(1) Newspaper organizations structure before and after convergent media

(2) Adoption of newsroom in convergent media

(3) Rethinking of journalism in convergent media

2) What are the new roles of convergent journalists compare to traditional journalists?

(1) Routine working before convergent media

(2) New roles of convergent journalist

(3) New approach of civic journalism

3) How newspaper journalists transformed themselves to civic journalists in convergent media age?

(1) Change of journalist's personal traits

(2) Co-working process of journalist and citizen on news filing and reporting

(3) Use of new media for news filing and reporting

(4) Impact of reported news and problem solving

4) An appropriate proposed civic journalism model for newspapers in Thailand?

(1) New paradigm of civic journalism

(2) Newspaper reform

(3) Requirements of civic journalists

5.1 Conclusion on How Thai Newspapers Changed to Convergent Media

5.1.1 Newspaper Organizations before and After Convergent Media

As mainstream media organizations, all five newspapers-Krungthep Turakij, Matichon, Thai Rath, Lanna Post, and Daily News-have their own footprints and different stories since their establishment until the current media convergent age. Prior to the new media era, all the newspapers had similar editorial structures, ranging top-down from editor or publisher to chief news to reporters respectively. Therefore, some minor differences can be seen in the news filing and reporting process. Since the Internet and advanced communication technology was introduced in Thailand 40 years ago, that has caused a major change as many private companies and government organizations as well as newspapers have reinvented themselves with technology into digital offices.

The emergence of the Internet and communication technology has forced all the newspapers to adapt their organizations from being traditional news organizations to become convergent media in order to expand their territories of news coverage and to reach consumers anywhere at any time. In response to this digital newspaper age, all journalists are required to follow editorial's new policy and direction by focusing on convergent journalism.

5.1.2 Adaptation of Newsroom in Convergent Media

Aside from the adaptation of news organizations, new media and advanced technology also has encouraged all editorial departments at the five newspapers to change their traditional style to be convergent newsrooms to cope with the changes in technology and a new work-flow process. As a result, reporters are required to follow this new policy, by enhancing their skills and expertise to multi-skill and be part of convergent newsrooms.

This means that journalists have to learn more about convergent media and how to use it for their news reports. Although every editorial department has adapted its structure to becoming convergent newsrooms, there are some minor differences such as the direction of news filing and reporting, owner's decisions and business reasons.

5.1.3 Rethinking Journalism in Convergent Media

Following the adaptation of newsrooms in media convergent, all five newspapers have invested in new technology and tools for news reporting as part of transforming their working style from traditional or analog office to the new media convergent. Today the digital age allows new media and social media users to produce and share information to public, which becomes a new threat for daily newspapers. In order to avoid duplication of news and event reporting by civilians, all newspapers and journalists have to rethink journalism theories by shifting to focus on investigative or representative reporting as well as providing readers with in-depth or exclusive stories. The rethinking of how to adapt editorial departments may need to consider some other factors, such as organization policies and the owner vision.

This aspect of the transformation of media from traditional media to convergent media in Thailand can be compared with the United States of America, where groups of reporters at many news organizations, newspapers, television, and radio teamed with citizen to seek information for news reports. Based on journalism principles and practice, journalists in the United States of America can cover many issues such as politics, social affairs, education and general elections.

Chavarong Limpathamapani (2002) The head of information center and advisor to online-editor at Thai Rath Newspaper has stated since last decade that Thai newspapers must provided intensive training and pushed journalists to be proactive ones along going to focus one investigative report order to differentiate from new media. Today convergent journalists are required to work with many citizen or civilians. Papacharissi (2007, p. 37) described that journalism and citizenship are new agenda in communication. While Koch (1991, pp. 312-313) pointed that news in current the Internet and online era should have been considered on key answer of “Why and How” rather informing “What happen, who did it happen and place of incident”.

5.2 Conclusion on New Roles of Convergent Journalists Compare to Traditional Journalists

5.2.1 Routine Working before Convergent Media

Due to their daily reporting basis, journalists at all publications have some common working routines since they have to compile data, develop news, report stories, and write follow up news every day. They have to deal with limited time available to meet press time datelines while constantly monitoring new issues and events. Convergent journalists are must stay connected with the Internet and new media to follow up events as well as to communicate with people. This is a new way of routine working for journalists in the current media convergent age. Journalists at the five newspapers will have to spend time outside the office to collect data and facts before developing news and stories. In most cases, they need to use the Internet for searching out information and supporting news.

5.2.2 New Roles of Convergent Journalists

As newspaper journalists in the media convergent age need to adapt their routine working, this requires new roles. Journalists at all the newspapers in the study explained that they had already adapted themselves to meet with the needs of new media convergent and convergent newsrooms. They also have to adapt their workflow by contributing more news such as live reports, breaking news, and meet requests from editorial departments. Journalists must provide more details or longer stories for print versions in the next morning's newspaper. Journalists now have taken on these new roles in response to the needs of convergent newsrooms.

5.2.3 New Approach of Civic Journalism

After adapting their working routines by moving into new roles as journalists, newspapers in the current information and digital age are required to seek out the implications and the meanings of events based on facts and data received from the field for their readers. This is a new paradigm of news reporting, providing readers "Why and How" as well as how that issue is important to them rather than what happened, when it happened and where it happened. Today journalists have to follow

up issues and report progress until the problem is solved. Furthermore, the new approach of civic journalism maybe considered to mean new roles for real-time journalist. This means they need to report current issues online while also preparing longer stories for the print version to be published the next morning.

A Thai journalist, Asina Pronwasin (2013, pp. 9-10) earlier studied convergent newsroom at The Nation, Daily News and Manager Group in Thailand and found four strategies of integration of media; technical convergent, structure and organization convergent, production convergent, and cultural convergent.

5.3 Conclusion on How Newspaper Journalists Transformed Themselves to Civic Journalists in Convergent Media Age

5.3.1 Change of Journalists' Personal Traits

Today journalists have changed their personal traits and lifestyles from being typical reporters to become convergent journalists. Convergent journalists in the current Internet and globalization age are forced from being low technology users not specialized in news communication devices to become enthusiastic about new media and social media. Moreover, their daily life style cannot remain the same as in the pre-digital age as many journalists have already embraced new media, sometimes spending their own money for new devices, mobile internet, as well as using new media to purchase online products and services.

5.3.2 Co-working Process of Journalists and Citizens on News Filing and Reporting

Journalist are required to change their personal traits to be connected with many people, all the journalist at newspapers in this study have shown that they concerned about the co-working process. Before going into the field to obtaining information and data, most journalists begin with plan of their workflow and the people they are going to meet or interview. Journalists often have to work with local residents and organizations for filing data and reporting news. Some editorial departments such as Thai Rath are open 24 hours daily for receiving data and information from outsiders, while on-shift persons will help in case journalists need

supporting information or assistance. Assigned journalists or teams also have to set timelines for news reporting.

5.3.3 Use of New Media for News Filing and Reporting

Newspaper journalists working at the five newspapers explained that they were heavily social media users and digitally active users, using new media and advanced technology to file and report news and events. They are using a range of new media with multi channels, such as Facebook, email, Twitter, and applications like Line and Whatsapp via mobile Internet or devices. Meanwhile, they are using home computers, notebooks, and other screens to seek out information, to report news, to share or exchange news, and communicate with many other people. In the meantime, journalists are engaging many platforms. Many journalists spend their own budget for the tools yet the some companies help subsidize their communication equipment.

5.3.4 Impact of Reported News and Problem Solving

Above all, investigative news reports and the dedication of hard-working civic journalists at the five newspapers showed that their reports have had a widespread impact and led to significant problem-solving. Each news report reached numerous people in the Kingdom as well as the region and provided an impetus to solve the problems and avoid future incidents. The study found that journalists and citizens were prepared to act members of the community to resolve problems. The impacts for the five case studies were as follows:

Case Study 1 Thai Journalist Association (TJA)'s top five finalists 2010: The Gobbling of Land in Khao Phaeng by Krungthep Turakij Newspaper led the government at that time to run a national campaign against corruption on land ownership and the misuse of the nation's resources.

Case Study 2 Thai Journalist Association (TJA)'s fifth best news 2011: The Exposure of Diploma Trade at I-san University by Matichon Newspaper became a critical issues in the educational system. The report was discussed nationally, and at international conferences, over the quality of Thai education.

Case Study 3 Thai Society of Environment Journalists (Thaisej)'s candidate best news 2011: The Fighting for Land at Tablan National Park by Thai Rath Newspaper. The country's largest newspaper has unveiled a vital incident when developers plotted to battle with residents over land encroachment. The report caused other national parks to be aware of illegal land transfers.

