

**THE INFLUENCES OF COMMUNICATIONS ABOUT ANIMALS  
ON ATTITUDE AND BEHAVIOR CHANGES  
OF SOCIAL MEDIA USERS**

**Vilai Vitayaveerasuk**

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

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## **ABSTRACT**

<b>Title of Dissertation</b>	The Influences of Communications about Animals on Attitude and Behavior Changes of Social Media Users
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Behavior Changes of Social Media Users”, has the following objectives: 1) To study the behavior of social media users exposure to content about animals. 2) To study the learning of social media users from exposure to content about animals. 3) To study the attitude change of social media users from exposure to content about animals. 4) To study the network society emerging from communication of social media users in content about animals. 5) To study the activity about animals generating from communication of animal lover network society. 6) To study the social media communications about animals that create impact, social development and changes in Thai society. And 7) To study the structural relationship between the constructs explaining the communications process about animals in social media.

This study is a mixed methods research. It started with a qualitative study designed to develop the framework that was then confirmed in the quantitative study. The qualitative study was conducted using the in-depth interview technique. The purposive sampling design was used to select the 15 respondents (6 males and 9 females). All of the respondents have been reputed for their role in ensuring the rights of animals. The quantitative study used the online questionnaire to collect data. The snowball sampling technique was used to specifically choose respondents, who were animal lovers. Data was collected from 420 respondents of which 13.3% were male and 84.8% were female. The majority of respondents was aged between 30-49 years of age (67.3%) with education of bachelor’s degree (60.2%) and occupation as company employees (33.1%).

The results of the qualitative and quantitative studies can be surmised in terms of the communications about animals. First of all it was found that a majority of the communications about animals was seen most on Facebook. The frequency of use was all day or almost all day (87.62%). Most of them watched the content on their mobile phones while the traditional media used were television and newspaper accordingly. Thus, there is an indirect effect that drives animal content to become a social issue. Secondly, the Structural Equation Model or Path Analysis was conducted using the M-Plus model to examine both the direct and indirect effect of the variables in a linear relationship through the mediator as presented in the following figure.

As presented in the model, the communications about animals via media (MD, Media) results in learning (LRN, Learning) particularly the recognition that all life has value. This changes the attitude (ATT, Attitude) thus they feel more sympathetic towards animals and love them more. In effect they raise their pets like members of their own family. The change in attitude in turn drives behavior such as the organization of animal lover group (New, Network society), which is growing rapidly. The result is the development of activities with their animals (ACT, Activity). Important activities in turn can drive social movement such as passing the animal protection law and development of organizations to protect the rights of animals. Thus, it can be concluded that communications about animals have resulted in changes at the individual and social level resulting in new marketing opportunities valued at billions of baht.

The study revealed that successful campaigns in particular those developed by the government must start with learning, change in attitude, and creating values in the same direction. It is important to develop in-group activities to drive the behavior. It is important for members to join the activities that can result from various factors such as social activation to create social awareness. This would lead to campaigning on social media as the channel of communications supported by television and newspaper. The impact would result in social change, which is derived from support of the family, school, and the environment. The study of animal content reveals the importance of the creation of content that caters to the audience. It is important to consider the interest of the target. The content must be powerful enough to instill new learning and attitudes that drive behavior in response to the campaign. This issue can be further explored in future research to develop new communication theory.

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# CHAPTER 1

## INTRODUCTION

### 1.1 Background of Study

Humans have had a long relationship with animals since ancient times. Communications about animals have long been etched in cave drawings that have been discovered in many locations around the world. From the Stone Age, humans have lived in caves using crude stone instruments to hunt as evidenced in their color paintings. The oldest and most famous of these paintings are found in Europe. The most complete and artistically well drawn is seen in the cave paintings at Altamira, in the North of Spain. The image consists of life-size paintings of cows, deer, and horses. These paintings have been dated back to about 25,000-25,000 years ago (Telegraph, 2011).

Communications about animals exist even within Thailand. This can be witnessed in the pre-historic cave paintings in Pah Tam, Khongjiam District, Ubonratchani that date back to about 3,000 to 4,000 years ago. The paintings consist of images of a pair of mother and baby elephant, a 4-meter long Plabuk (River Catfish), cows, dogs, wolves, stingrays, and turtles. It bespeaks of the livelihood of the people, who lived during the prehistoric times (Sujit Wongted, 2000).

Over time humanity developed significantly in many aspects in particular media. The result is the availability of many media channels. Consequently, content about animals can be found in traditional media such as television, magazines, newspapers, and books. However, the frequency was not much because it was limited by the space availability. Later these traditional media especially television and magazines have been developed to cater to specific targets. The contents thus have been segmented resulting in more space available for presenting content about animals. Examples include Animal Planet, National Geographic, or Discovery Channel. The content in these channels usually are animal documentaries presenting the ways of the animals in hunting, feeding, mating, reproduction, and survival. A global phenomenon

was the story of Linping Panda, the first ever of its kind to be born in Thailand. A 24-hour Reality TV channel, the first in the world, was created to feature the little panda. The phenomenon expanded the base of animal lovers in Thailand. Watching the panda became alleviation for loneliness and stress in particular for the elderly, unemployed people, and children. It became a trend of panda therapy or animal therapy. The success of the Panda Channel gained attention in China. CCTV, China's national television sent staff to study the production of the Panda Channel and replicated the program in China. This 24-hour channel features pandas from China's various conservatories. It was first aired in China on August 6, 2013. Audience analysis showed that this channel was hugely popular. The majority of viewers were the elderly and children, who lived at home by themselves. Viewers reported that watching the program was enjoyable. It helped to reduce feelings of loneliness and improved the mental health of the viewers (iPanda, 2014).

Even though there are media dedicated to animal content. There is only one aspect being presented, which is the nature of the animal from animal studies or scientific point of view. These contents do not touch on the issues about animals living in society and the problems pets have living with their humans. Sometimes the content only provides entertainment aspects without presenting the problems and tangible solutions.

The development of new media or digital media resulted in a new type of media that is different from traditional media. It has unlimited space and time. This enabled the expansion of opportunities for communications about animals. New media has characteristics such as interactivity, two-way communication, compactable, connectivity, speed of communication, ubiquity, absence of boundaries, convertibility, and media convergence. These characteristics enable convenience and transcend the limitations of the audience. It allows the communications to target groups and networks (Kanchana Kaewthep & Nikom Chaichumphol, 2012). With these characteristics communications about animals have started to appear in many dimensions that may not have been seen before. In particular social media enables a networked society, where members interact passing on information through communications at both the local and international level. With a networked society encompassing the world, content about animals can be passed along often becoming viral, spreading rapidly. Technology

development also has enabled the trend of prosumer or users generated content, where users can express their identity and interests in animals. These can be the format of images and videos that are made by users. This trend has propelled the growth in content about animals as never witnessed before in history.

In the present there are numerous contents posted and communicated about animals. This includes content about animals in general including pets like dogs and cats as well as wildlife like elephants or pandas. There are more specific contents about animals. Some of the contents are positive showing the cuteness, innocence, and affection creating a good feeling for the audience. On the opposite end of the spectrum are negative contents showing cruelty against animals or old and sick animals being abandoned. These contents create a negative feeling of sorrow, disgust, and compassion. There are numerous foundations, many of which are unheard of, that have sprung up to help these animals. Digital media such as Facebook, Instagram, Line, and popular websites like pantip.com or kapok.com have many users who communicate using these platforms. Contents have been passed among users creating an awareness of the issues, some of which have become reinforced in traditional media. Many of these issues have gained sufficient traction leading to social movements demanding change. Most of the people realize the importance of animals as fellow creatures sharing the planet. Animals have feelings just like humans. As a result, animal lover networks, who have communications power at their disposal, have formed groups to help abused and wounded animals. Some have joined groups to donate blood for dogs and cats. In addition, there has also been a significant growth in pet related businesses. These include pet food and accessories stores, animal hospitals, Dog cafés, dog training centers, dog swimming pools, and department stores that allow dogs. There is a significant drive in Thai society with force in communicating about animals in online social media. Issues of animals have become better known in society as never before. As a result, marketers have seized this opportunity to create highly effective advertising to generate interest among consumers. There are animal related marketing campaigns such as the cooperation between Central Embassy and WWF Thailand in organizing the “1600 Pandas+” campaign. This campaign was developed to publicize the importance of conserving the environment and sustainability. The public could interact with papiermache pandas to drive awareness about conserving the environment (1600

Pandas+TH., 2016). This is in line with the philosophy of Central Embassy, the organizers of this campaign, thus positioning it above other department stores as reflected in their slogan, “For the world we live in and the ones we love”. This strongly differentiates the store from other brands.

In terms of apparel, Arrow from I.C.C. International Plc., developed the campaign to help animals to improve their brand image. The campaign, “Arrow...send me home”, was developed to help elephants to commemorate the 60 years celebration of Her Royal Highness Maha Chakri Sirindhorn. The campaign was designed to donate funds to the support the Elephant Foundation in order to help elephants, which are Thailand’s national symbol. The goal of the campaign is to ensure that elephants will not disappear from the Thai forests, which is the objective of Arrow (Arrow Shirt, 2015).

Another private enterprise that acknowledges the importance of communicating about animals and uses the communications as a force to drive for change in Thai society is BTS Group. Headed by Khiri Kanchanapas, Chief Executive Officer opened the “BTS Group Save the Elephants” Project supporting 10 elephants for life at the Elephant Preservation Foundation, Mae Tang, Chiang Mai. This would ensure the long-term survival in a sustainable manner into the future. The ceremony was attended by Kanchana Silapa-archa, who served as the witness for the event.

This project “BTS Group Save the Elephants” invited the public to take part in the company’s effort. They have set up boxes for donation to support the elephants. Donors can make their donation at 10 BTS Stations (BTS Group, 2015).

In addition, there are students who have acknowledged the importance of animals, by working on volunteer projects to help animals. This might be in the form of donations and helping handicapped dogs in public.

Also, communications about animals in online social media have resulted in movement animals continuously in society. There are leading Thai songwriters such as Dee Nitipong Hornak, who organized the concert “For Dogs, For Cats” (Sanook.com, 2015). The proceeds from the tickets after deducting the cost, would be donated. About 2 million Baht was donated to The Arc Foundation in Chiang Mai to build a shelter for wounded as well as homeless cats and dogs. A total of some 40 singers and celebrities joined the cause without charging for their performance.

Communications about animals has propelled pets to become an integral part of daily life. There are more events for dogs in various department stores. Some times multiple events would be held during the same time frame. The target is usually people of the new generation aged 30-40 years. They have financial stability and might choose to remain single. These people in the single households usually have pets to keep them company. These people are usually exposed to the globalization trend continuously for an extended period of time. Thus, they are open to new experiences such as the culture of keeping pets as part of the family.

Many people have pets as irreplaceable part of their daily life. Today many companies around the world and even in Thailand allow people to bring their dogs to work. This is because they help to reduce stress at work. In addition, it makes the company more attractive to talent in addition to retaining employees (“Allow bringing dog,” 2018). It is general knowledge that having pets helps to heal the mind as well as physical ailments. This beneficial content should be disseminated to the public. Thai PBS has acknowledged this issue creating the program, “Animal Therapy”. This program shows the benefits of having pets in treating ailments. Some of the amazing stories include how pets helped a child with learning deficiencies to improve development (Thai PBS, 2018).

Communications about animals imbue the audience about how keeping pets was entertaining and relaxing, after a day of work. These animals, dogs and cats, have become a significant part of the daily life. Today people have expanded to keep geese and pigs as pets, literally members of their families. Some have become popular having their own Facebook fan page such as the smart goose, Paloh (Paloh, The Funny Goose, 2017) and the huge adorable black and white pig, Junior, the monster (Pigjuniorr, 2017), which has some 300,000 followers.

As the importance of pets become ingrained in communications within every echelon of Thai society. This trend became particularly strong when His Majesty King Rama IX called for appreciation of the stray dogs. As a result more people started adopting these stray dogs, not leaving them on the street as seen today. The King’s love of animals was also passed on to his children. HRH Princess Chulabhorn is concerned about the health of the Thai people and their pets as well as other animals. She is particularly concerned about the spread of rabies, wanting to rid the country of this

epidemic. Consequently, she created the “Healthy Animals, No More Rabies” (Taweesak Ounjittikul, 2018). She initiated mobile units to treat the dogs of the people. From her work, the United Nations had requested her to lead the drive to rid the Thailand and the world of rabies. This has led improvement in the standards of raising dogs in Thailand. Thais have become more responsible and cultured. The result is having a safer environment solving problems impacting the environment as well as saving other animals that might be affected by rabies. The Princess also promoted the issue to become a national agenda.

The trend of expressing love for animals in online social media has increased significantly after the Animal Welfare Act was announced. This strong social movement has continued to intensify as observed in the case of the black panther in Tung Yai Naresuan, where many groups of people joined together in the social movement (Ch.3 Thailand News, 2018). The people demanded justice that should be fair regardless of the wealth or status of the defendant. Over time it can be observed that group of animal lovers is continuously growing to include people from all over the country. It can also be seen that the groups are getting stronger in calling for their demands.