Case Study 4 Thai Society of Environment Journalists (Thaisej)'s honorable award 2013: Relief Mae Wang - The River of Life in Lampang by Lanna Post Newspaper (Lampang). This was one of the best examples of civic journalism at work in Thailand as the Lanna Post as a community newspaper worked effectively with local people to protect their community and resolve problems.

Case Study 5 Thai Journalist Association (TJA)'s top five finalists 2014: Wat Saket Temple Abbot's Scandal over unusual wealth by Daily News Newspaper had disclosed Buddhism's business network, This showed links among monks (abbots), peoples, believers, business and commercial, and authorities. The report alerted Buddhists nationally about potential religious abuses.

Findings from this part have indicated that the transformation of newspaper journalists to civic journalists in Thailand in the convergent media age has complemented civic journalism theories. Civic journalists working in small communities have aimed to mobilize social reform groups without requiring huge sponsors. This conclusion related to Anderson, P. J., Ogalo, G., & Williams, M. (2014) that concluded that citizen journalism has become vital to help social reform movements.

In the United States, civic journalism was an effort to reach out to the public more aggressively in the reporting process, to listen to how citizens frame their problems, and what citizens see as solutions to those problems, then to use that information to enrich news stories. One important function of civic journalism is the ability to cross-traditional media lines to see communities as whole entities and to utilize many different media to address community needs. In South Korea, academics and journalists agreed that OnmyNews was highly successful in encouraging citizens and people's participatory basis.

5.4 Conclusion on Academic Scholars and Veteran Journalists Views on Civic Journalism

5.4.1 Conclusion Academic Scholar Aspects Toward Civic Journalism

Professor Glen Lewis (Ph.D.) concluded that citizen and social media offered great advantages in journalism but there were also some disadvantages as social media produces a potentially overwhelming flood of information, so it is not always easy to separate what is true and what is not. Meanwhile, social media is being co-opted by the big media players like Youtube, Facebook, and major newspapers and that citizen journalists risk being co-opted by corporations for purposes of advertising and public relations. And social media can be put to nefarious political purposes.

Meanwhile, Assistant Professor Wilaiwan Jongwilaikasem (Ph.D.) points that the emergence of civic journalism in Thailand was mainly due to the development of communication technology and the wide use of social media. Citizens and civilians can provide news hints, information, data and materials to journalists for further investigation, when compared to the workflow of traditional newspapers before the convergent age. Professor Sung Tae Kim (Ph.D.), said journalists in the media convergent age were required to use a great deal of trustworthy data and information to report most creditably report to public. Therefore newspaper journalists today sometimes need to act as database journalists.

Academic scholars have stated that citizen and social media offer great advantages in journalism but there are also some disadvantages as social media produces a potentially overwhelming flood of information, but it is not always easy to separate what is true and what is not. Meanwhile, social media is being co-opted by the big media players like Youtube, Facebook, and major newspapers and that the risk of citizen journalists being co-opted by corporations for purposes of advertising and public relations. Social media can be put to nefarious political purposes.

5.4.2 Conclusion Veteran Journalist Aspects Toward Civic Journalism

Chakkrish Pernpool stated that civic journalists were persons who were required to be multi-skilled, meaning that they are able to cover issues by using a wide range of new equipment for most effective reporting. Today journalists must be

professional and follow journalism ethics. Suthichai Yoon considers that today journalists are required to continue working as social watchdogs by informing people about currently important issues. Journalists in the current digital age need to seek new tools and best practices to deliver the best stories to their readers. Similarly, Kyun Mi Kim's argument was that many South Korean journalists had transformed themselves to become civic journalists by working closer with people, citizen reporters, and community members to deliver the most valued information to people

Veteran journalists required that civic journalists should be multi-skilled that means he or she able to cover issues and using all of new communication equipments for most effective reporting. Today journalist must be professional and follow journalism ethics. They are required to continue working as social watchdog and informing people importance issues in order to deliver most valued information to people.

5.5 An Appropriate Proposed Civic Journalism Model for Newspapers in Thailand

Conclusions and findings from two parts of data collections; in-depth interview with newspapers executives and journalists for five case studies, in-depth interview with academic scholars and veteran journalists, and on-site participation can be explained some common in an appropriate proposed civic journalism model.

The conclusions and findings from the first part covered the changed of news organizations to convergent media, the adoption of newspaper journalists in convergent media, the working process of civic journalists in convergent media age. The conclusions and findings from the second part covered substantially practices for journalism as well as ethic and notion journalism in Thailand context. The researcher designed an appropriate propose civic journalism model and discussed in chapter four. The 4-step of civic journalism model is following

Step 1: Thai newspapers changed to convergent media. Traditional used to file and report news and based public interest. Journalists act as outside observer rather than being internal observers. When communication technology emerged, newspapers changed to convergent media

Step 2: New roles of convergent journalist. Convergent journalists changed their roles and personal traits to multi-tasking-skill and new media active user so they can work anytime anywhere through vary platforms. Convergent journalists also required work with citizen.

Step 3: Transformation of newspaper journalists to civic journalist. Civic journalists are journalists who act as community caretaker and safeguard local people. Civic journalists can raise social problem and mobilize local people to solve problems.

Step 4: An appropriate proposed civic journalism model. The model shows that citizen and journalist work to together to file and report news and follow up progress of the event

5.6 Discussion

5.6.1 Discussion How Thai Newspapers Changed Themselves from Traditional Media to Convergent Media

Base on the research findings and discussion with academic scholars and veteran journalists, mainstream media in Thailand particularly newspapers have entered into the media convergent age for years. The Internet and new media were the key factor driving the revolution. However, newspapers are now facing difficulties as the number of their readers continues to decline and is expected soon to threaten the economics of the newspaper business.

In order to survive, newspapers are advised to reform themselves by adopting their news reports by shifting to focus on investigative reports, interpretative reports, in-depth and exclusive reports not likely to be found in online and social media. Small community newspapers are expected to play greater roles in raising social problems and helping to drive community reforms.

5.6.2 Discussion on the New Roles of Traditional and Convergent Journalists

The research found that some certain requirements should be seen in every civic journalist. These include being adaptable persons, being able to transform themselves from typical journalists to become civic journalists, meaning they should able to deal with around the clock pressure.

Civic journalists are required to enhance their capability particularly the use of new media and social media in order to source and contribute a variety of news and stories, from live streaming via devices to long article for print version. Furthermore, today journalists are strongly urged to consider using more databases and information from trusted sources.

5.6.3 Discussion Newspaper Journalists Transformed Themselves to Civic Journalists in Convergent Media Age

The research demonstrated that civic journalism remains important and will continue be mandatory for Thai society in the current information age. Civic journalists are persons who have skills in filing and reporting news and stories, especially about vital hidden and complicated issues in society. Transforming to the role of half-citizen half-journalist, this will help civic journalists work with local people and organizations for investigative news, which readers cannot find in social media. Civic journalists are required to enhance their new media and social media abilities and be active users. In Thailand, civic journalists have proved that they could lead community issues and help solve problems.

5.6.4 Discussion on an Appropriate Proposed Civic Journalism Model for Newspapers in Thailand

Conclusions and findings from two parts of data collections; in-depth interview with newspapers executives and journalists for five case studies, in-depth interview with academic scholars and veteran journalists, and on-site participation can be explained some common in an appropriate proposed civic journalism model. The conclusions and findings from the first part covered the changed of news organizations to convergent media, the adoption of newspaper journalists in convergent media, the working process of civic journalists in convergent media age. The conclusions and findings from the second part covered substantially practices for journalism as well as ethic and notion journalism in Thailand context.

Based on these findings, some certain requirements should have seen at every civic journalist including adaptable persons that mean they should able to deal with hard-working and under pressure. Civic journalists are required to enhance their

capability particularly the use of new media and social media in order to sourcing and distributing vary of news and stories, from live streaming via devices to long article for print version. Furthermore, today journalists are strongly be advised to consider using more database and information from trusted sources.

The researcher believed that new media and social media users remained importance in contributing of first-hand sources and information for journalists for news development. However, Thai media may consider over the using and referring of information from social media and online by applying digital literacy and journalism principles. The researcher believed that civic journalism would one of mandatory for Thailand society in current informative age because citizen and journalists need to parallel in seeking of information for news report as well as following up progress of issues.