As mentioned in the previous section, communications about animals in the network society of animal lovers are being driven by new media in particular Facebook. As a result, this enabled the formation of groups of animal lovers, which has rapidly expanded from small groups within family and friends to become groups at the national and international level. People, who have common interest, would join activities, cooperate, and support one another. Activities of animal lovers include posting and sharing content about animals to create entertainment as well as helping wounded, sick, or abandoned animals. Members of the animal lover groups frequently join activities such as having meetings with their pets, assist in donating funds to help animals, donate blood for animals, and helping to look out for animals that are hurt or tortured. Some join together to form foundations in caring for the welfare of animals. The cooperation among people becomes a powerful force resulting the achievement of the goals set by the group of animal lovers through the use of social movement. These activities have become a forum to call for changes such as the Animal Welfare Protection Act, which

is the first of its kind. The demand for this law has taken ten years for the act to be passed.

The Animal Welfare Protection Act is a means to show the level of the civilization or culture of the people. It is a good indicator of the development of the people. Countries that are advanced in every aspect such as the United States of America and numerous other countries in Europe, have people who love animals. Thus, these countries have staunch laws that protect the welfare of animals. In addition, Thailand is one of the first countries in the AEC, second only to Singapore, to have a law protecting the welfare of animals, which shows the nation's leadership status in the region.

The researcher believes that communications about animals have the power to influence changes in many dimensions in society at the level of Thai society and individuals. This would lead to the development of responsibility leading to concrete changes. Communications in online social media is an obviously powerful force in driving change. This has resulted in case studies that have started to appear in other media and the development of campaigns. These projects have the ability to create benefits in development society and the country in all dimensions.

## **1.2 Research Questions**

- 1) What is the exposure to social media behavior to content about animals of social media users?
- 2) How does content about animals in social media generate learning in social media users?
- 3) What is the impact of attitude change as a result of exposure to content about animals on social media users at the individual level?
- 4) How does content about animals in social media create a network society?
- 5) How does communication in the network drive activities about animals at the societal level?
- 6) How does social media communications about animals create changes in the Thai society?

### **1.3 Research Objectives**

- 1) To study the behavior of social media user exposure to content about animals.
- 2) To study the learning of social media users from exposure to content about animals
- 3) To study the attitude change of social media users from exposure to content about animals.
- 4) To study the network society emerging from communication of social media users in content about animals.
- 5) To study the activity about animals generating from communication of animal lover network society.
- 6) To study the social media communications about animals that create impact, social development and changes in Thai society
- 7) To study the structural relationship between the constructs explaining the communications process about animals in social media.

### **1.4 Basic Assumptions**

- 1) This study is a research based on the examination of content about animals on social media. Thus, the independent variable is “exposure to content about animals on social media.
- 2) This study examines a specific target group, which are the people in the animal lover network society, who have not left the group.

### **1.5 Hypotheses**

- 1) Communications about animals in online social media are received by audience who are animal lovers. They are exposed to the channel of their convenience that has the message about animals that suit their interest. Meanwhile they avoid channels that do not have the content that suit their interest. For instance they would choose to like the fanpages of the breed of dogs that they are interested in. They would

not like or block fanpages that help animals on the brink of extinction or dogs treated with cruelty. The exposure to content about animals would be examined in this study with the variable MD (Media).

2) Communications about animals in social media have an impact on learning and attitude change in audience at the individual level. This has resulted in Thais loving animals more acknowledging the importance of animals. They start to value life through understanding and loving animals as members of the family. This has resulted in the realization all creatures value life and need affection to thrive. Consequently, this creates a sense of responsibility and care of animals as well as people within the environment. This research aims to represent learning and attitude as LRN and ATT respectively.

3) Communications about animals in the network society in new media that is digital such as Facebook has resulted in the spread of relationships. From a small group of people who may know each other personally, the group becomes bigger to encompass those who have the common interest in loving animals. This might expand to the national and international level leading to activities that become a driving force leading to change. This study would represent network society as NEW and activity as ACT.

4) Communications about animals in the network society in Thailand has led to many changes in society. Thais love animals more understanding their importance thus providing the appropriate care. This has led to the drive to improve the livelihood of animals consequently resulting in the growth of business related to animal care such as pet food shops, accessory stores, animal hospitals, and various foundations for animal welfare. The most important aspect of this communication about animals is its proliferation in online social media. It has resulted in traditional media such as television, newspapers, etc to seek out more content about animals to cater to audience interest.

## 1.6 Operational Definition

1) Communications about animals in social media enables interactivity. Thus, it facilitates the communication of content and expression through comments in Facebook, Instagram, Line, and popular websites such as pantip.com, sanook.com, and kapook.com. These platforms enable exchanges of photographs or videos about animals in particular cats, dogs, elephants, pandas, and wildlife. This results in positive feelings such as affection, warmth, and loyalty. On the flip side negative images such as wounded, abused, or abandoned animals lead to bad feelings. These images can be posted by the Fan page administrator, owners of Instagram accounts, website portals, or people in the animal lover network as well as animal assistance foundations.

2) Attitude is the internal mental evaluation in the mind (NECTEC, 2009). It drives behavior as a result of seeing certain images or videos about animals. The direction of the behavior such as support/disagree or like/dislike. Attitude is comprised of components such as understanding (cognitive), feeling (affective), and behavior (conative). It is measured using a Likert Scale with a range from Strongly Agree (high score) and Strongly Disagree (low score).

3) Attitude change—Changes in attitude might include the formation of new attitudes where none existed before or it could be the intensification or reduction in attitude strength. This might be the result of exposure to images or video clips about animals at least one within one month. The measurement would comprise of the comparison before and after exposure to content about animals. This would be a self reported measure regarding the change or lack of change in attitude in the qualitative study. The Likert scale would measure the change in the quantitative study.

4) Changes and development in Thai society—These changes can be observed both concretely and nominally. A majority of Thais in society both in the cities and the provinces have been exposed to content about animals in online social media. The changes might be intensification or reduction of the feelings within the timeframe of 6 months. The measurement would comprise of the comparison before and after exposure to content about animals. This would be a self reported measure regarding the change or social movement in the qualitative study. The Likert scale would measure the change or social movement in the quantitative study.

5) Learning is learning new things from exposure to content about animals excluding learning from past experience. It results in changes in attitude at the level of the individual as well as at the wider societal level within at least 3 months. The measurement would comprise of the comparison before and after exposure to content about animals. This would be a self reported measure regarding learning new things in the qualitative study. The Likert scale would measure learning new things in the quantitative study.

6) Exposure to content about animals in online social media such as Facebook, Instagram, Line, and popular websites such as pantip.com, sanook.com, and kapook.com. This includes exposure to video or articles at least 3 times a week for at least 3 months.

7) Network society is the group of people who organize communications among those who share common interest. This might include content about animals in online social media such as Facebook, Instagram, Line, and popular websites such as pantip.com, sanook.com, and kapook.com. These media enable the creation of new friendships enlarging the group. From a small group of people, who personally know each other, the group becomes larger including people online social media. This becomes a driving force that generates changes in many aspects in society. Some of the changes reach global proportions. Consequently, these people would open Fan pages (community) in Facebook by creating a community of those who Like and Follow. They become members by joining the group. They might express themselves with the “Like” button or the use of “Emotion Icons”, comment, or share the content. In addition to using Facebook some of the users might use Line and get friends involved by using the “Invite Friend” function. Other behaviors include following people on Instagram or applying for membership in pantip.com to write articles or comment. These are also considered social networking. In addition, group members can meet offline to join activities with others, who are like-minded. These activities can become forces driving for change or create new regulations for the society. This is called social movement, which has an impact on society at large (For more information refer to Social Movement in Chapter 2). Members of the group are likely to join the group, while non-members would not (For more information refer to Network Society in Chapter 2).

8) Social movement is the drive for change by the people or groups of people coming from different walks of life. These groups of people have common interests such as protecting animals including pets and wildlife (in this case study the animal contents examined involve dogs, cats, and elephants). People might join activities based on their interests in the welfare of animals. They desire to make changes in society by demanding the government, those in power, and the upper echelons of society both inside and outside of the system. The one outstanding characteristic of social movements is that it is goal oriented with the intention to change (intentional change). The ideology for change in the direction set by the individual or the group enables the members to work together on various activities. Online social media and social movements are goal directed with the strong intention to succeed. Their strong commitment has led to change such as the Animal Welfare Protection Act of 2014. The outstanding characteristic of social movement, which is goal oriented, usually calls for change in public or on the streets both in the country and at the international level. These calls for change can be communicated through interactions in online social media in particular Facebook and Instagram. There are also major media outlets such as television and newspapers that have intensified the demand for change in society. This would lead to changes as desired by the group (For more information see “Social Movement” in Chapter 2).

9) Open group in online social media can be seen. The Admin of the page would screen the members of these groups and their posts. Membership is determined by this person (Kanas Athiratanagant, 2011).

10) Closed group in online social media are not seen by the public. Only members of the group can see the content that is posted. The Admin of the page determines, who can join the group (Kanas Athiratanagant, 2011).

11) Secret group in online social media are not seen or found by those who are not members. Only group members can see the group, read, and post content (Kanas Athiratanagant, 2011).

## 1.7 Significance of the Study

1) Communications about animals, which is driven by communications created by individuals, drives the growth of network society. These networks keep on expanding until it reaches national and global levels connecting the world. This would lead to changes in society affecting people all over the world in terms of finances, management, international production, logistics, migration of skilled labor, science and technology, education, mass communications, culture, entertainment, and sports. Social movement (Castells, 2009) explained that social movement could take many forms. The results of this study would be beneficial for modern communications, which is the era where people and social networks chart the course of news. This would be beneficial to the people, society, and the nation as mentioned in the previous section.

2) To examine the drive of social network in causing social change at both the individual and societal level. These changes can clearly observed, which could be used as case studies to examine other phenomenon such as campaigns driving for social change. The development of a nation has to incorporate advances in terms of materialism, technology, and the mind. Countries that are advanced in every aspect such as the United States of America and numerous other countries in Europe, have people who love animals. These countries have staunch laws that protect the welfare of animals. The researcher works with the assumption that communications about animals would result in Thais recognizing the importance of animals. They would care and be more responsible towards animals. This is the assumption in the development of the case study that is expected to imbue the development of the mind and culture. This would inevitably lead to the development of the nation. In addition, globalization would see the world as unified, borderless, and connected. The leading nations have developed people to help others as well as having compassion for animals caring for their welfare. This is framework that would chart the course of the nation to connect to the world effectively. Consequently, this would reflect Thailand's leadership role in the AEC.

## **CHAPTER 2**

### **REVIEW OF RELATED LITERATURE AND RESEARCH FRAMEWORKS**

The study titled, “The Influences of Communications about Animals on Attitude and Behavior Changes of Social Media Users”, has been developed from the review of related theory and research works, which would be explained in the following section.

- 2.1 Related Literature about the Relationship between Humans and Animals
- 2.2 Theories of Media Selection
  - 2.2.1 Selective Exposure Theory
  - 2.2.2 Uses and Gratifications Theory
- 2.3 Learning and Attitude Theories
  - 2.3.1 Learning Theory
  - 2.3.2 Attitude Theory
- 2.4 Network and Social Movement Theory
  - 2.4.1 Network Society Theory
  - 2.4.2 Social Movement Theory
  - 2.4.3 New Social Movement
- 2.5 Communication Technology Determinism Theory
  - 2.5.1 Communication technology determinism
- 2.6 Conceptual Framework

#### **2.1 Related Literature about the Relationship between Humans and Animals**

The relationship between humans and animals have a long history. Starting in the distant past humans were the hunters. Evidenced in paintings in caves from around the world, humans used weapons to hunt animals for their survival. In prehistoric times animals

were very important to humans. This is because humans are dependent on animals in many aspects of their lives such as food as well as clothing. Later humans learned to domesticate animals and make use of them as transport, for safeguarding their homes, and to herd cattle. Later animals started to play a more significant role in human life. Some were elevated to deity status or religion symbols. This strengthened the relationship between humans and animals. In the region of Thailand, the relationship between humans and animals can be observed in many ancient paintings. pre-historic cave paintings in Pah Tam, Khongjiam District, Ubonratchani that dated back to about 3,000 to 4,000 years ago. The paintings consist of images of a pair of mother and baby elephant, a 4-meter long Plabuk (River Catfish), cows, dogs, wolves, stingrays, and turtles. There are also images of the tools the people used to catch fish. This bespoke of the way of life of the people during prehistoric times (Kapook, 2011).

Raising animals for food and cattle started when humans shifted from hunting animals and taking their carcass back for consumption to herding. These animals in captivity started to grow in number. As a result, humans started to realize that by breeding these animals, they would have a steady supply of food without having to go hunting. When humans moved to different areas, they brought their animals with them. This led to the spread of domesticated animals. The stages of domestication are presented in Table 2.1.

**Table 2.1** Stages of Domestication of Animals

<b>Type of Animal</b>	<b>Period</b>	<b>Region of Origin</b>
Dogs	10,0000-12,000 B.C.	Southeast Asia
Goats and sheep	9,000 B.C.	Southwestern Asia
Pigs	7,000 B.C.	Asia and Europe
Cows	6,000 B.C.	Asia and Southern Europe
Chicken	5,400 B.C.	Mainland China
Horses	3,500 B.C.	Central Asia (Tigris-Euphrates River)
Buffaloes	3,000 B.C.	South Asia (India)
Donkeys	2,500 B.C.	Northeastern Africa

**Table 2.1** (Continued)

<b>Type of Animal</b>	<b>Period</b>	<b>Region of Origin</b>
Ducks and geese	2,500 B.C.	Mainland China
Turkey	200 B.C.	Mexico
Quail	11 <sup>th</sup> Century	Japan, China, and Korea
Fowl	16 <sup>th</sup> Century	Columbia and Peru

**Source:** Jarus Sawangthap, 1996.

Dogs are considered the closest companion to humans. The relationship between humans and their best friend, which at that time were still wolves, started around 20,000-30,000 years ago. Over time humans started to fear wolves less and likewise the wolves started to trust humans. As a result, they started to live closer to human settlements. When they had pups, some humans started to raise them. This led to wolf pups that were obedient to human commands. These more docile wolves were then used for hunting. Later when these wolves evolved to become less aggressive about 15,000-25,000 years ago, humans trained them to bark when dangerous animals approached. As time passed humans used these dogs were used for other tasks such as sledding, herding, guarding, and even warfare. Dogs were also raised for the use of their fur and for food. Even today dog meat is consumed in some parts of East Asia such as China, Korea, and Vietnam. Even in Thailand in Tha Rae, Sakol Nakorn Province, dogs are eaten as well as in parts of North America, Latin America, and South America (Woranai Pongsacharakorn, 2013).

Over time the role of dogs in human lives developed to become companions. Their playful disposition helps to relax and alleviate loneliness in the elderly, sick people, and children. They also protect their owners and guard the premises. In addition, they can help guide the blind as well as work as police dogs to find bombs, drugs, gas leaks, fugitives, and even save lives.

Animals in particular pets are important to humans because of their close relationship to their owners. Humans rely heavily on these pets. Therefore, it is important to be aware of the care that is necessary for their welfare. Owners need to be

responsible and take good care of the animals to suit their needs based in their physical and dispositional requirements. In addition to food and shelter, animals need medical care. Most importantly they need affection and understanding. Humans cannot live without animals thus it is important to nurture this symbiotic relationship in this world of interdependence.

## **2.2 Theories of Media Selection**

### **2.2.1 Selective Exposure Theory**

Exposure to media, from the point of view of the researcher, usually involves content about animals. This could be about pets or wild animals. Some people only like to see pictures and stories about pets in particular dogs, while some would choose to skip such content. As a result, the researcher would use the selective exposure theory to explain this phenomenon.

Klapper (1960) explained that selective exposure or selective process has three stages as follows:

1) Selective Exposure - It is the first step in the selection of communication channel among the various choices available, messages of interest or existing attitudes. Usually people expose themselves to content that support their beliefs while on the flip side they would avoid content that is against their existing beliefs. For instance, some people might expose themselves to animal content on websites such as sanook.com or like and follow the panda page on Facebook to watch pandas from all over the world. This is inline with their interests and needs. However, this very same person might block content from a political party that holds a contradictory stand from their own.

2) Selective Perception - When the audience is exposed to content, they would interpret its meaning based on their own frame of reference, beliefs, attitude based on education, and experiences. The interpretation would be inline with the characteristics of the individual. Thus, some of the content would be removed, distorted, or interpreted differently from the intention of the sender.

3) Selective Retention - When the receiver chooses to remember certain messages that are inline with their interests or attitudes. People tend to remember

important messages even if they cause pain. On the other hand, they tend to forget content that they are not interested in or is against their thoughts (Klapper, 1960).

In 1960 Klapper had published the theory about selective exposure. People would choose to expose themselves to media that was consistent with their social status and group affiliation. People in the same group would choose to expose themselves to messages that keep them inline with other members. This is done in order to make sure that they conformed to the group. Klapper did not explain this point at that time. In addition, there are many factors that affect exposure to messages. At that time there not that many media choices. There were no online media and people still lived in small communities with no globalization. Borderless communications connecting the world had impacted group dynamics. This resulted in the formation of the network society, which affected the exposure to news, which would be examined further.

### **2.2.2 Uses and Gratifications Theory**

The previous section has discussed how the channel influenced the exposure to message. This section would examine theories that explained the satisfaction derived from media consumption. Thus, the media consumption is determined by the receiver, which had been used to explain exposure to mass media (Katz, 1959). The receiver made the media choices based on their needs for their own satisfaction (Katz, 1959).

Yubol Benjarongkij (1999) explained that the study in communications use and satisfaction encompassed 1) social and mental condition; 2) individual needs; 3) expectation; 4) media and source of expectations; 5) differences in media use and other behaviors of individuals; 6) satisfaction from media use; and 7) other factors that have not been predetermined. The study proposed that the use of media resulted in the needs and gratification as explained by McQuail, Blumler, and Brown (1972, as cited in Yubol Benjarongkij, 1999), which can be classified in the following section.

1) Diversion is necessary to reduce stress or boredom. It stems from the need to relax and entertain. This becomes the main need to be satisfied from media use.

2) Personal relationship is the use of media for companionship. It becomes the channel for building relationships with friends. Media use satisfies the need to gain information for conversing with friends as well as understanding others in order to conform with the rules of society. Thus, they can assimilate with the group.

3) Personal identity is the use of media to develop a guideline for thought. It helps self-understanding to seek their true self identity and reiterate the value of individuals and others. This is crucial in the determination of personal identity.

4) Surveillance is the use of media for examination of the self and factors that might impact the individual. The person needs to be cautious to avoid risk (McQuail, 2010).

Katz, Gurevitch, and Hass (1973) explained the the use of media fulfills the following needs in varying degrees.

1) Cognitive need is the desire for news to increase knowledge and understanding.

2) Affective need is the desire for entertainment and emotional enjoyment.

3) Personal integrative need is the desire for cognitive and affective input. It is the integration between cognitive and affective needs leading to increased trust, confidence, and stability in society. This would lead to self-esteem, which could be derived from information from media. People would learn from media and adapt it for use in their own situation.

4) Social integrative need is the integration of cognitive and affective needs in strengthening relationships with family, friends, and others. This can be made through Facebook, chatting up and meeting with friends during holidays, and watching programs viewed by friends to generate conversation topics.

5) Tension release needs is the use of media for relaxation (Katz et al., 1973).

Katz and McQuail developed the theories during the period when media's primary function for entertainment was fulfilled by television, cinema, and radio. Today online media in particular online social media is prevalent due to computer use behavior. This has led to the rise of online media, which is different from traditional media such as television and radio. People not only use media for entertainment but do so out of habit, to kill time, use with no clear objective, and no creation of knowledge. Media consumption is done to satisfy new types of needs, which has led to the modification of the Uses and Gratification. This is in line with the theory developed by Stephenson (1967), known as play theory.

Thus, based on the review it can be deduced that uses and gratifications theory is audience centric to each individual. It can be said that today the audience determine the use of mass media and news content. Mass media is designed to cater to the needs of the audience to ensure gratification.

Srisarakham, faculty member from the School of Communication Arts, Panyaphiwat Institute presented her views at the “Mass Media in the Age of Media, Technology, and Societal Changes”, organized by Faculty of Communication Arts, Chulalongkorn University and the Media Monitor in March, 2016. She had presented a summary of the research titled, Inter-media Agenda Setting and User-generated Content to Drive Social Movement. The case study revealed that there are social movements in the online environment of the receivers and their network society. This has become the driving force to develop short term changes or even long-term policy shifts. This depends on the agenda setting within the society, mass media, and those in power in order to affect change together. As a result, it is suggested that to create agreement and reduce conflict, mass media should choose news topics that are useful. They should not just focus on news that follow the trend in society or use online media simply to drive ratings or sales.

## **2.3 Learning and Attitude Theories**

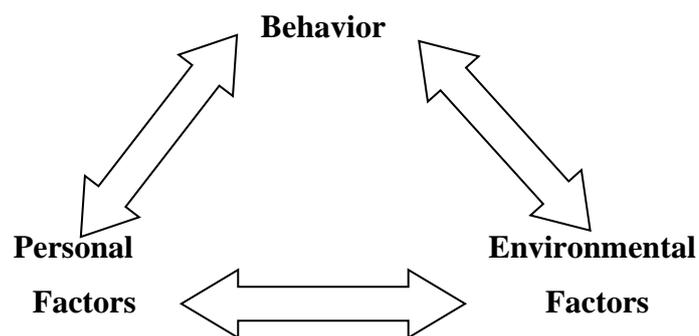
People might be exposed to certain experiences that generate learning. Having an experience in a certain issue repeatedly would result in attitude formation or attitude change. In the exposure to messages, the most evident example would be advertising, where repetition is use. There have been studies that reveal that repeated advertising helps with recall of the product and its quality. In addition, it has an impact in forming the attitude in the manner consistent with the advertising message. This theory has been used to explain the conceptual framework of this research.

### **2.3.1 Learning Theory**

The most significant learning theory is the social learning theory (1976). This theory has been further developed based on the triangulation methodology to become social cognitive theory (1986) (ResearchGate, 2013).

Bandura (1962-1986) is a leading American psychologist who developed social learning theory based on what is termed as observational learning. This is derived from observing a model's behavior and consequence of the action. In the case of a positive observed consequence, the observer would probably follow that behavior. On the flip side if the observed consequence is negative chances are the observer would not engage in that behavior (Theeraporn Uwan-no, 1992; Bandura, 1986; Bandura, 2013). Thus, it can be said that learning involves a mental process and decision on the part of the individual. This type of learning can be observed in the social environment such as everyday life.

Bandura further explained that learning is dependent on three components namely person, behavior, and environment. Figure 2.1 is developed from Bandura (1986) to demonstrate this relationship.



**Figure 2.1** Relationship among the 3 Components of Learning

Communications of content about animals in social media, particularly Thailand is a trend that dates back only a few years ago. It is a clear example of social learning where helping animals or taking good care of them either by individuals or foundations are often applauded. This is evident in the positive comments under the image of video clips. These are believed to be good examples and more people choose to follow that behavior, because it is accepted by society, On the other hand those who abuse animals would be condemned in very network and even in almost every media outlet. People call for petitions to be signed to pressure the government to punish those who abuse animals in order to deter others from doing the same thing. This is a bad example that is not desired by society. Therefore, the good behavior of helping and protecting

animals of the bad behavior of abusing animals, result from personal factors. This might also be the result of the environmental factor. Thus, it can be said that good behavior applauded by society would entice people to copy that behavior so that they would be accepted by society.

In addition to vicarious learning as mentioned in the previous section. Communications about animal content on online social media has also enabled people to learn more about animals such as the demonstration of love. This can be love between animals such as the relationship between mother and its offspring, families, and packs as well as the love between humans and animals. We learn to appreciate that animals love their lives as much as humans do. They are flesh and blood and hurt just like us. They do not like the things we don't like as well. Therefore, such content opens new avenues for better understanding of one's self and others as well as the world. It enables the appreciation that the world has many creatures living together in harmony. Humans are not the greatest creatures. In fact, we should learn how to share, which would make the world a better place.

### **2.3.2 Attitude Theory**

In this study, the researcher aims to examine the feelings that people have towards content about animals in social media. The definition of attitude based on the Thai Dictionary (NECTEC, 2009) is the feeling that a person has towards an object. Attitude can also be defined as the action or feeling that an individual has towards an object. This is in line with the English word, attitude. While the word opinion defined by the Thai Dictionary (NECTEC, 2009) is defined as the way of thought. Therefore, the researcher has chosen to use the term, attitude.

The term attitude in psychology can take on many meanings. For the purposes of this study the term is best defined by Rosenberg and Hovland (1960, as cited in Theeraporn Uwan-no, 1992). They defined attitude as the tendency to evaluate a person, situation, or environment. It has three components namely cognition, affection, and behavior (Theeraporn Uwan-no, 1992).

Cognition is defined as the awareness, thought, beliefs, and understanding that an individual has about the stimulus. It is the reason to conclude or evaluate the stimulus, which is attitude.

Affection or the affective component is the individual's response to a stimulus. After the cognitive evaluation, further emotional evaluations would be made whether to like, dislike, or to not want something.

Behavior is the action or spoken word that is a response to a stimulus. This is dependent on the affective and cognitive evaluations (Theeraporn Uwan-no, 1992).

An individual's attitude to a stimulus that could be an individual, situation, or environment. It is composed of three components cognitive, affective, and behavior. The importance of these factors may vary. It is normal for individuals to engage in behaviors that are not in line with attitude. Sometimes one can observe actions that are not consistent with the attitudes held.

#### 1) Construction of Attitude

Allport (1935), American social scientist, explained attitude. He said that attitude was the result of experience that affects the reaction to stimulus that could be objects or situations. Rogers (1978) explained that attitude is the internal communication of an individual that has an impact on how an individual processes information, which has a subsequent impact on behavior. Surapong Sothanasathien (1990) built on Rogers' explanation saying that attitude was not inborn. It is accumulated through a learning process and experience. From these explanations, it can be concluded that attitude is derived from learning through information received from communications or life experiences. Therefore, learning happens before and has an impact on the consequent attitude. This has been used to explain the research framework in the following section.