The researcher, however, argued that citizen reporters might apply less “Code of conducts and journalism ethics” than civic journalists do. Moreover, citizen may carried less notion of community’s culture and people believes and their respect when they report. In overseas, journalists usually raise issues or topics by themselves before set a plan of news report while Thai journalists in many cases obtain problem and topic from citizen and social members.

In terms of engagement journalism, which Meena Thiruvengadam revealed that most journalists understood the need to engage with audiences, whether online or in personal, but questioned that the engagement isn’t just about quantity, it’s also about quality, something that can be even more difficult to gauge, particularly for metrics focused newsrooms. The researcher considers that professional journalists, citizen reporters and people able to engage issues and obtain information and data from people or organizations involved the event, but it is likely that professional journalists have better skills over data analysis compared to non-professional journalists. From this different point, citizen and professional journalist then produce different quality of news stories.

In current informative society age, Kirkpatrick (2015, pp. 15-17) cited that digital techniques such as data mining, Web scraping, and data visualization in journalism could help journalists to develop story ideas and compile complicated information for news report. Therefore, the researcher witnessed that the use of big

data for news reporting in Thailand sounded unlikely because many of news organizations including newspapers use a lot of information from social network and internet rather than from trusted sources like official database centers or accepted information organizations like research centers.

Another aspect may easily be linked with civic journalism is advocacy journalism, which is one of issues being discussed among major media organizations in overseas and in Thailand. Southeast Asia Press Alliance (SEAPA) addressed independent and press advocacy organizations with a proven track record of working for press freedom. SEAPA's founding members from Indonesia, the Philippines and Thailand are among the most well established press advocacy organizations in Southeast Asia. In this regard, the researcher pointed out that some civic journalists or even mainstream news organizations were highly at risk of taking advocacy.

In Thailand, advocacy journalism was speculated into real implication about 10 years ago when two major groups of demonstrators, the Red Shirt and the Yellow Shirt, made a rally against each other on political movement. Moreover, small news agencies and individual civic journalists are likely to have high potential to become advocacy journalists if they are not concerned about journalism principle and ethics. Advocacy journalism can be seen both as politically focused media and economic and business focused media.

The Committee to Protect Journalists (CPJ) has expressed consistent concerns about the steady erosion of press and Internet freedoms in Thailand since the 2014 military coup and suspension of democracy. Throughout my 17 years of journalistic experience based in Thailand, the situation for reporters, apart from when bullets are flying in the national capital during political protests, has never been dire. Reporters operate in a climate of fear and uncertainty, never sure exactly where the line between permissible and off-limits reporting lies. Local journalists who have crossed that vague line have suffered increasingly harsh reprisals, including so-called "attitude adjustment" sessions in military custody.

5.7 Recommendations

- 1) Media organizations should consider the fast changing of media landscape and prepare for even further changes. Newspaper should be aware of being adoptable and compatible with new technological communications.

2) New media and social network remain importance as they can provide information for mainstream media, but the medium particularly newspaper journalists are strongly advised to verify and mediate the information before using and re-producing them in news report.

3) News organizations especially community newspapers are urged to work with citizen and local residents in raising problems, safeguard communities, and mobilize community members for better future.

4) Educational institutes may consider developing of civic journalism curriculums including media and digital literacy, engagement journalism, data journalism, and advocacy journalism to enhance newspaper journalist quality in the digital age.

5.8 Suggestions for Future Research

1) Future research may consider studying civic journalism at larger scale or national issues such as economic crisis, political conflict, and corruption.

2) Future research may consider studying other mainstream media such as television, radio, non-daily publications, new media and other online platforms.

3) Future research may consider shifting to study prolong established community newspapers and local publications.

4) Future research may consider studying newly established online news agencies and independent news agencies.

5) Future research may consider shifting to study other aspects such as digital newspaper literacy, engagement journalism, data journalism, and advocacy journalism.

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APPENDICES

APPENDIX A
FIVE CASE STUDIES

FIVE CASE STUDIES

Case Study 1:

Thai Journalist Association (TJA)'s top five finalists 2010: The Gobbling of Land in Khao Phaeng by Krungthep Turakij Newspaper

News summary

The trespass of land and gobbling of forest in Thailand might not be new, as local media had reported many cases. Yet the problem is being solved. One cause for the expose wants the government officials had come to be involved and were linked with the procedures of land intrusion.

Krungthep Turakij Newspaper has reported about land encroachment in Khao Phaeng in Koh Samui district of Surat Thani province in South Thailand. The news report found that politicians and local officials had teamed up to acquire illegally. The scandal later led authorities to counter and improve land management across the country.

Reporters of Krungthep Turakij had noticed the issue when opposition Party (Phua Thai Party) prepared an amendment bill to the cabinet for non-confidence in Suthep Thaugsuban over title deeds to a piece of land in Khao Phaeng in the popular resort island.

Suthep, at the time Deputy Prime Minister, was accused over acquiring land by using nominees. The newspaper assigned reporters to investigate and seek evidence by entering into the areas of Maenam Sub-district and Ang Thong Sub-district in Koh Samui.

When all information and evidence was collected, the newspaper ran its first report headed "Phue Thai today bill Suthep over doubted on land" on May 24, 2010. The newspaper followed up the issue on May 25, 2014 by unveiling a document and evidence with the headline "Suthep gobble Koh Samui, issued illegal title deed". The newspaper investigated the issue for about five months until October in the same year.

From the news reports, it was proven that title deed the piece of land was linked among politicians and local officials. Politicians tended to hide assets and

declared fake assets and debts while in power, especially this case that had used nominees to acquire the land.

The reporters had worked on intensive investigations along with seeking data over the issuing of land title deed. Journalists interviewed Samart Ruengsri, one of the stakeholders of Rueng Panya Construction Limited Partnership, which was the land broker for the deal. Samart confessed that most land plots were un-owned and arranged for sales to relatives and politicians, including a piece held by Than Thaugaban, son of Suthep.

The newspaper also reported about 4,000 square rais, which villagers returned to authorities as a donation. Most of these lands were also un-owned and proved that coming from land acquisition. It was also believed that Suthep and his son took power for obtaining the lands sized 62 square rais in Koh Samui. Further investigation also found that Niphon Promphan, relative of Suthep and deputy leader of Democrat Party at the time, owned land without a legitimate title.

The conclusion of this investigative news showed that landholders had violated land laws and the forest acts. The news also alerted people to become aware whether more scandals were being hidden in Koh Samui as well as questioning over land development and usage in the island.

The news also brought a wider interest particularly about the links between politicians and land intruders. Independent organizations and related bodies established an investigative committee to handle and monitor some suspected organizations, which included the Ministry of Interior, Department of Land, Surat Thani's Land Office, Governor of Surat Thani, Department of Special Investigation, Ministry of Justice, Ministry of Natural Resources and Environment, and Office of the Auditor Central of Thailand. Also, the Office of the National Anti-Corruption Commission established an investigative committee to examine the case closely.



Figure A1: News on Pheu Thai Party Presented an Amendment Bill to the Cabinet for Non-confidence Over Suthep Thaugsuban Over a Land Deed in Khao Phaeng in Koh Samui Island

Source: Krungthep Turakij, 2010.

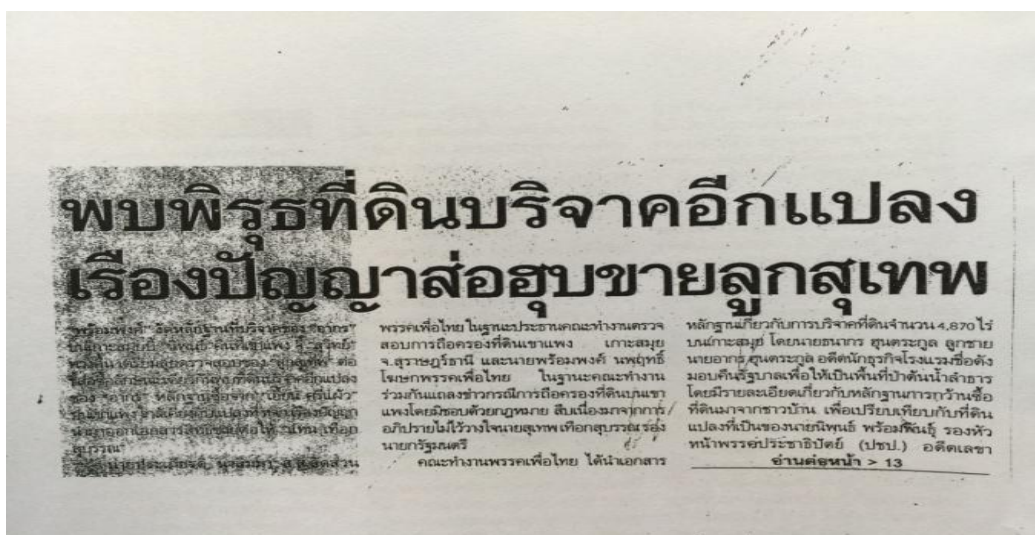


Figure A2: News on More Suspicious Land Transactions of Suthep's Son were Discovered

Source: Krungthep Turakij, 2010.