#### 2) Attitude Change

In this study, the researcher would like to examine how the exposure to content about animals in social media result in attitude change or new attitudes. The study would examine the communication or exposure characteristics that might lead to development of new attitudes. Theories, concepts, and previous research have been reviewed with emphasis on persuasion and attitude change from communications as discussed in the following section.

Hovland, Janis, and Kelley (1953), an academic in communications and attitude change at Yale University, USA, explored the basis for persuasive communications.

Hovland et al. explained that the success of communications for persuasion or attitude change depended on three basic variables as follows:

1) Attention It is necessary to get the audience to pay attention and gain initial interest. Advertisers usually use these strategies to grab the attention of receiver in communications.

2) Comprehension It is the understanding and the increased opportunity to agree with the message.

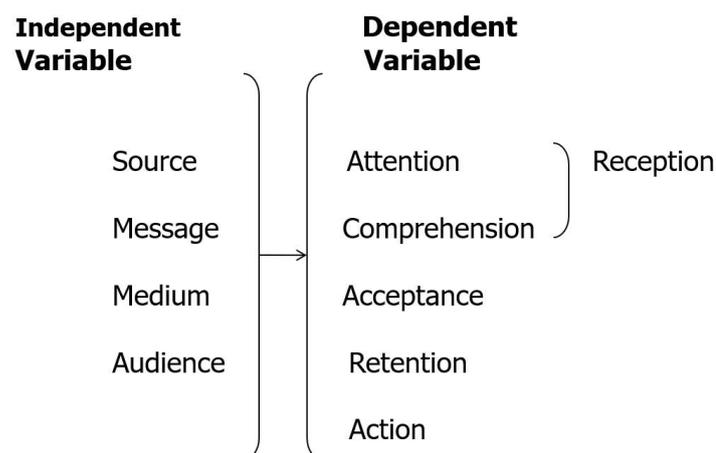
3) Acceptance The success of communications depends not only on attention and comprehension but also on the receiver's acceptance of the content (Theeraporn Uwan-no, 1992).

4) From the three variables proposed by Hovland et. al.; Mcquire (1969) added two more variables.

5) Retention It is the memory or ability to retain content by the receiver.

6) Action This led to the action based on the suggestion in the message (Flagg, 2013).

These five variables aforementioned together with four antecedents or independent variables are believed to have an impact on persuasion or attitude change as explained in the following figure.



**Figure 2.2** Variables in Persuasive Communications

**Source:** Adapted from Theeraporn Uwan-no, 1992; Flagg, 2013; Hovland et. al., 1953; Mcquire, 1969.

The four independent variables that directly affect attitude change are presented as follows:

1) Source is comprised of the following three variables:

(1) Credibility is comprised of two dimensions as follows:

a) Expertise as explained by Bochner and Insko (1966) concluded that if the receiver has a strong stand against the message, it is necessary to use a highly credible source to change attitude. This would be more effective than using a moderately credible source. However, in the case that the receiver's stand is not that different from the message, highly credible and moderately credible sources are equally effective.

b) Trustworthiness is explored by Hovland and Weiss (1951). The researchers explained that highly trustworthy sources were more effective in attitude change than those perceived as having low trustworthiness.

(2) Attractiveness is explained by Chaiken (1979), who found that highly attractive sources are more effective in changing attitude than less attractive ones. This is because highly attractive sources might have a characteristic that makes them more effective. The Chaiken study found that students with a higher GPA were better in persuading their peers.

(3) Similarity is explained by Brock (1965). The researcher conducted a study in the paint section of a large retail store. It was found that the customers believed in the sales people, who had characteristics that were similar to their own. There was no difference in the persuasive effects whether the product was high or low priced.

Brock's experiment is based on open-ended questions that did not have fixed answers that could be further evaluated. A quantitative study was conducted by Goethals and Nelson (1973). The results of this study validated the study and found that those who did not have similar characteristics but appeared to share the same viewpoint gained the confidence of the receiver. This was further reiterated in the study conducted by Flagg (2013). In the network society with a large number of animal lovers even if they are Americans, it is found that they also had more foreign friends. These people answered that they were confident in the answer of their Thai friends, which is inline with their own beliefs.

## 2) Message

(1) Hovland, Lumsdaine, and Sheffield (1949, as cited in Baran & Davis, 2008) conducted a research on the effectiveness of one-sided and two-sided communications. The research team studied the effectiveness of messages that presented both supporting and counter arguments and those that presented only supporting arguments. It was found that if the receivers did not have high education and were already supporting the stand in the message, one-sided communications were more effective. However, if the receiver regardless of education level did not agree with the stand point of the message, two-sided communications is more effective.

(2) Miller and Campbell (1959, as cited in Theeraporn Uwan-no, 1992; Biocca, 2013.) studied the order of presentation. It is found that presenting the argument in the primary slot continuously over time before measuring the attitude would result in the attitude formation. Presenting the argument in the last order would have an impact when it is left for a while and repeated again before measuring the resulting attitude.

(3) In terms of television advertising, Webb and Ray (1979, as cited in Biocca, 2013) concluded that the advertising that is in the primary spot is usually the most remembered. This is followed by the advertising that is in the last slot. The advertising that are in the middle have the lowest recall.

(4) Fear-arousing communication was studied by Dabbs and Leventhal (1966). Findings indicate that the more the fearful the message, the more effective in having the receiver behave accordingly.

(5) Further study by Hovland and Mandell (1952) concluded that having the source make the conclusion is more effective than having the consumer come to their own conclusion. This is because the source can ensure that the conclusion is consistent with the message.

(6) Communicator discrepancy was studied by Bochner and Insko (1966). It can be concluded that the more there is a discrepancy between the point of view of the sender and the receiver, it is more effective to use a highly expert source to change the attitude than a source with moderate expertise. In the case that there is low discrepancy the use of moderate or high level expertise is not different in terms of attitude change.

(7) Message repetition was studied by Cacioppo and Petty (1989). The researchers studied the impact of repetitive messages. It is found that the attitude change would increase up to a point after which it would decline in effectiveness. This shows that too much repetition of TV advertising would cause boredom and find counter arguments to the message. Therefore, advertisers need to use the appropriate level of frequency or use varied content but maintain the same message.

### 3) Medium

(1) Media and complexity of the message was studied by Chaiken and Eagly (1976, as cited in Chaiken & Eagly, 1983). The researchers found that complex messages were more effective when presented in print than in voice or video messages. However, messages with low complexity are more effective in attitude change when presented in video content while print has the lowest effectiveness.

(2) Source likeability was studied by Chaiken and Eagly (1983). The researchers concluded from the study conducted on students at the Toronto University that communications using voice or video messages had significant positive or negative effects more than print. In the case that the receiver likes the source, the attitude change is greater in voice or video messages than in print. However, if the receiver does not like the source voice or video messages are less effective in attitude change than print.

### 4) Audience

(1) Self-esteem - Mcquire (1968, as cited in Jowett & O'Donnell, 1992) studied the relationship between self-esteem and attitude change. It is found that there is a higher probability for attitude change in those with moderate self-esteem, while there is a low chance for attitude change in those with high self-esteem

(2) Intelligence – Mcquire (1968, as cited in Jowett & O'Donnell, 1992) found that complex messages were usually understood and agreed with in intelligent receivers however it is the reverse with those with low intellect. Simple messages were easily understood by both receivers with high and low intellect. However, those with high intellect are less likely to agree to the message.

(3) Gender was studied using the meta analysis technique by Eagly and Carli (1981). It is found that attitude change in women was easier than in men. However, the effect size did not have a significant difference.

The theories, concepts, and research works reviewed in the previous section have revealed about the attitude change as a result of persuasive communications. The review has shown the continuous development in the field to the present, where in communications is significantly different from the past. Information technology and digital communications where in information exchange is highly effective has resulted in changes that have impacted both the sender and receiver. It also has an impact in persuasion, attitude change, beliefs, and purchase decisions. Nielsen, the leading marketing and media research company has conducted the research, Global Trust in Advertising (2015). The study explored the use of traditional and digital media in 60 countries around the world with a total of 30,000 respondents. The findings can be surmised that in this digital era, personal recommendation has the highest impact on persuasion (83%). It is not television or newspaper.

In addition, during this era of Information Technology there is the strengthening of the social movement. This is the formation groups through digital channels to make demands based on their ideology, common interests, or benefits. One obvious example is the demand for the Animal Welfare Act, the first of its kind in Thailand. This social movement requires the persuasion of like-minded individuals to form a group that would expand to encompass society at large. Each of the members are critical in garnering support from those outside the group. The common beliefs and opinions form the basis of the group, which has an impact in shaping the attitude of the new members. It is also critical in driving the activities that work in persuading the members of the group to have a common goal. This is inline with Klapper (1960). The only difference is Klapper (1960) studied traditional media, this research would explore the same phenomenon on digital media.

## **2.4 Network and Social Movement Theory**

### **2.4.1 Network Society Theory**

Network society is the structure of the network that starts with people in the same vicinity. They might be family members, relatives, and friends. Later with new media and communications technology these networks have expanded. They have come to encompass those with common interest and benefits. It excludes those who do

not have common interest or do not share the values and benefits of the group. Thus, these networks become digital networks that have a global span. With technology development these networks have grown quickly in size, speed, and complexity.

When the network grows to the global level, it would mean that the group would comprise of people from around the world. The people within the network would be dominated by activities, which could be communications via the Internet or mass media, economic, political, financial, educational, art, cultural, entertainment, sports, religion, transnational production, distribution, and services. This might lead to the distribution of highly skilled labor, science, technology, criminal economy, as well as the demand for various types of protection (Castells, 2009).

Network society has many outstanding characteristics as follows: 1) Space and Time 2) Space of flows

Communications in network society is made using digital technology. This enables the exchange of images, video clip, and various content immediately in real time despite being in different geographic locations. This creates a space in social media which is different from the space of places, which is bound to geographic location and time. This follows a sequence of events meaning that changes occur as time progresses. This is known as space flows that transcend space of places. The result is communications that can be made in timeless of time in real time with simultaneity without contiguity. This is because space of flows is the result of content, that is the object of communication network material that is made through digital communication technology (Castells, 2009).

#### 1) Global and Local Level

As mentioned in the previous section, the creation of the network starts with those who live in close proximity in the locality. With the development of new media networks have expanded to grow bigger to the level of becoming a global phenomenon. The result is a network that integrates both the global and local culture (for more details read the section on culture).

#### 2) Inclusion and Exclusion in Network Society

As mentioned in the previous section, the creation of the network requires the selection of members, who are chosen on the basis of common interest or benefits.

Members become inclusive. Those who do not share the interest or benefits are excluded (exclusive) (Castells, 2009).

### 3) Communication within Network Society and Communication Outside of Network Society (Out communicate)

People in the network society communicate only with those in their social network. They choose not to communicate with those who are not (out communicate).

### 4) Boundary of Network Society

The boundaries of society change all the time. Members come and go from the group. The changes are a result of activities in the network society. They would join activities that fit the interest of the individual members. This leads to the development of the dynamic structure, which changes all the time dependent on the culture, politics, and economy.

### 5) Culture of Network Society

(1) Network society is global therefore it has a multiplicity of cultures based on the members nationality. It is a diverse culture from the global connection. The members might be connected with a common core that resonates with each of the members (Castells, 2009). They would help one another, providing advice, sharing useful experiences, providing positive comment, and providing emotional support for one another.

(2) However, differences in culture could become an issue in network society. Thus, in order for the group to survive, the most important thing is the value of communication. As a result, members of the group would overlook the differences in culture.

### 6) Power of Network Society

Power in the network society is the power of communications. It is embedded in the power of identity. This provides the drive for social change, which is social movement in the network society demanding rights and protection.

### 7) Logic of Network Society

Each of the network society have their own logic and differing values.

As a result, mass communication became mass self-communication. This is because when an individual communicates, the message can reach a large group of people, while at the same time it could be targeted to other individuals or groups. It is

not a message that is thrown out to the public as in the past. In addition, two different types of communication could take place. The people, who joined the conversation could be highly engaged creating a public space because it is communications through the Internet and digital media. This public space could expand rapidly with no physical and geographic boundaries enticing more people to join the conversation, generating varied opinions. Network society is the result of the communications revolution. It expands the boundaries of communications creating relationships among people and society resulting in changes and integration of cultures (Aswin Nedpogaeo, 2012).

The most obvious example of network society in Thailand is the group of animal lovers. The group used Facebook as the primary channel of communications. This network society exhibited many characteristics as mentioned in the previous section.

This started as communications in a small social circle of people who knew each other. The group then slowly expanded to become a national phenomenon. An example is the cat lovers fanpage, My Beloved Master. From the day the page was opened on June 1, 2014. After two years the page has about 3 million followers (Nat & Grandma, 2014). The dog lover page, Dogs Truly, has a network of 500,000 followers within less than 1 year (Dogs Truly, 2016).

While the “Elephant Nature Park” page, helped elephants from abuse. The foundation is located in Mae Tang District, Chiang Mai. Saengduan Chailert opened the project that offered the opportunity for volunteers to care for the elephants. The foundation started with a small group of elephant lovers and it now has reached global proportions. Members include those from Thailand and people from all nationalities from all continents. Today it is a network that brings together about a hundred thousand people from around the world (Elephant Nature Park, 2016).

In addition, helping others in the network society is the core culture or the most important foundation of the group. For instance, the fanpage, I Like Husky Facebook Group, 2016, is a closed group with over a hundred thousand followers. They have a rule that they must keep their promise to donate blood to sick and injured dogs from within the group (inclusive). This is because it is very difficult to find blood for donation (Love Dogs, 2016). The group can aim to assist members or even those people and animals that are not in their group. For example, the My Beloved Master page organized activities such as the “Run for Stray Cats” to collect donations to help stray

cats. Other projects such as Love Cats, Help Stray Cats or the Center to Help Stray Cats under the care of the Royal Thai Navy (Kingdom of Tigers, 2016).

Such activities that have been designed to help society by the network society show that their goals can be achieved through their power. The success depended on the power of the network society. The most significant victory for animal lovers in Thailand was the passing of the Animal Protection Act, which took ten years of fighting to accomplish.

#### **2.4.2 Social Movement Theory**

Social movement is the voice of the public or a group of people from different organizations. These people might represent different groups, occupations, ideologies, and beliefs, but holding common interests on a certain issue. They might have common benefits that lead them to join activities embedded in their ideology and beliefs. These people band together to push for change and social organization. They might demand the government, businesses, and those in power within and outside of the system. These social movements are common in democratic states. In the past the demands were about injustice and oppression with emphasis on economic and political issues (Alberto, 1989). This new social movement encompasses expanding demands as explained in the following section.

The outstanding characteristics of social movement and the those who join the activities are described in the following section.

- 1) Goal oriented
- 2) Intention for change and have the ideology to change in the desired direction

Social movement would evolve based on the following stages as follows:

- 1) Emergence

This is derived from feelings of oppression and there is a desire to solve the problem together. Emergence results from the group involved in the social movement who feel that they have not been treated fairly due to unfair practices. They believe that the problem can be solved through a joint effort.

## 2) Coalescence

It is derived from the communications that spreads the issue to a wider audience. The membership in the group increases and the network starts to expand. This might include joining with other groups. As a result, there is more bargaining power from inclusion of various segments in society. This stage includes the accumulation of resources for the group formation such as people, money, and influential supporters. The problem appears to become a bigger more pressing issue in need of change. The coalescence stage is the most difficult to accomplish.

## 3) Bureaucratization

This is the stage where the social movement is managed through the cooperation of various organizations. The movement leaders are appointed in order to facilitate the negotiations, develop strategies, set up operation plans, distribute work, and coordinate within the group to lead to the accomplishment of the established goal.

## 4) Decline

After the organization of the social movement it would enter the phase of decline or reduction of the strength of the issue. This might be the result of two major issues as follows:

(1) Success – This occurs when the social movement successfully achieves its desired goal, which leads to the dissolution. To be successful it is necessary to have support financially, strength in numbers, good strategy, and the formation of network with other interest groups.

(2) Failure – This occurs when the social movement fails to achieve its desired goal. This leads to the dissolution which might be the result of political factors, relationship, communication, and the negotiations between the social movement group and the government (Blumer, 1969).

The evolution through the four stages follow the formation of the group and social movement activities are generated within the group. Castells (1997) explained that the formation of the group leads to change in the values and institutional structure of society. As a result people who are not members of the group, would not join the social movement activities.

### 2.4.3 New Social Movement

As explained in the preceding section, the history of social movement has always been about demanding justice for those who were oppressed. However, the new social movement encompasses people with a broader range of demands as presented in the following section.

1) It is not a movement of people of the same classes as it had been in history such as those based on the Marxist ideology.

2) It is a movement of a broader movement encompassing more varied groups. This includes those from different social status, occupation, and organizations. These were people from the middle classes, women, transgender, students, minority ethnic groups, environmentalists, NGOs, academics, and media.

3) It is not a narrow interest for a small specific group of people.

4) The demands are not made through political channels such as political parties and politicians.

5) Don't expect to depend on government processes.

6) The movement started with demands of the individual imbued in their own dignity because they are not dependent on the representation by the political parties.

7) No trust, belief, nor faith in the ability and sincerity of the government or even harboring feelings of indifference.

8) The objective of the movement is to make demands that are not about the fight for political power as it was in the past.

9) There is a desire to create new regulations for daily living conditions such as demands for improving the quality of life, equality of rights, and political participation rather than the fight for solving the income distribution problem or clashes between the social classes as in the past.

In conclusion the goal of the new type of social movement is dependent on the condition of each respective society. For instance, in developed countries such as the west and the US there are demands to solve the middle-class problems. However, in third world countries such as Asia or Africa usually have problems at the basic level. The movement are usually fueled by those who have fundamental economic problems. The people joining the movement are those who are underprivileged including the

marginalized groups, wage workers, poor farmers, and other third world problems. These problems are stemmed from globalization and influence from the west (Chairat Charoensin-oran, 1997).

Thailand like many other developing countries might have both of the problems occurring at the same time. These movements are rooted in the problems between the classes such as farmers and laborers as in the past. The new social movement incorporated people from different classes with emphasis on those from the middle class. Demands made by these groups included calls for rights, quality of life, environmentalists, animal rights, student movements, political groups wanting democracy, and transgender groups. They would join activities making demands in the public and on the roads as can be observed in Thailand and around the world. Sometimes it is communications to the world through online social media in particular Facebook and Instagram. The traditional communication such as television and newspaper might reiterate the demands making it known to a wider audience. The issue gains momentum resulting in the success of the goal set by the group.

Examples of such social movement included the use of social media to communicate their demands to become concrete campaigns driving for change. One case is the demand for animal welfare in many different countries around the world. These demands for change have been going on for over 60 years. Non-profit organizations to protect animal welfare opened offices in many major cities around the world. One such powerful organization is the World Society for the Protection of Animals (WSPA). It has been established for 25 years collaborating with over 800 independent organizations in 150 countries. The organization had offices in 13 cities around the world. It had over 40,000 supporters therefore it is the largest organization protecting animal welfare in the world. Recently, WSPA had opened its regional head office in Bangkok, to coordinate with the head office in London (World Animal Protection, 2016).

In Thailand social movements protecting the welfare of animals is focused on pets such as dogs, cats, and elephants (that are not raised for business purposes). This movement has been started for about 10 years by the Animal Welfare Protection Foundation as well as many other foundations and animal support networks. Most are located in Bangkok but there are also many others in the other provinces. These groups have made appointments to do activities together in public to make strong continuous

demands on new media. They have called for protection of animals from cruelty and neglect with clear punishment for any physical or mental abuse. The clear result was the demand for the Animal Protection Act. As mentioned earlier the demands have been made for about 10 years. The demands were made by the public sector, which is more concrete and effective than in the early days of the movement. This was due to the growth of new media in particular Facebook, which has spread rapidly. The quick dissemination of images and video clips presented the content of animals in a positive way. They show animals being cute, innocent, affectionate, the warmth between mother and baby animals. But there were also negative content about animals, which showed abuse and neglect. This has led to changes in society because Thai people have started to recognize the importance of animals. Network of animal lovers have started to form. These groups started small within the community and over time it grew to encompass the entire country. People started to lookout and demand for the proper treatment of animals. Also, they would punish those who have abused animals through communications. They would group together primarily through Facebook. It became a driving force that spilled into mainstream media such as television, newspaper, and other online media. These media have picked up the issue of animal welfare driving for concrete social change. This became a demand asking people to sign a petition on [www.change.org.th](http://www.change.org.th). A total of 114,000 names signed the petition that was presented to the government, run by the National Peace Council for Peace and Order and the National Legislative Council. This led to the passing of the Animal Welfare Act of 2014. His Majesty the King had signed his approval on the law on December 26 of the same year. This finally achieved the animal lovers network goal for which they had fought for 10 years.

Another social movement is the demand of the Uyghur people, which has a wide impact spreading to many countries. The Uyghur people are Muslims, who have Turkish ethnicity. They speak Turkish and are found mostly in the Xinjiang Autonomous Region in the northwestern region of China. These people have settled in the area before it became a part of China. History of the area dates back to over a thousand years. However, recently the Chinese government had supported Han Chinese to settle in the region. This is because the Chinese government feared that these ethnic people would call for segregation. The Chinese government started to limit the rights

of the Uyghur people in practicing their cultural beliefs. They were treated as second class citizens compared to the Han settlers, who took jobs from the Uyghur people. In addition, they were denied payment, many of the places of worship were closed, schools and universities were prohibited to use the local Uyghur language. They were also limited the right to travel. In some areas the Uyghur women were not allowed to wear, hiyab, while men were not allowed to grow beards. The Uyghur denied assimilation with the Chinese in terms of ethnicity, culture, and religion. This led to social movements demanding for their rights. The Chinese government feared that this might lead to the establishment of the East Turkishtan State. This became a major concern when people of the Uyghur descent started to train with ISIS in Syria. The Chinese government considered this as arms training in preparation of war and formation of terrorist network connections. This deeply concerned the Chinese government. They feared violence and repeatedly tried to suppress the Uyghur people's demand starting with the incident in July of 2009. This situation spread rapidly leading to the deaths numbering in the hundreds while thousands were injured. This condition of suppression and eradication of identity led to the exodus of the Uyghur people. They left China for Turkey, where they were welcomed because they spoke Turkish. The Uyghur in Turkey were also fighting for the rights of their people demanding segregation. At first, they had limited their options but later these two groups worked together creating a social movement. They started protests in Istanbul later leading to instigation, sharing information and news using social media. It is evident from the Uyghur people apprehended in Thailand that had video clips, propaganda material, and other information in their mobile phones and computers. The Uyghur situation posed a problem for many countries at the international level. This included issues of human trafficking, which facilitated the escape of these people through Laos, Cambodia, Thailand, Malaysia and Pakistan. These people would eventually travel to Turkey. This resulted in violations of human rights. These two major issues caused muslims and people all over the world, especially human rights activists, to engage in social movements to condemn oppression of the Uyghur people and the Thai government's decision to send the apprehended people back to China (The Uyghur American Association, 2015; Thai PBS., 2015).

## 2.5 Communication Technology Determinism Theory

This theory from the Toronto School was developed by two academics with the following details:

Communications technology has a major impact on humanity and society.

1) Causing changes in society at the macroscopic level, which was developed by the first academic from the Toronto School, Harold Innis.

2) Causing changes to the individual or the microscopic level, which was developed by the second academic from Toronto School, Marshall McLuhan.

Technology has become the extension of man or the increase of human capabilities dependent on the acquisition of knowledge (McLuhan, 1964). Thus, communications technology is a major driving force in driving the communications process and social change.

Considering S-M-C-R or the communications model, the Toronto School emphasized the importance of channel or C. Any changes in the channel would be initiated by the sender impacting the receiver and society in general (Kanchana, Kaewthep & Somsuk Hinwiman, 2008). Channel is usually impacted by changes in technology the most. Changes in technology would result in changes in the human communications process as mentioned earlier. One evident example is the evolution of the digital technology that has had an impact on communications speeding it up, making it more convenient, and reaching a large group of people anywhere, anytime. This technology shift has changed our lives permanently for good.

Friedman (2005) called wireless digital communications technology as steroid in his book, *The World is Flat*. This wireless digital communications technology has made the world flat very rapidly. In his view this means that digital technology would reduce limitations through communications and integration between nations, states, cities, and people. Thus, it can be said that the world has become flattened because the mountains that have limited the vision and barred opportunities have now been abolished. This borderless world is connected by the Internet and computer software programs. These have become a driving force of collaboration, knowledge sharing, experience, work of individuals, assistance, entertainment, and various communication platforms enabling real time simultaneous communications. This is accomplished

through convenient, fast, and expansive communications that are cheaper. Literally making it have farther reach, faster, deeper, and cheaper.

Castells (2009) presented the idea that communications technology in particular digital media in his book, *Communication Power*. Castells (2009) explained the difference between space flows, space of place, and timeless time, which can be explained for ease of understanding.

Digital communications technology enabled the exchange of information, images, and video clips in real time (timelessness). There is no need to take time in the passing along of information for the content to be sent to the receiver. This is real time communications regardless of the distance between the communicators. Digital communications technology does not require space of places, which is the geographic connection to time, which follows a sequence of events. This means that there are changes as time progresses, which is known as space of flows that transcend space of places. The result is communications that can be made in timeless of time in real time with simultaneity without contiguity. This is because space of flows is the result of content, that is the object of communication network material that is made through digital communication technology.

Thus, based on many world-renowned academics mentioned in the previous section, digital communications technology has an impact on people and society. This is also the case in Thailand. The new communications technology in particular online social media has transformed the network of animal lovers. This has enabled them to help animals with a reach that is more expansive than it has been for over half a century.

Kittipong Khamsart or Go M Buddha Bless, a famous singer, is a well-known animal lover, who values the lives of these creatures that many may ignore. Kittipong has continuously communicated activities about helping stray dogs get adopted through Facebook and Instagram. In addition, he also has a program, *Epic Strays*, to present aspects of dogs lives that people may not be aware about. Kittipong has explained that online social media is very influential and effective in helping his volunteer work. He explained that social network has helped to disseminate the information about helping dogs. He felt that by sharing he could help the life of a dog so he attributes his volunteer work on the use of social media (Panda OK, 2014).