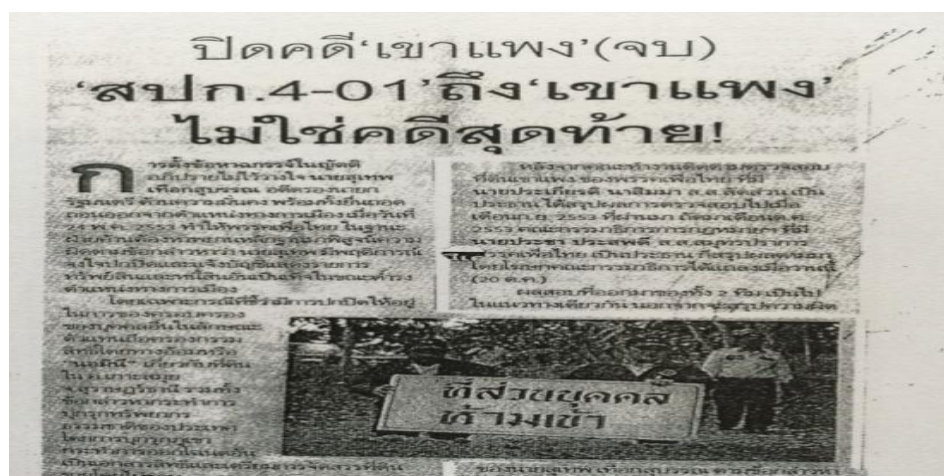


Figure A3: The Final Report the Case “Gobbling of Land in Khao Phaeng”

Source: Krungthep Turakij, 2010.

Timeline of news report on case study 1 Thai Journalist Association (TJA)’s top five finalists 2010: The Gobbling of Land in Khao Phaeng by Krungthep Turakij Newspaper

May 24, 2010	Krungthep Turakij Newspaper reported that Pheu Thai Party, the opposition party at the time, presented an amendment bill to the cabinet for non-confidence about Suthep Thaugsuban over a land deed in Khao Phaeng in Koh Samui Island
May 25, 2010	Democrat Party and Suthep Thaugsuban gave a green light for investigation
June 1, 2010	Suthep Thaugsuban promised to return the land if found guilty
June 4, 2010	Pheu Thai Charged that Suthep had transferred land to his three sons and his daughter
June 7, 2010	Pheu Thai set a special investigation team to investigate land encroachment of Suthep and his family
June 11, 2010	The Department of Special Investigation (DSI) was asked to investigate the case

June 13, 2010	Pheu Thai found Suthep's had transferred land to brother in law and friends
June 25, 2010	The Department of Lands revealed land purchasing and ownership
June 27-28, 2010	More suspicious land transactions of Suthep's son were discovered
July 2, 2010	Suthep's son document did not match the real location
July 6, 2010	Pheu Thai urged Suthep to return land and claimed to have more evidence
July 8, 2010	The Ministry of Natural Resources and Environment stepped in to investigate land ownership in Khao Phaeng
July 14, 2010	Local residents disclose land encroachment involving prominent politicians
July 17, 2010	A team from The Democrat Party arrived in Koh Samui to investigate land encroachment in Khao Phaeng
July 20-21, 2010	Officials of The Department of Lands Surat Thani office claimed "impairments in the function"
July 24, 2010	Democrat Party formed an investigative team to deal with Suthep's case
August 3, 2010	The Department of Special Investigation (DSI) prepared to confront officials over money laundering
August 18, 2010	Land surveyors admitted mistaken in the issuing of land title deeds but were unable to act
September 2, 2010	Pheu Thai filed a lawsuit against Suthep, accusing him of both civil and criminal charges
September 10, 2010	Pheu Thai claimed the brother in law of Suthep had wrongly acquired land
September 13-30, 2010	A special report consisting of six consecutive parts was published
October 8-9, 2010	The Democrat Party provided information to Pheu Thai for the impeachment of Suthep

- October 21, 2010 The Cabinet's law team concluded Suthep hid land through his son to get land improperly.
- October 21, 2010 The final report on "Gobbling of Land in Khao Phaeng"
- October 22, 2010 Abhisit Vejjajiva, Prime Minister at the time, allowed Pheu Thai to continue its amendment bill

Case Study 2:

Thai Journalist Association (TJA)'s fifth best news 2011: The Expose of Diploma Trade at I-san University by Matichon Newspaper

News summary

Matichon Newspaper reported that there was a suspicious trade in Graduate Diplomas in Teacher Profession at one of the private universities in Northeast region of Thailand on April 8, 2012 after Khurusapha, the Teachers Council of Thailand, disclosed abuses with the certificates. Certificate buyers needed the document, as it was compulsory for submitting for teacher recruitment.

Matichon Newspaper kept following the issue and eventually found that Isan University in Khon Kaen province had provided trading of Graduate Diplomas in Teacher Profession. Matichon Newspaper was the first media that found evidence that both executives and staffs at Isan University were linked with the trading. The Minister of Education at the time formed an investigative committee to check management at the university.

Moreover, the news reports also led The Office of the Higher Education Commission to propose to police in Khon Kaen to file university executives for cheating over certification and also investigate corruption related to the trading.

Reporters of Matichon Newspaper also found that some executives and committee of Khurusapha were involved in the case. They were also accused over the opening of more than 100 education centers or campuses without permission. Principals at many high schools were also linked with the issue by acting as customer recruiters.

Matichon was the only newspaper that showed financial transactions between officials of Khurusapha and executives of the university. The Minister of Education at the time established a committee to investigate the case and concluded that all accusations were true.

The impact of this investigative news reports were as follows. They reflected on serious problem with educational system in Thailand, especially at the higher education level. Educational institutes were focusing on business and profit rather than on quality and producing new knowledge. This could allow swindlers and cheaters to benefit from loopholes in the law. It also showed poor management at educational organizations and Isan University due to unable to reach standards. Moreover, it found there was a corrupt practice in education, which could produce unqualified teachers.

More importantly, the issue was raised for heavy criticism and discussion at international panels in order to seek out preventive measures. Since the news was published, 3,000 new graduates being certified for Graduate Diplomas in Teacher Profession were automatically investigated.

Isan University was instantly got closed. Khurusapha investigated 80,000 university students in education programs nationwide. More practices have been added in order to prevent further damage. New campus opening were not allowed while disqualified existing ones were shutdown.

The process of investigative report consisting of eight steps from beginning to the ending. Regarding the case of "Expose of Diploma Trade at Isan University", Matichon Newspaper began by compiling information and data received from complainants who were students at a university in Khon Kean. They appeared at The Education Ministry and filed their complaints with reporters, saying that educational authorities, claiming fake certification, did not verify them their teaching certificates. As representatives of many other students, complainers said they asked the authorities for help.

After receiving such information, journalist later moved to the second step by seeking related information directly from the mentioned university as well as from other sources including from the Internet and website channels. When enough materials had been collected, the journalists then report to editorial for consideration of news reports and the investigative process. Next, the education news editor planned a process of news reports. At this stage, two journalists who covered education news at The Education Ministry were assigned to be responsible for the issue while local journalists in Khon Kean took on a similar assignment. The two teams would work together and report their progress to editorial in Bangkok.

The next step was running the first issue with the headline "The Expose of the Diploma Trade at Isan University" Considering the possible damage to the university, the newspaper used anonymous names "one of private universities" instead of its real name. When the article was published, some key official organizations involved mostly argued that there were no teaching verification trading at any university in the area (which was believed to be Khon Kean province). However, the authority admitted there might have been some illegal trading at small schools or mobile campuses in some provinces.

The newspaper, however, kept searching for more information regarding certification trading by asking some agents or representatives of university who knew students or learners at the university or campus. The journalists in Bangkok and in the province joined hands to investigate and compile more information. They expanded to search between not only complainants, the mentioned university, and education offices, but went to many departments and units in each body to obtain information.

At this stage, organizations involved with education including Education Minister, stepped in to take action and ordered an investigation of the case. Top officials of the ministry found some unusual and suspicious behavior linked to the issue. Many people including the university principal, deans, lecturers, and staff were investigated. The investigation took months before concluding that the university, which was trading teaching certificates, was Isan University, a private university located in Khon Kean province in Northeast Thailand.