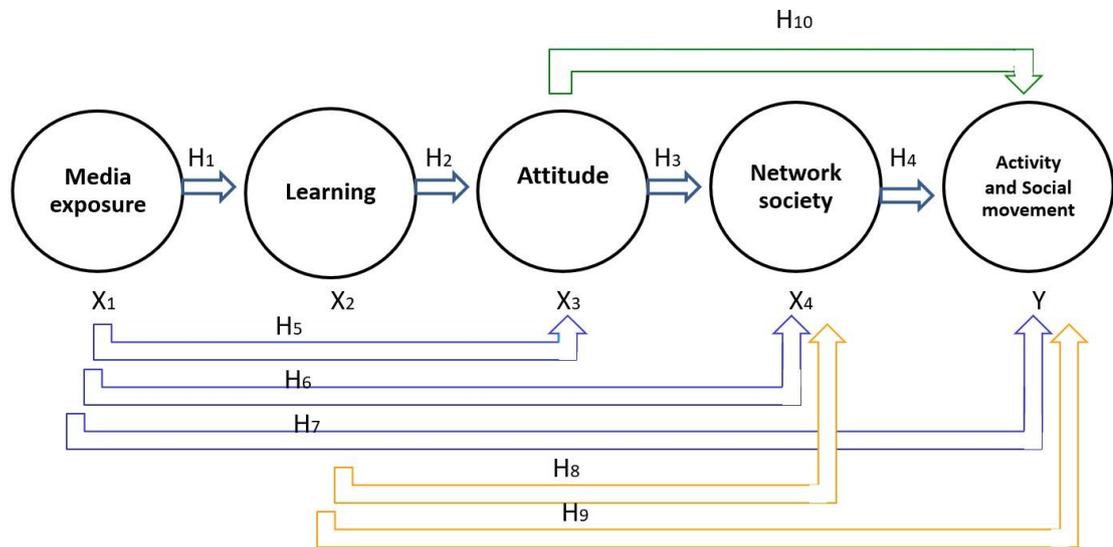
Kae, Choladda Mekratree, is a well-known actress and emcee. Another part of her life is helping dogs, cats and other animals. She does this through the Voice Foundation communicating on online social media in particular Instagram, which is the main communications channel used for helping animals. This is because it has a high penetration at a fast speed. Later True Corporation, Plc., the service provider of Internet True Move H 4G, used Choladda as the presenter for helping animals through online social media through True Move H 4G. This became the main idea for the advertising campaign (A CAT Reseller, 2015).

Parnrapee Rapeephan, a news anchor, is an expert in information technology. She said in her program IT 24, Technology Hour that online social media could be used to help dogs and cats find new homes through creative communications such as the creation of the website, "Dogs looking for a home". There are more such pages being created because there is a belief that the use of technology both online and offline can help society become better (iT 24Hrs, 2011).

This is also the same in the international scene. The website Phys.org created by Christie Keith, who is the online social media consultant for the Maddie's Fund, helping pets. Keith explained that online social media has made animal content more popular. It has helped to transform the way to help animals. Research conducted by the Association to Protect Animals from Cruelty in the US revealed that the study in 6 areas between 2007-2011 there was an increase in the adoption of dogs from 41% to 65%. The adoption of cats increased by 111% although in the past Americans preferred dogs to cats. They perceived that cats were aloof and were not suitable human companions. Many organizations, however, started to develop campaigns to show cute pictures of cats, dogs, birds, and rabbits in Santa Claus outfits. People started to share these images and thus the adoption increased at a much faster speed. It is found that on average people would adopt kittens after the images were posted for half a day while it took about 7 days for adult cats to be adopted ("Cats on online media," 2014; Terrence Petty, 2014).

Communications technology is the cause for change in society at the societal and personal level. The selection to use media is another important impetus creating change in society.

## 2.6 Conceptual Framework



**Figure 2.3** Conceptual Framework

**Note:** Independent variable (X<sub>1</sub>) – Media exposure about animal story

Dependent variable (X<sub>2</sub>) – Learning

Dependent variable (X<sub>3</sub>) – Attitude change

Dependent variable (X<sub>4</sub>) – Network society of animal lovers

Dependent variable (Y) – Activities and social movement of network society of animal lovers

From the research framework it can be hypothesized that people in the open group would be exposed to content about animals (X<sub>1</sub>), which is the antecedent. This would result in the dependent variable (X<sub>2</sub>). The repeated learning would lead to attitude change (X<sub>3</sub>). This might be intensifying existing beliefs or feelings. It might also create new attitudes that were never seen before. The change of attitude might be derived from feelings experienced. The satisfaction, liking, and having a common interest leads to joining a network of animal lovers, which is a dependent variable (X<sub>4</sub>). The power of communications in the network of animal lovers would drive many changes. This is achieved through meetings and cooperation in general activities. There are also activities that have a strong objective or effort in making a better society, known

as social movement. These two types of activities drive different levels of intensity in motivating social movement (Y). In the case of the last group, which could be closed group or secret group, there would be less activity. This is because the membership has to be screened before joining the group. After joining the group, they would then learn more about them. It is then that they would start to learn about the content of the conversation, group members, and atmosphere in the group. This is when they would decide whether they want to continue with the membership. They would expose themselves to the content, learn, change their attitude, join the network of animal lovers, participate in activities, and resulting social movement through traditional means. If the person does not like the group from the start, they would leave immediately.

From Figure 2.3, the conceptual framework of this research explores the relationship between the constructs in H<sub>1</sub>, H<sub>2</sub>, H<sub>3</sub> and H<sub>4</sub>. Other less explored relationships are examined in H<sub>5</sub>, H<sub>6</sub>, H<sub>7</sub>, H<sub>8</sub>, H<sub>9</sub> and H<sub>10</sub>. The hypotheses and summary of the relationships are presented as follows:

Hypothesis 1 (H<sub>1</sub>): Exposure to animal content (X<sub>1</sub>) has an impact on learning (X<sub>2</sub>).

Hypothesis 2 (H<sub>2</sub>): Learning (X<sub>2</sub>) has an impact on attitude change (X<sub>3</sub>).

Hypothesis 3 (H<sub>3</sub>): Attitude change (X<sub>3</sub>) has an impact on joining network of animal lovers (X<sub>4</sub>).

Hypothesis 4 (H<sub>4</sub>): Joining network of animal lovers (X<sub>4</sub>) has an impact on joining activities and resulting social movement (Y).

Hypothesis 5 (H<sub>5</sub>): Exposure to animal content (X<sub>1</sub>) has an impact on attitude change (X<sub>3</sub>).

Hypothesis 6 (H<sub>6</sub>): Exposure to animal content (X<sub>1</sub>) has an impact on joining network of animal lovers (X<sub>4</sub>).

Hypothesis 7 (H<sub>7</sub>): Exposure to animal content (X<sub>1</sub>) has an impact on joining activities and resulting social movement (Y).

Hypothesis 8 (H<sub>8</sub>): Learning (X<sub>2</sub>) has an impact on joining network of animal lovers (X<sub>4</sub>).

Hypothesis 9 (H<sub>9</sub>): Learning (X<sub>2</sub>) has an impact on joining activities and resulting social movement (Y).

Hypothesis 10 (H<sub>10</sub>): Attitude change (X<sub>3</sub>) has an impact on joining activities and resulting social movement (Y).

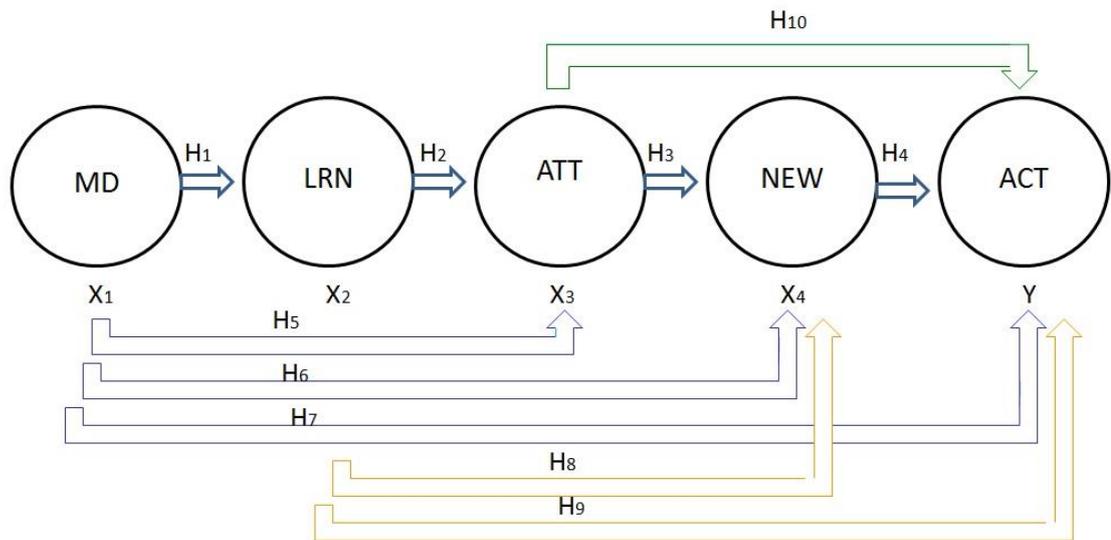
For ease of understanding the researcher would use the following abbreviations for the variables in the model.

Exposure to animal content (X <sub>1</sub> ) represented as	-- MD
Learning (X <sub>2</sub> ) represented as	-- LRN
Attitude change (X <sub>3</sub> ) represented as	-- ATT
Network of animal lovers (X <sub>4</sub> ) represented as	-- NEW
Activities and social movement (Y) represented as	-- ACT

The hypotheses are represented in the model as presented in the following table:

**Table 2.2** Summary of Hypotheses

<b>Hypothesis</b>	
H <sub>1</sub>	MD → LRN
H <sub>2</sub>	LRN → ATT
H <sub>3</sub>	ATT → NEW
H <sub>4</sub>	NEW → ACT
H <sub>5</sub>	MD → ATT
H <sub>6</sub>	MD → NEW
H <sub>7</sub>	MD → ACT
H <sub>8</sub>	LRN → NEW
H <sub>9</sub>	LRN → ACT
H <sub>10</sub>	ATT → ACT



**Figure 2.4** Conceptual Framework Showing the Relationship among the Variables

## **CHAPTER 3**

### **RESEARCH METHODOLOGY**

The study titled, “The Influences of Communications about Animals on Attitude and Behavior Changes of Social Media Users”, is a study designed to examine the impact on Thai society. Some of the details need in-depth examination therefore, the study utilized the mixed methods research, which combines qualitative research and quantitative research methodology. The research methodology would be presented as follows:

- 3.1 Research Design
- 3.2 Qualitative Research
- 3.3 Quantitative Research
- 3.4 Presentation of Quantitative Research Findings

#### **3.1 Research Design**

As explained in the previous section, the study has been designed to utilize the mixed methods research methodology. It comprises of both qualitative and quantitative studies, which have been designed to address the research questions. Since the context of the research is about animal contents, which is yet to be widely discussed in Thai society, the research would start with the qualitative study. This would be crucial for the researcher to clearly define the scope of the study, the order and effects of the variables, and relationships within the research conceptual framework. After such verification the researcher would further test these relationships in the quantitative study in the second stage, which would be discussed in detail in the following section.

### 3.2 Qualitative Research

The objective of the qualitative research is to examine the attitude and feelings of the respondents in more detail than the quantitative study. The in-depth interview would explore the following topics:

1) Animal content in online social media behavior use would be explored. Issues that would be studied include exploring the type of content about animals consumed, type of media used, time of use, and frequency. The researcher has developed the hypothesis based on the theory developed by Klapper (1960) regarding the selective process, which posits that there is a selection in the use of channel and message based on interest or opinions of the individual.

2) The means in which communications about animals in online social media has created learning in the receivers would be studied. The researcher has developed the hypothesis based on the theory developed by Rogers (1978) and the study by Surapong Sothanasathien (1990). The studies indicated that learning results in attitude regardless of whether it comes from education, message, or life experiences. Thus, learning occurs before attitude formation.

3) The study would explore the impact of online social media content about animals on attitude change in receivers at the individual level. The researcher has developed the hypotheses based on the theory of message repetition developed by Cacioppo and Petty (1989). The researchers found that message repetition would result in more attitude change in the receiver.

4) The research would also explore how online social media content creates network society. The researcher has developed the hypothesis based on the network society theory by Castells (2009), which explained that new media or communications technology helps to expand network society. This is due to the size, speed, and complexity, in which people who have common interest can form groups while discriminating against those who do not share the same interest or have no benefits for the group.

5) The study also examines how the network society generate activities about animals. The researcher has developed the hypothesis based on the theory by Castells (1997). The theory explained that formation of groups would result in activities

that people who were not members would not attend. This is also inline with the social movement theory by Alberto (1989), which explained that activists would generate activities to make their demands known. Members would come from various groups, occupations, ideologies, and beliefs to make a demand based on a unified interest. The members would join together based on their existing beliefs to affect changes in society.

6) The study also explores how animal content on online social media has an impact on changes in Thai society at large. The researcher has developed the hypothesis based on the communication technology determinism theory. The analysis would be made based on the following topics.

(1) Causing changes in society at the macroscopic level, which was developed by Harold Innis.