Matichon Newspaper had been running a series of articles, essays, analysis, and special reports for months until the end of the year. The newspaper reported many events from sources related to the issue for months until the ministry put the case on the national agenda. This move alerted all universities and schools nationwide to solve similar problems. Some universities stopped promoting some curricula being offered at campuses or branches in provinces. In Khon Kean alone, Isan University was ordered to pause its teaching certification program for further investigation. In international scale, the Thai case was debated among major universities and education organizations as well as at international education conferences. Furthermore, thousands of students who were studying and had graduated from Isan University were investigated.

Reported news caused a lot of concern and also built awareness. Universities and students learnt about the case and understood more about the problem while general people acknowledged and became aware of the problem. Additionally, the problem continued to alarm the whole country over certification trading. People and government are now more aware of the issue and seek preventive measures to avoid making the same mistake in the future.



Figure A4: News on Khurusapha-the Teachers Council of Thailand-Seizes Certification Sellers and Buyers. The Certification was a Compulsory Document Required for Teacher Recruitment.

Source: Matichon, Newspaper, 2011.



Figure A5: Report on more teacher's certification trading at university located on the outskirts of Bangkok
the outskirts of Bangkok
Source: Matichon, Newspaper, 2011.



Figure A6: Report on Special Reports the Causes of the Problem, Negative Impact, and How to Prevent Similar Issues in the Future
Impact, and How to Prevent Similar Issues in the Future
Source: Matichon Newspaper, 2011.

Timeline of news report on case study 2 Thai Journalist Association (TJA)'s fifth best news 2011: The Expose of Diploma Trade at Isan University by Matichon Newspaper

April 8, 2011	Matichon Newspaper reports that there is trading of Graduate Diploma in Teacher Profession at one of private universities in Northeast region of Thailand, after Khurusapha - the Teachers Council of Thailand- seizes certification sellers and buyers. The certification was a compulsory document required for teacher recruitment.
April 9, 2011	The Department of Special Investigation (DSI) was asked to investigate the case
April 11, 2011	The Office of the Higher Education Commission investigates 3-4 more universities on certificate trading
April 14, 2011	More reports on teacher's certification trading at university located on the outskirts of Bangkok
April 17, 2011	Chancellor of I-San University in Khon Kean province expresses concern about diploma trading and is willing to be investigated
April 20, 2011	First evidence of diploma trading reported. A receipt shows spending of Bt 50,000 for a certification.
April 25, 2011	More private universities and Rajabhat Universities being targeted
April 26, 2011	I-San University's chancellor confesses 1,300 certifications had not been certified
April 29, 2011	The Cabinet will establish an investigative committee to follow up the diploma trading problem
May 3, 2011	The Office of the Higher Education Commission checks 100 universities regarding diploma trading
May 6, 2011	A special report on certification trading and education problem

May 10, 2011	Certifications of 794 graduated students of I-San University will be revoked
May 15, 2011	Foreign academics and scholars point that certification trading threatens the country's education reputation
May 18, 2011	Plan to close university campus and branch nationwide is found offered inequality program
May 24, 2011	Minister of education orders Khurusapha to file a lawsuit against deans and officials
May 25, 2011	The Office of the Higher Education Commission propose police to charge university ex-executives
May 30, 2011	prominent persons at The Education Ministry reported as being involved in certification trading
June 8, 2011	Director of finance at I-San University quits
June 10, 2011	Investigation found Khurusapha and I-San University were linked, judged from money transaction route
July 7, 2011	Private universities nationwide paused 400 programs
July 11, 2011	Offices at I-San University were destroyed at night
July 22, 2011	Assistance center was formed to help disqualified graduated students
August 3, 2011	I-San University outlines its recovery plans
September 29, 2011	Chancellor of I-San University resigns
October 14, 2011	News reports on slow progression of the problem. On-going negotiation of affected graduated student and assistance measures
November 24, 2011	Khurusapha launched assistance measure to help affected graduate students
December 13, 2011	The Office of the Higher Education Commission pushes some action to end I-San University's problem
December 21, 2011	Ex-management of I-san University proposes a budget of Bt150 million to restructure university
December 29-31, 2011	Series of special reports on causes of the problem, negative impact, and how to prevent similar issues in the future

Case Study 3:

Thai Society of Environment Journalists (Thaisej)'s candidate best news 2011: The Fighting for Land at Tablan National Park by Thai Rath Newspaper

News summary

For years, investors and capitalists have encroached parts of the national parks across the country. They wanted the land to build resorts and accommodation to serve tourists as well as vacation for themselves. In order to preserve the country's resources and prevent additional land trespass, The Royal Forest Department, Wildlife, and Plant joined forces with The Ministry of Natural Resources and Environment to crackdown on resorts and properties believed to have violated the law.

The authorities began their first move by planning to crackdown on illegal resorts in Pa Phu Luang National Park in Wangnamkeaw (World's 7th ozone natural site) district in Nakorn Ratchasima and Tablan National Park in The Nadee District of Prachin Buri. Officials hinted that more than 100 resorts and houses had been built in prohibited areas in both national parks. At Tablan alone, lands of 1.3 million square rais had been encroached.

When officials announced the crackdown, developers and investors who believed the owners of properties had been moved against, reasoned that this could destroy the tourism industry if the properties were demolished or removed. They also mobilized residents against the authorities mission.

Thai Rath Newspaper first raised the issues in reports published on August 7, 2012, claiming that investors had threatened the life of the head of Tablan National Park and its staff. It also reported that local politicians had teamed up with investors to acquire the land. Staffs of national park and journalists were blocked while filing and investigating for information. When the situation became dangerous, police and army forces with amour were sent to the area to keep safe officers and media.

Reporters of Thai Rath took four months for the case. They worked along with Tewin Meesub, head of Tablan National Park and his assistant, Nuwat Lilapata as well as other staff. On December 19, 2012, officers and 400 troops with machines demolished 87 cottages at Klong Krating Country View and another 19 cottages at Rai Kullavanich where both resorts were located in The Nadee and Wangnamkeaw districts. Yet about 500 local residents came out and blocked the roads and stopped

officials. However, the troops and officials revised their plans and returned to crackdown on the resorts at 3.00 AM the next dawn, causing no loss of life.

After this news, Damrong Pidech, director general of Royal Forest Department, Wildlife and Plant at the time and Preecha Rengsomboonsuk, Minister of Natural Resources and Environment, vowed to terminate illegal business in national parks across the country. The government had closed only a few resorts, but it showed that authorities could enforce the law and also place the issue on the national agenda. Furthermore, the news highlighted there were many selfish investors not following the law.

Thai Rath began to investigate the case of "Fighting for Land at Tablan National Park" after one of journalists or the tourist who had stayed at a resorts located in the area and received some complaints from local people over land ownership. Villagers told journalists, as they believed resort investors had built properties trespassing on lands, which seemed to be part of the national park. When a team of reporters entered into the area and talked with heads of villages and local people they found that there was something unusual about the land ownership as well as the use of land.

Moreover, they found something that linked local authorities and politicians over the misuse of lands. The newspaper had local reporters in the area, but it seems they were unable to obtain enough information to critically report the issue as expected. The newspaper then adjusted its plan by establishing another team from head office, consisting of several reporters who were responsible for covering key ministries and government organizations in Bangkok.

Two group of reporters were formed-one in provinces of Nakorn Ratchasima and Prachin Buri and another in Bangkok. The Bangkok team entered the areas to seek information with assistance from the local team. The central unit took several weeks to get data as well as build relationships with local people and sources. Then after they returned to Bangkok and placed the issue at news meeting, the newspaper run its first copy. The newspaper later continued to report progress on the issue with focuses on land ownership and transfer, project investment details, and sources of capital and the identity of the resort owners.

After running a series of issue for a few months, the newspaper the moved to investigated official organizations such as The Land Department, Royal Forest Department, Ministry of Natural Resources and Environment who were responsible for land transfer and ownership changes. Furthermore, reporters moved to focus on laws regarding land and ownership in a bid to validate its news reports. Furthermore, the newspaper cross-checked the link of land ownership with documents about the origin of the land prior to when it had been transferred to developers.

Another aspect that Thai Rath investigated and reported was about reaction from government bodies, especially from top officers including the minister and head of department. Official bodies announced that they would move to investigate the issue and be alert about the problem. They also launched a campaign to end the problem as soon as it could.