(2) Causing changes to the individual or the microscopic level, which was developed by Marshall McLuhan.

### **3.2.1 Sampling Design for Qualitative Research**

#### 1) Sampling Frame

The respondents would be drawn from the sampling frame of Thai both male and female who live in Thailand. They are the people who have the knowledge and experience in the pet lovers' network such as cats, dogs, and elephants. These respondents were active and well-known to the people in the animal lovers' network. For instance, these people might be volunteers from foundations helping animals, the people who developed the content, those who built relationships with the members, owners of pet food and accessories stores, and senior veterinarians, who are reputed with working with animals.

#### 2) Sampling Design

In addition to the characteristics defined in the sampling frame, the sampling design used to select respondents is the purposive sampling to select those who can appropriately provide in-depth detailed information to the probing questions. They are the people who have the knowledge and experience in the popular pet lovers' network with 50,000 to a few million followers. The popularity was measured using the same standard as digital media agencies. The criteria for selecting the respondents

would be the same as the selection of endorsers for brands and products, which would mean having at least 10,000 followers (Yuthapong Saejew, 2014).

### 3) Sampling Size

The researcher had determined the sample size or the number of respondents selected as explained in the following section.

(1) This study utilized the mixed methods combining the results from the quantitative and qualitative research. The qualitative study is designed to answer the research objectives in more detail or unexpected answers might be discovered.

(2) This study is a phenomenological study, which examines the experience of the respondents. The researcher has to understand the experience of the respondents in order to identify the major issues (Chai Posithita, 2007). This type of research would require at least 5 respondents (Mason, 2010). For this study 15 respondents provided answers. They were selected from people who were knowledgeable, those who were well-known and accepted in the network of animal lovers, who were convenient and available to provide information.

### **3.2.2 Qualitative Research Data Collection Procedures**

This research is a study based on the experience, perspective, feelings, interpretation of the message from the source, or direct experience. The communications between the researcher and the respondents is critical in the data collection. Therefore, the data collection procedure has been designed to gather in-depth data regarding the phenomenon in terms of detail and accuracy. The procedure is outlined as follows:

1) The researcher would personally collect the in-depth interview by making an appointment with the respondents. The researcher provided information regarding the research objectives, expected benefits, and research ethics respecting the rights of the respondents maintaining confidentiality.

2) When the respondents have agreed to the interview, the researcher would go to the appointment at the designated time and place at the convenience of the respondents. This could be at home, at the office, or in coffee shops. The researcher would create a friendly relaxed atmosphere in order to facilitate the interview in order to gather the desired information.

3) Before the interview the researcher had informed the respondents of the research objectives, expected benefits, and research ethics. It was impressed upon the respondents that their data provided would be confidential.

4) Commence the interview and record the information in detail. The researcher would familiarize and break the ice so that the respondent would feel free to open up and provide information. The researcher would also observe the emotions, which is complimentary to the information collected. The interview would take between 1-2 hours.

5) When the data has been completely collected, the data would be organized in preparation for analysis in the next stage of the study.

### **3.2.3 Qualitative Research Data Collection Tool**

The qualitative research data collection requirements developed to answer the research questions are presented as follows:

1) Researcher - The most important tool in the data collection procedure is the researcher, who needs to be well prepared for the interview and to observe the respondents' behavior during the interviews. The researchers must be a good listener during the interview.

2) Tape Recorder - This is an important tool for verbatim data recording. It would be helpful to ensure that none of the details would be omitted.

3) Camera -The camera would be used to record the interview. It would provide evidence to help the researcher remember and provide explanation for the research findings.

4) Question Guide - This is the guide developed using open-ended questions so that the respondents can freely answer and express their opinions. The question guide can be broadly presented as follows:

(1) How does content about animals in social media create learning in the receivers' group?

(2) How does content about animals in social media impact attitude change at the individual level?

(3) How does content about animals in social media create network society?

(4) How does communications in network society create social movement that drive activities about animals in society?

### **3.2.4 Reliability of Qualitative Research Data**

This study is designed to use the mixed methodology combining the results from the qualitative and quantitative research. The data would be subject methodological triangulation. The qualitative data would be corroborated with the quantitative study before conducting the analysis.

The researcher would test the questions for content validity by experts who include the advisor and the two committee members. The experts ensured that the content sufficiently covered the research objectives. In addition, they checked if the questions were clear, easy to understand, and were not confusing. To ensure face validity, the researcher then asked four respondents, who were not drawn from the sample, to consider whether the questions covered the research objectives and were easy to understand. The researcher examined whether the answers corroborated with the desired results and made the necessary adjustments. The experts were asked to approve the questions again before the actual interviews were conducted. Reliability was tested by corroborating whether the answers given by the respondents were the same when different people were asked. The respondents were selected based on their characteristics as those who are experienced, experts, or those who were active in the network of dogs, cats, and elephants. These people may also be well known in the network society of animal lovers. They can come from different occupations. This is because the researcher aims to collect data from content about a variety of animals. Before the interview the researcher informed the respondents about the objectives. In addition, the researcher explained the direct benefits for animals. The study would also become a case study to explore other network societies in the future. These networks have the power to drive change in Thai society. The researcher further explained the objective that this study emphasizes the importance of animals, which is an indicator of the emotional and mental development of the country. This would encourage the respondents to cooperate in providing information for the study. Also, the researcher said that the results of this study would be published in an international journal so that it would benefit students and academics all over the world. In the communication with

the respondents, the researcher tried to create a relaxed and friendly atmosphere. In addition, the researcher explained about the ethics to ensure the respondents of the confidentiality of the data. Thus, they would be open and feel confident in providing the necessary data.

### **3.2.5 Data Analysis and Research Procedure to Answer Qualitative Research**

Data analysis would be conducted as detailed in the following section.

1) Prepare the data for analysis by transcribing the recorded interview in complete detail.

2) Grouping based on the topic of the study

3) The data collected from groups would be subject to the triangulation procedure. The quantitative results would be considered using the methodological triangulation to compliment the qualitative results. In addition, other sources of information would be considered in the step of data triangulation.

4) The data would be organized to develop a description to facilitate understanding leading to the analysis that would answer the research questions. The researcher would analyze the information derived from the interview together with the reactions, behavior, and emotions of the respondents to compare to the concepts and theories reviewed.

5) The synthesis of the information would lead to the identification of the meaning of the content being studied. The researcher would attempt to understand the information collected from the interviews before conducting detailed analysis/ Many aspects need to be considered prior to drawing conclusions regarding the communications with content about animals in online social media. Considerations would be made about how the content would create learning, change attitude, formation of network society, and driving social movement. The analysis would be used to draw the conclusions for the study, “Communications Influence of Story about Animals on Attitude and Behavior Changes in Social Media”.

6) Summary of Qualitative Research Findings for Direction in Developing the Quantitative Research

7) Summary of Research Findings and Discussion

### **3.3 Quantitative Research**

The researcher selected the quantitative study methodology because it is designed to collect data from a large group of people in society, who are representative of the Thai population. The resulting data would be quantitative and would be applied to statistical tests that would assist in the analysis. The study would examine the following topics:

- 1) Exposure to content about animals on social media would be examined in particular exposure to media, time of exposure, and frequency.
- 2) Explore how communications about animals on social media results in learning by receivers.
- 3) Examine how communications about animals on social media results in attitude change at the individual level.
- 4) Explore how communications about animals on social media results in the formation of network society and how it would lead to social movement in helping animals.
- 5) Examine how communications about animals on social media results in changes in Thai society.
- 6) Study the relationship between communications about animals on social media based on the structural model of communications.

#### **3.3.1 Sampling Design of Quantitative Research**

##### **1) Sampling Frame**

The sampling frame included Thais both male and female aged between 18-55 years, who lived in Bangkok and the major cities. They had to be aware of content about animals in social media such as Facebook, Instagram, and popular websites such as pantip.com, sanook.com, and kapok.com. The content could be in the form of images or video clips as well as articles. These people should have exposure to this content at least three times a week for at least three months.

##### **2) Sampling Design**

In addition to the characteristics defined in the sampling frame, the sampling design used to select respondents is the purposive sampling. In order to select

those who can appropriately provide the information, the respondents should be people who loved animals and have a strong bond with them. These people often watched animal content online. The respondents would be selected from the network of animal lovers. As a result, the respondents would be drawn from the fan pages about dogs, cats, elephants, and wildlife, or those who are members of zoo fan pages. The respondents would be drawn from popular pages as presented in the following section.

Network Society (Fanpage) who love popular dogs and cats (number of members)

- (1) My Beloved Master – 3,084,507
- (2) Gluta story – 1,000,000
- (3) Sherbua, Euro, Maya– 808,779
- (4) Ninja and the Gang – 278,000

Network Society (Fan page) who love general animals (number of members)

- (1) Dogs Truly – 934,000
- (2) Love Animals – 896,456
- (3) Cat Slave – 765,000
- (4) Siberian Husky Lovers – 244,000
- (5) Elephant Nature Park – 200,828
- (6) Golden Retriever, Golden Fur – 118,538

Network Society (Fan page) who love zoo animals (number of members)

- (1) Dusit Zoo – 11,418
- (2) Chiangmai Panda Fan page – 1,428

Network Society (Fan page) to help abused animals (number of members)

- (1) Watchdog Thailand – 230,901
- (2) The Voice (Our Voice) – 168,850
- (3) A Call for Animal Rights – 147,090

In addition, the sampling design would utilize the snowball technique wherein the respondent would recommend other potential respondents. These people would have similar characteristics as the initial respondent such as membership in the same page, club, or those who raise their pets with quality.

### 3) Sample Size

The researcher used the formula developed by Yamane (1967). It stipulated that if the population is more than 100,000 and the required confidence level 95% with error of  $\pm 5\%$ , the required sample size is 400 respondents.

### 4) Sampling Selection

The sample selection would include dividing the sampling frame into clusters. Each cluster would have mixed characteristics similar to the population. The procedures are explained as follows:

(1) Randomly select respondents from the sample drawn from the popular Fan pages mentioned in the preceding section. There would be a mix of respondents in the appropriate ratio based on the size of the membership of each page.

(2) Draw the sample from those who are aged 18-60 years or those who are students or those who are employed because they are the biggest users of social media.

(3) The sample must be drawn from animal lovers' group in Bangkok, the greater metropolitan area, and provinces from every region in Thailand.

### **3.3.2 Data Collection and Data Collection Tool in the Quantitative Research**

This study utilizes the quantitative research methodology using the survey research for data collection to answer the research questions. Data would be collected systematically from the sample to describe and explain the current phenomenon being studied as presented in the following section (Patchanee Cheyjunya, 2015).

#### 1) Data Collection

The data collection procedure is presented in the following section.

(1) Respondents would be drawn from the popular fan pages about animals. These respondents would be selected from active fans who are involved in posting content.

(2) Verify the characteristics of the members from their profile information. They would be selected based on the characteristics defined in the previous section. They would be selected to have a mixture of gender, age, province or region, and membership of the fan pages.

(3) After selecting the unit of study or respondents, the researcher would send a message in the inbox. The message would introduce the researcher, explain the research objectives, and its benefits.

(4) When the respondent agrees to cooperate with the research, the researcher would send the online questionnaire by sharing the weblink.

(5) The researcher would ask the respondent to refer another person, who has similar characteristics to the sampling frame. The use of the snowball technique would generate new respondents for data collection.

(6) Thank the respondents for their cooperation in providing the data.

## 2) Data Collection Tool

The data collection tool is an online questionnaire, which is suitable with the behavior of the respondents, who like to watch content about animals online. These people also like to meet up and communicate with others online rather than meeting face to face. The questionnaire is comprised of seven sections presented as follows:

Part 1: Demographics Characteristics

Part 2: Media Use Behavior

Part 3: Learning from Exposure to Content about Animals on Social Media

Part 4: Attitude Change at the Individual Level Resulting from Exposure to Content about Animals on Social Media

Part 5: Creation of Network Society from Content about Animals on Social Media and Social Movement about Animals in Network Society

Part 6: Social Movement in Animal Lovers Network Resulting from Content about Animals on Social Media

Part 7: Changes in Thai Society Resulting from Content about Animals on Social Media

(Refer to the Questionnaire in the Appendix)

### **3.3.3 Reliability of Quantitative Research Data**

The data collection tool for the quantitative study is an online survey. This type of data collection tool has an issue regarding reliability therefore the researcher ensured the reliability using the following measures.

1) The respondents are drawn from groups of animal lovers. The online questionnaire would not be shared to the public, the respondents would be identified and selected from the members of the animal lovers, who are active fans. These people are active in posting and making comments in the fan page.

2) In addition, there are members who have been interviewed who would be requested to suggest other respondents. This snowball technique would also assist in making the respondent more conducive in providing the interview.

3) The respondents are drawn from a large group; thus, the information would have reduced error.

4) Data would be collected from many sources, many pages, and many fan pages of different animals simultaneously.

5) The research would use the mix methods methodology combining both qualitative and quantitative data, which would be subject to methodological triangulation.

6) Before creating the weblink for the online questionnaire, the researcher would inform the respondent of the research benefits both direct and indirect to animals and other social movements in the future that might drive Thai society.