When the government moved to deal with problem, aimed to end land encroachment, some investors and resort owners then began their own rights campaign against authorities. The long battle between authorities and resort owners brought chaos and both sides organized huge rallies mobilizing thousands of local people. The fighting continued for many days and nights although there were no fatalities. The government at that time stepped in to protect both sides by sending military forces and police in order to avoid chaos.

While both sides of government and developers were in court, the newspaper continued reporting. It also continued to report the court's judgment, which had decided that resort operators had violated lands and ordered officials to destroy all violated properties. The highlight of the crackdown was on the day when Damrong Pidetch, director of Royal Forest Department at the time, led troops to crackdown on resort at Thab Lan National Park. However, the department unable to complete the mission due to roadblocks by villagers and local people backed by resort operators. After the troops returned to their bases, it then planned to use other strategies. This time, Damrong shifted to use another road and picked a nighttime to crack down targeted resorts. The troop eventually demolished many resorts and properties that later claimed as the highlight of the long-run battle between government and resort operators.

Thai Rath claimed that it could help increase people's awareness over land using and land encroachment. It also engaged many other government offices to step up land protection especially against capitalist and illegal investors. It also showed that authority able to deal with the problem and achieved crackdown illegal business. Furthermore, the event became a case study for investors or land developers as well as local people to know more about land transfers and persuade people to be more aware of land transactions. More importantly, the nation was able to regain lands and turned them back to national assets.

To achieve its investigative case, Thai Rath said it would not rely only on what they had from sources, but would work with real data and information from various sources in order to balance information from all related parties. In this way, the newspaper not only run hard news, but also could add special reports, analysis reports, columns, and issues related to the event.

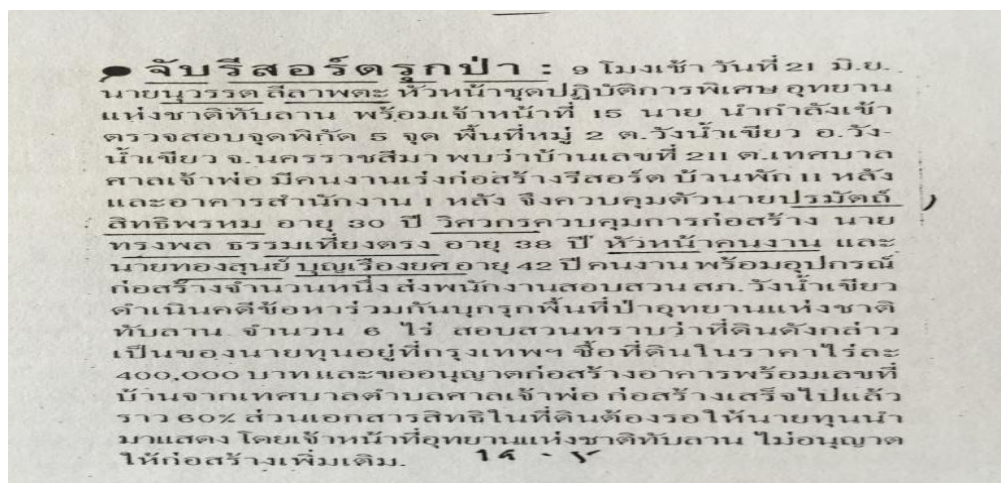
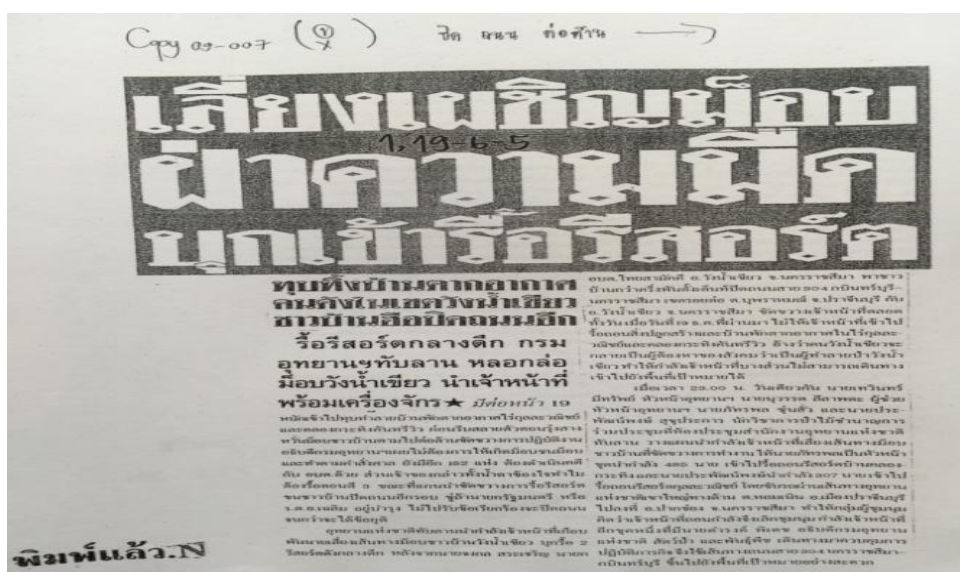


Figure A7: News on “Detecting of a Resort in Wangnamkeaw”-officers of Tablan National Park Alleged that a Resort had Encroached on Areas of the National Park

Source: Thai Rath Newspaper, 2011.

Source: Thai Rath Newspaper, 2011.



Source: Thai Rath Newspaper, 2011.

**Timeline of News Report on Case Study 3 Thai Society of Environment
Journalists (Thaisej)’s Candidate Best News 2011: The Fighting for Land at
Tablan National Park by Thai Rath Newspaper**

June 22, 2011	News on “Detecting of a resort in Wangnamkeaw” officers of Tablan National Park alleged that a resort had encroached on areas of the national park
July 12, 2011	Department of Forestry to move to crackdown and manage resorts located in Wangnamkeaw
June 13-16, 2011	More than 20 resorts are claimed to be encroaching on national park areas.
July 20, 2011	Department of Forestry demands eight owners to destroy their resorts
July 22-24, 2011	The Department of Special Investigation (DSI) is asked for help. More resorts found intruding in Hang Dong, Tablan, Muak Lek
July 27, 2011	Governor of Prachinburi orders seven resorts in Tablan to be demolished
August 4, 2011	Tablan National Park prepares to charge resorts claimed to have invaded national park areas
August 5, 2011	Local residents in Tablan strike against officials crackdown
August 7-9, 2011	Resort owners campaign “death threat” to head of Tablan National Park
August 15, 2011	News report that some investors from Taiwan and Hong Kong are nominees of forest encroachments
August 17-18, 2011	Department of Forestry files a lawsuit against 22 resorts in Wangnamkeaw, claiming for Bt100 million. Resorts are given deadline to demolish properties
August 20, 2011	20 NGOs team up with government to fight resort owners in Wangnamkeaw
August 21, 2011	Officers of Tablan National Park warned of life threats. Police enter the area

August 26, 2011	Ministry of Natural Resources and Environment awake to manage national park and forest in 17 provinces
September 2, 2011	The Department of Special Investigation (DSI) declares as special case and set to focus on charging influential persons
September 6, 2011	Prime Minister Yingluck Shinawatra gives green light to crack down and reclaim lands in Wangnamkeaw
September 7, 2011	Re-appointing of Damrong Pidech as director of Department of Forestry to solve the problem
September 21, 2011	Damrong Pidech begins to demolish three resorts in Tablan and targets 50 more
October 17, 2011	30 Resorts file a complaint to Administrative Court, demanding protection following their resorts demolition
November 10, 2011	Local residents and officers of Tablan National Park clash following some resort caretakers charged
December 3, 2011	Governor of Nakhon Rachasima province holds a meeting to resolve the issue
December 20, 14-15, 2011	Officials continue to demolish more resorts in Tablan, Wangnamkeaw, and Prachinburi
December 21, 2011	500 residents in Wangnamkeaw call another strike, block roads and stop officers entering areas to demolish resorts. The officer switch to use other ways at night and eventually demolish one of resorts owned by a prominent person
December 24, 2011	Damrong Pidech vows to continue crackdown more resorts encroaching on national land
June-December, 2011	Thai Rath Newspaper contributes 20 columns and special reports to criticize the issues as well as suggest some proper solutions to solve the problem

Case Study 4:

Thai Society of Environment Journalists (Thaisej)'s honorable award 2013: The Relief Mae Wang- The River of Life in Lampang by Lanna Post Newspaper (Lampang)

News summary

Mae Wang River, or in short Wang River, is a major stream that flows across the province of Lampang in the Northern of Thailand. The river is important to local and covers an agricultural area of approximately 2,132 square kilometers. The river became more important for transportation 123 years ago when the government opened a new train station at Pak Nam Pho in Nakhon Sawan Province.

Merchants in Bangkok and in the North gained time for trading because they could use the new train line and the existing river. Running business much easier by using train from the capital to Nakhon Sawan and then connected with provinces in the North by Mae Wang River. A British ambassador that more than 300 boats were operating between two provinces-Nakhon Sawan and Lampang, documented it.

In 1915, a train station was opened in Lampang, completing the route between Bangkok and Lampang. As a result, since the time, people preferred to use train rather than the river. Mae Wang River over the time then became filled with waste and garbage and eventually became heavily polluted.

Lanna Post, the local newspaper, has been concerning over the pollution problem in the river and began urging all stakeholders in the province to aware of the problem. The newspaper decided to run relief a campaign by declaring itself as local media and would dedicate itself to restore the environment though it knew that the issue was differed from crime or general news that always draw a larger audience.

The newspaper began investigative report by collecting information along with photographing polluted areas in old communities and new urban areas located on the bank of the river. It also talked with and compiled information from villagers living nearby to catalog the environment changes and its impact on daily life in town.

One local elder said Mae Wang River once was very clean, clear, and the riverbed could be clearly seen. Many turtles and soft-shelled turtles came to lay eggs. There were also many fish and prawns. That nice image has totally gone now. The villager also added that some species of fish had disappeared while new weeds had arrived to replace the wildlife.

Lanna Post began to report featuring pictures of the polluted environment, and manufacturers draining wastewater into the river while local administrative officers ignored the problem. In the mean time, analytical reports were published along with more progress reports. The newspapers aimed to build concern and awareness among people and hoped they would help solve the problem. The newspaper was the first and only local newspaper that raised the issue and continued to report the problem hoping to boost awareness of the need for an environmentally sound approach.

As result of these reports, officials and local authorities have begun to solve the problem. Villagers also came to help water clean-up event called the Big Cleaning Day. The river has now returned to its former beauty and is as clean as in the past. The authorities also launched sustainable plans to keep water clean.

After seeing the problem identified by Lanna Post, some other local media reported and followed up the problem. These reports on water pollution in the Mae Wang River led local people and government bodies to join hands to solve the problem as they considered that the river was part of their lives. Another impact from the coverage included better law enforcement and lowering of waste drain water and garbage at Mae Wang River.

Lanna Post, the weekly newspaper began to report about Mae Wang River because it had realized the river was dirty and many weeds were covering the river surface. It also realized that the river's pollution could bring negative impacts on the lives of people living along the riverbank. Moreover, the beautiful image of the historic river was visible damaged. Tourists would feel dissatisfied when they came to visit the area. The community newspaper had been established in the City of Lampang province for 19 years. They have seen that beauty and clean river for almost two decades, but then they became worried about the river pollution and environment problem that may have a huge impact on the community. They think how to solve the problem in order to bring the river back to its pristine condition.

As the local newspaper, Lanna Post still is a small publication with a circulation of 3,000 copies per week. It focuses on issues close to people in the province. Therefore, the newspaper claims that it dose not focus on crime news compared to other media and publications in the city. With a long established of 19 years, only a few times has been put as leading news on the front page. Instead, other issues related to politics, economic, education, social, and business.

In preparation for its news reports, the newspaper's team took 30 days to collect more evidences, information, and materials regarding the river site by taking photos, talking with some local residents, and consulting with some water specialists, and teaming up lawyers and consultants. At least 3-4 members both staff and freelancers were assigned to run a series of reports. The newspaper after some week then began its first report. After first issue was published, involved organizations especially the Lampang Municipal Office, immediately responded by entering the site to inspect for it and set some measures regarding the issues.

One of the biggest moves was setting up a Four-Alliance Committee, consisting of representative of four official bodies, aimed to resolve the problem. The newspaper further investigate the problem by compiling more information and new complaints from more local residents as well as from official organizations great deal of information was contributed by local people, such as where the origin of the waste water were, how they experienced the bad smells of the water, and how polluted environment affected their daily lives.

The newspaper then kept reporting more issues about the problem. Some information had been given by Internet and social media users, mostly about photos, comments, and some suggestions for more areas for investigation. At this stage, the newspapers approached organizations such as the provincial environment office and the Royal Irrigation Department to obtain information. Both government offices agreed to help. An environment officer came to measure water quality while irrigation officers came to check about water management. Meanwhile, residents have joined hands on some water prevention measures and how to solve the problem.

One of big events was the "Big Cleaning Day" when many business organizations and other government offices cooperated to help the river recover. One special community group was established, known as The "Love Mae Wang Club". They aimed to keep the river clean as well as to prevent further damage.

After this Big Cleaning Day, the newspaper continued to monitor the issue by reporting the next stage of river relief. Articles at this stage mainly indentified the root cause of the problems, including polluted drains. Two major sources of the wastewater came from households located along the river and from giant manufacturing factories and big shopping malls. As result of the news reports, the

provincial authorities announced they would enforce environment laws and make it a high priority. The move aimed to reduce draining of wastewater from houses and manufacturing. The Royal Irrigation Department then allocated a very large budget to rebuild and dredge the river. However, it is thought that there was no conflict between community and government bodies and organizations for the river rebuilding. The river nowadays has returned to normal as in the past, though its condition is still being closely monitored.



Figure A10: First Report Published on “Mae Wang River is Polluted, no Relief Plan”

Source: Lanna Post Newspaper, 2013.



Figure A11: A Special Report on Mae Wang River Problem, Claim that Water Problem Damages the Way of Life of Local People
Source: Lanna Post Newspaper, 2013.



Figure A12: News on “Big Cleaning Day” Succeeds as Many Stakeholders Participate in the Event
Source: Lanna Post Newspaper, 2013.

Timeline of News Report on Case Study 4 Thai Society of Environment Journalists (Thaisej)’s Honorable Award 2013: The Relief Mae Wang - The River of Life in Lampang by Lanna Post Newspaper (Lampang)

May 10-16, 2013	First report published on “Mae Wang River is polluted, no relief plan”. The newspaper explains a lot of garbage and waste floating on the river cause it to be extremely dirty. Local academics and environmentalist warn the water ecology is unbalanced and call on local authorities to solve the problem.
May 17-23, 2013	Lampang Municipality establishes a working group specifically to solve pollution problems at Mae Wang River.
June 7-13, 2013	A special report on Mae Wang River problem, claim that water problem damages the way of life of local people
June 14-20, 2013	Lampang Municipality, public and private, and local residents organize Big Cleaning Day to revive Mae Wang river
June 28-July4, 2013	Big Cleaning Day succeeds as many stakeholders participate in the event
October 25-30, 2013	News reported the improvement and relive of the river

Cases Study 5:

Thai Journalist Association (TJA)’s Top Five Finalists 2014: Wat Saket Temple Abbot’s Scandal Over Unusual Wealth by Daily News Newspaper

News Summary

The definition of Buddhist Monk could refer to any male who enters into the priesthood and dedicates himself to serve Buddhism. The monk normally must not be involved with money or value objects due to Buddhism principles. Yet at times Thai monks have come under investigation for money and their scandals. In 2014, one notorious case took place at the famous Wat Saket Temple in Bangkok, where the abbot was reported to have been involved in money laundering and becoming super rich, which led to criticism and threatened of the monkhood in the Kingdom.

Praphrommasuthi (Sanao Punjavajiro), the abbot of Wat Saket Temple, was criticized as being ethically immoral and lacking in leadership regarding many issues

involving money and also sacking the assistant abbot and other monks at the temple. Meanwhile, the abbot was investigated for his personal businesses, including orchid farms, real estate, a cock-fighting farm, a fighting fish farm, and having 20 luxury vehicles.

Daily News Newspaper was the first to report the issue in August 27, 2014, titled “The superrich of temple abbot spread through rival internet”. The newspaper began its investigation by obtaining information from social media, online, the Internet, and persons in the temple close to the abbot. Reporters also interviewed the abbot directly and reported the issue then with refusing over the rival. Daily News Newspaper has its own focus to differentiate its reports from other newspapers. It has been running investigative news for more than ten years, not only about religion, but about many other issues.

Once the newspaper published its first story on a controversial issue, it usually continues to report on whatever impact or feedback the issue was, as well as response from involved persons or organizations. Though investigative news takes much time while daily issues need to be done at the same time, the newspaper still continue to seeking the truth for the people’s right to know.

Daily News Newspaper continuing its investigation after first launching the issue, additional reports caused security tighten as a group of male in black and motorcyclists moved to safeguard the abbot for safety reason.

The newspaper also found that the abbot has not paid a bill for the funeral of Somdet Koew to private organizers who organized the funeral costing many millions of Baht. The government had granted a budget of Bt67 million on March 4, 2014 for the funeral event. The abbot said that organizers had not asked for the money, while operators said they had asked for, but not received it.

The issue drew large public attention from outsiders, including the group “People Alliance to Protect Nation, Religion, King” who submitted a complaint to the acting Buddhist Supreme Patriarch over money scandal and the ethics of the abbot Praphrommasuthi (Sanao Punjavajiro). At the time, a member of parliament had also asked the acting Buddhist Supreme Patriarch to sack the abbot.

These reports of the Daily News caused many parties to be concerned about dubious religious practices. The Office of the Auditor General of Thailand

investigated the use of the national budget and found two major leaks Bt15 million went for producing Buddhist sermon but was unauthorized, while another Bt11 million paid for sets of altar tables came from donations, not the national budget. Although the investigation has not been concluded, the issue brought heavy criticism from public and raised concerns over the image of Buddhist monks and their trustworthiness.

The investigation of respective Buddhist temple abbot over money scandals during August and December 2014 had a huge impact on the Buddhist religion in Thailand. The report alerted officials and the public to be concerned about the relation between Buddhism, temples, monks, and donations, especially whether they should donate to monks and temples. Moreover, the reports also encouraged the public sector to monitor and oversee internal problems among Buddhist monks.

Furthermore, the Praphrommasuthi (Sanao Punjavajiro) issue was an important case growing public awareness on any religious problems. The case also helped to raise awareness to prevent further abuse at other temples in the country and was a case where people could help monitor any bad behavior of monks or abbots. One other result was to show that people and outsiders could now can monitor mostly untouchable subjects like religious.

The issue also had minor additional impacts on tourism sector and the educational system. For tourism, some local people continue to go Wat Saket Temple and pay their respects or donate to the monks while most Buddhists continue to visit the temple and make donations as usual. For education, there might be more concern over sermons that should focus on Buddha's teaching, rather than going to the temple to make merit.

Daily News ran its series about the Wat Saket Temple Abbot's Scandal over Money Laundering through a process of civic journalism, which was work basically done by journalists, local people, social media users, and related stake holders. Daily News did not use much social media for this report as they did not people to monitoring the moves, but mostly relied on field people to get the most accurate data and information from involved persons, especially from key sources. The newspaper also avoided taking photos and records while they were in field. So, when it completed each story or progress report, all the stories were placed into online and social media platform people could understand the issues.



Figure A13: Chao Khun Sanao Denies Allegation of Wealth, Saying Businesses Belong to Relatives

Source: Matichon Newspaper, 2014.



Figure A14: People Alliance For Protection of the National, Religious, and the King File a Complaint Letter to The Office of the National Anti- Corruption Commission (NACC) to Investigate Chao Khun Sanao on the Use of Money for Funeral Ceremony of Somdet Keaw

Source: Matichon Newspaper, 2014.



Figure A15: A Special Report on Thai Monks and Problem that Need to be Resolved

Source: Matichon Newspaper, 2014.

Timeline of News Report on Case Study 5 Thai Journalist Association (TJA)'s Top Five Finalists 2014: Wat Saket Temple Abbot's Scandal Over Unusual Wealth by Daily News Newspaper

August 27, 2014

News reports according to a rumor on Internet, titled “A wealthy abbot with billions of Baht, running a cock-fight farm, resort, and orchid farm”. The mentioned abbot is Praphrommasuthi (Chao Khun Sanao Punjavajiro), the abbot of Wat Saket Temple in Bangkok

August 28, 2014

Chao Khun Sanao denies allegation of wealth, saying businesses belong to relatives

August 29, 2014

Chao Khun Sanao told p police that the assistant abbots was behind the issue

August 30, 2014

Peoples alliance urged The Office of the National Anti-orrupation Commission (NACC) to investigate Chao Khun Sanao over being unusually rich

Septemeber 1, 2014	People Alliance for Protection of the National, Religious, and the King file a complaint letter to Sangha Supreme Council of Thailand-The Council of Thai Buddhist Monks-to investigate Chao Khun Sanao
Septemeber 10, 2014	People Alliance for Protection of the National, Religious, and the King file a complaint letter to The Office of the National Anti- Corruption Commission (NACC) to investigate Chao Khun Sanao on the use of money for funeral ceremony of Somdet Keaw
September 12, 2014	Sangha Supreme Council of Thailand appoint a committee to investigate Chao Khun Sanao
Septmeber 12	People Alliance for Protection of the National, Religions, and the King urged Department of Special Investigation (DSI) to investigate Chao Khun Sanao
September 24, 2014	Chao Khun Sanao was ordered to suspend his job
November 5, 2014	A special report on Thai monks and problem that need to be resolved
November 16, 2014	Department of Special Investigation (DSI) to investigate Chao Khun Sanao over his wealth
December 26, 2014	The Office of the Auditor General of Thailand (OAG) prepare to investigate Chao Khun Sanao
December 29, 2014	The Office of the Auditor General of Thailand (OAG) revealed investigation and found unusual use of money for funeral ceremony of Somdet Keaw

APPENDIX B
IN-DEPTH INTERVIEW KEY INFORMANTS, ACADEMIC
SCHOLARS, VETERAN JOURNALISTS

Key Informants for the Five Case Studies:

1) Chalao Kanchana, Managing Editor and editorial staffs for case study 1 Thai Journalist Association (TJA)'s top five finalists 2010: The Gobbling of Land in Khao Phaeng by Krungthep Turakij Newspaper.

2) Supad Teepala,, Assistant Chief of Education News and editorial staffs for case study 2 Thai Journalist Association (TJA)'s fifth best news 2011: The Expose of Diploma Trade at I-san University by Matichon Newspaper.

3) Alongkot Chitchuenchote, Criminal News Editor and Damrit Viriyakul, Head of Provincial News and editorial staffs for case study 3 Thai Society of Environment Journalists (Thaisej)'s candidate best news 2011: The Fighting for Land at Tablan National Park by Thai Rath Newspaper.

4) Warista Puckdee, Publisher and Owner and editorial staffs on January 5, 2015 for case study 4 Thai Society of Environment Journalists (Thaisej)'s honorable award 2013: Relief "Mae Wang" The River of Life in Lampang by Lanna Post Newspaper (Lampang).

5) Polpibool Pengjam, Education Chief Editor and editorial staffs for case study 5 Thai Journalist Association (TJA)'s honorable award 2014: Wat Saket Temple Abbot's Scandal Over Unusual Wealth by Daily News Newspaper.

Three Academic Scholars from Universities in Thailand and Overseas:

1) Associate Professor Glen Lewis (Ph.D.), former lecturer at International Communication of Canberra University (Australia). The author of the book Television, Regulation and Civil Society in Asia.

2) Assistant Professor Wilaiwan Jongwilaikasem (Ph.D.), lecturer at the Department of Communication Arts and Information Technology, Kasetsart University (Thailand). A specialist in community journalism and citizen reporter.

3) Professor Sung Tae Kim (Ph.D.), lecturer at School of Media and Communication, Korea University (South Korea). An expert in international media study, journalism, and big data.

Three Veteran Journalists in Thailand and Overseas

1) Chakkrish Perrnpool, former president of the National Press Council of Thailand. Currently is Editor of Lanna Post Newspaper. The expert in journalism, media study and newspaper.

2) Suthichai Yoon, co-founder of The Nation Newspaper and current group chief executive officer of Nation Multimedia Group. One of most prominent media personalities in Thailand.

3) Kyun Mi Kim, deputy director of Seoul Shinmun Newspaper, one of the most popular publications in South Korea. A specialist in citizen and civic journalism, mainstream and new media.

BIOGRAPHY

NAME

Suchat Sritama

ACADEMIC BACKGROUND

Bachelor of Arts (English), Kanchanaburi
Rajabhat University (1994)

Master of Arts (Social Development), National
Institute of Development Administration
(1997)

Advanced Certificate Course in Politics and
Governance in Democratic Systems for
Executives, King Prajadhipok's Institute
(2003)

EXPERIENCE

NSK-JAL Press Fellowship, Japan (2002)

Kwanhun-KPF Press Fellowship, South Korea
(2015)

OCCUPATION

Senior Economic and Business Writer, The
Nation Newspaper
Public and Private Universities Lecturer