7) The researcher further explained the objective that this study emphasizes the importance of animals, which is an indicator of the emotional and mental development of Thailand. This would encourage the respondents to cooperate in providing information for the study.

8) The results of this study would be published in a journal so that it would benefit students, academics, and members of the public who are interested in its content.

9) In the communications, the researcher has made sure that the respondents would feel relaxed so they would ready to provide information freely and voluntarily.

In addition to ensuring the basic validity of the research instrument, it is necessary to check its quality. The next step is the examination of the validity based on the objectives and the reliability of the research tool to ensure that it receives consistent responses. The process for testing validity and reliability would be explained in the following section.

Validity would be examined by having experts, who are the dissertation advisor and committee, well-known people both in Thailand and at the international level, who are in the group helping animals. The first is animal expert, Saengduean Chailert, the chairman of the Elephant Foundation. She has saved as many as 2,000 abandoned and abused animals. She has a very good reputation and has won numerous awards at the international level in terms of assistance of abandoned and abused animals. The second is Kanchana Silapa-archa, a very active supporter of the Animal Welfare Act. She successfully worked to push for the passing of this law, the first of its kind in Thailand. The third expert is drawn from field workers, who deal with legal issues and veterinarians of Watch dog Thailand, the largest organization protecting the welfare of dogs and cats. The fourth is Eve. Walaiphan Rasame, the owner of the famous fan page of her four dogs, Cher, Bua, Euro, and Maya, which have over 750,000 followers. She is a great animal lover and often injects funny snippets in the content in her posts. These experts helped to verify the accuracy of the content, language, clarity, and whether it has addressed the research objectives. The experts were asked to rate the questions and the IOC index was calculated. Any item with results more than 0.50 were considered to pass the quality criteria. These items were then used in the research. These questions passed the evaluation from the five experts, with IOC value totaling 0.99 (See the IOC results in the Appendix).

Reliability After the test ensuring the validity was completed, the pilot test was conducted with 30 respondents who had the same characteristics as the respondents. The questionnaire was tested for any problems such as misunderstanding of the questions. Some questions were reworded to make the questionnaire more complete. The researcher has ensured that the research objectives were addressed. The resulting questionnaire was then used for the interviews in the study. The researcher conducted the study and used the Coefficient alpha and Cronbach's alpha to test the reliability. The acceptance criteria would be Cronbach's alpha value over 0.75. The questionnaire used the Likert 5-point scale. The Cronbach's alpha of the scales would be presented as follows:

Part 1 Learning

Question 1 result Cronbach's alpha = 0.974

Part 3 Animal Lover's Social Network

Question 1 result Cronbach's alpha = 0.917

Question 2 result Cronbach's alpha = 0.907

Question 3 result Cronbach's alpha = 0.901

Part 4 Social Movement in Animal Lover's Social Network

Question 1 result Cronbach's alpha = 0.869

Question 2 result Cronbach's alpha = 0.783

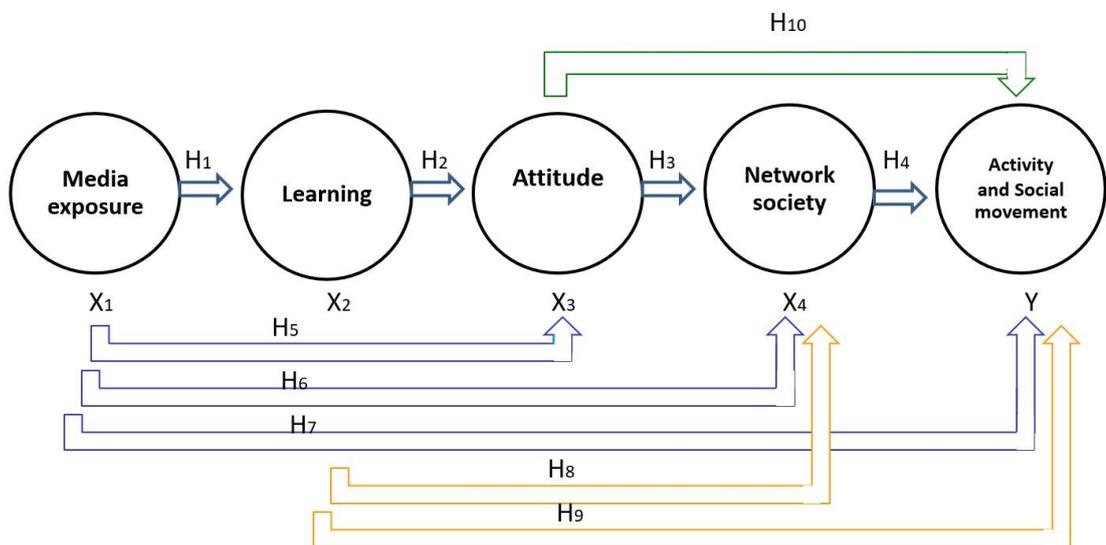
Part 6 Media Use Behavior

Question 3 result Cronbach's alpha = 0.812

### 3.3.4 Quantitative Data Analysis

The quantitative data analysis examined the data resulting in two major conclusions as explained in the following section.

1) The relationship or effects of the variables on the dependent variable by pairs based on the hypotheses can be presented as follows:



**Figure 3.1** Research Conceptual Framework

**Note:** Hypothesis 1 (H<sub>1</sub>): Exposure to animal content (X<sub>1</sub>) has an impact on learning (X<sub>2</sub>)

Hypothesis 2 (H<sub>2</sub>): Learning (X<sub>2</sub>) has an impact on attitude change (X<sub>3</sub>)

Hypothesis 3 (H<sub>3</sub>): Attitude change (X<sub>3</sub>) has an impact on joining network of animal lovers (X<sub>4</sub>)

Hypothesis 4 (H<sub>4</sub>): Joining network of animal lovers (X<sub>4</sub>) has an impact on joining activities and resulting social movement (Y)

Hypothesis 5 (H<sub>5</sub>): Exposure to animal content (X<sub>1</sub>) has an impact on attitude change (X<sub>3</sub>)

Hypothesis 6 (H<sub>6</sub>): Exposure to animal content (X<sub>1</sub>) has an impact on joining network of animal lovers (X<sub>4</sub>)

Hypothesis 7 (H<sub>7</sub>): Exposure to animal content (X<sub>1</sub>) has an impact on joining activities and resulting social movement (Y)

Hypothesis 8 (H<sub>8</sub>): Learning (X<sub>2</sub>) has an impact on joining network of animal lovers (X<sub>4</sub>)

Hypothesis 9 (H<sub>9</sub>): Learning (X<sub>2</sub>) has an impact on joining activities and resulting social movement (Y)

Hypothesis 10 (H<sub>10</sub>): Attitude change (X<sub>3</sub>) has an impact on joining activities and resulting social movement (Y)

The research hypotheses can be presented in the following table 3.1:

**Table 3.1** Research Hypotheses

Hypothesis	
H <sub>1</sub>	MD → LRN
H <sub>2</sub>	LRN → ATT
H <sub>3</sub>	ATT → NEW
H <sub>4</sub>	NEW → ACT
H <sub>5</sub>	MD → ATT
H <sub>6</sub>	MD → NEW
H <sub>7</sub>	MD → ACT
H <sub>8</sub>	LRN → NEW
H <sub>9</sub>	LRN → ACT
H <sub>10</sub>	ATT → ACT

The researcher would use quantitative data collected from the 420 respondents to run the Structural Equation Modeling, SEM. The path analysis would be done using the M-Plus program to examine the mediator effect. The use of the path analysis would reduce the error, which would increase its reliability. The analysis of the relationship between the variables in both the direct and indirect models, would be examined.

1) The first stage would be to test the model fit to the empirical data. The fit indices would be compared to test the model fit as indicated in the following section.

- (1) Chi-square is not significant when p-value is higher than 0.05
- (2) Root Mean Square Error of Approximation (RMSEA) is less than 0.05
- (3) Comparative Fit Index (CFI) that has value over 0.90 means the model fits empirically.
- (4) Tucker-Lewis Index (TLI) should have value over 0.95
- (5) Standardized Root Mean Square Residual (SRMR) would indicate model fit when SRMR is less than 0.08.

The model developed had a good model fit with the empirical data, which would be discussed in section 2. If the model does not fit it would be adjusted before any analysis would be conducted.

2) When the model fits the empirical data, the research would be used to conduct the structural equation model analysis utilizing the path analysis in the M-Plus program.

3) Correlation analysis of the variables reveal their relationship from examination of the P-Value.

- (1) If P-Value of the correlation of the variables is  $< 0.05$  shows that the independent variable has an impact on the dependent variable.
- (2) If P-Value of the correlation of the variables is  $\geq 0.05$  shows that the independent variable has none or very limited impact on the dependent variable.
- (3) If P-Value is high, it shows that independent variable has a high impact on the dependent variable. If the P-Value is low the independent variable has low impact on the dependent variable.

2) Structural Model of Communications about Animals on Online Social Media - The researcher would present the analysis from section 2.4.1 to conclude the relationship or effect of each of the variables based on the structure explained by the conceptual framework.

### **3.4 Presentation of Quantitative Research Findings**

This quantitative research utilized the survey method for data collection. The data analysis includes statistical analysis to draw conclusions, after which the findings would be considered in conjunction with the qualitative data. The conclusions would then be drawn and the recommendations would be presented.

## **CHAPTER 4**

### **RESEARCH FINDINGS**

It is the goal of the study titled, “The Influences of Communications about Animals on Attitude and Behavior Changes of Social Media Users”, to examine the impact on Thai society at large and aim to explore certain topics in depth thus utilizing mixed method research methodology. It combines both qualitative and quantitative research. The qualitative study was conducted first because research about animals is not widespread in Thailand. The results of the qualitative study would present the guideline for the development of the quantitative study. The findings would be used to determine the scope of the quantitative study, and clarify order and relationship of constructs. Afterwhich, the quantitative study would confirm the relationships and draw the necessary conclusions as the second stage of this research. Thus, the content of this chapter would be presented in this respective order.

#### 4.1 Qualitative Research (In-depth Interview)

##### 4.1.1 Respondents Profile of Qualitative Research

4.1.2 Behavior in Terms of Exposure to Content about Animals on Social Media

##### 4.1.3 Learning from Communications about Animals on Social Media

4.1.4 Attitude Change from Communication about Animals on Social Media

4.1.5 Network Society Resulting from Communications about Animals on Social Media

##### 4.1.6 Activity and Social Movement about Animals in Network Society

4.1.7 Changes and Development in Thai Society from the Influence of Communication about Animals on Social Media

#### 4.2 Quantitative Research (Online Questionnaire)

##### 4.2.1 Online Questionnaire Respondents' Profile

4.2.2 Behavior in Terms of Exposure to Content about Animals on Social Media

4.2.3 Learning from Communication about Animals on Social Media

4.2.4 Attitude Change from Exposure to Content about animals on Social Media

4.2.5 Network Society Resulting from Communications about Animals on Social Media

4.2.6 Activity and Social Movement about Animals in Network Society

4.2.7 Changes and Development in Thai Society from the Influence of Content about Animals on Social Media

## **4.1 Qualitative Research**

### **4.1.1 Respondents Profile of Qualitative Research**

The qualitative study utilized the in-depth interview by selecting respondents who were knowledgeable, experts, experienced, or those involved in networks helping dogs, cats, and elephants in Thailand, as well as those who interacted with people in the network society of animal lovers. The sampling design was purposive sampling. Thus, the respondents come from different occupations and roles. In addition, these are people who can provide good detailed information to the questions. The respondents were meticulously selected based on the desired characteristics. The following is a list of the respondents:

1) Mr. Nitipong Honak (Dee) Well known songwriter in Thailand. He cares for stray cats and dogs so much that he organized major events to help them. He has organized a concert to build shelters for hundreds of strays (Realiparty Concert Items, 2017). He also organized a page to help abandoned dogs find new homes (Chowkuay Helps Friends, 2014) for instance.

2) Mr. Prapakorn Inthawong, Chief Executive Editor, Thai Rath Online newspaper, which pioneered a section about dogs, which has many followers (“Police sorrowfully,” 2012). As a result, other newspapers started to follow this initiative.

3) Mrs. Saengduean Chailert, founder and president of the Elephant Foundation, is a globally reputed environmentalist. She is well known in animal lover

groups and leading news agencies such as CNN, BBC, Time magazine, National Geographic, Discovery Channel, and Animal Planet (“Elephant Nature Park,” 2016). She is dedicated to helping sick and handicapped animals. The Elephant Foundation in Chiang Mai is home to more than 2,000 animals including elephants, dogs, cats, horses, cows, buffaloes, goats, monkeys, wild boars, and rabbits, under excellent care. Her work is well accepted and is the first Thai woman to win the Hero of Asia award from Time magazine (“Praise 12-beautiful-heart ladies,” 2011; Judprakai, 2018).

4) Ms. Kanchana Silapa-acha, environmentalist and fighter for the welfare of Thai elephants and other animals. She pushed for substantial assistance for animals in terms of funding, people, who would adopt the animals that have been mistreated or abandoned providing them with better living conditions, and passing the law as well as policies to help animals (“The Tragedy of Thai Elephant,” 2015).

5) Ms. Natch Prasopsin, owner of the cat page, “My Beloved Master”, who adopted stray cats that later became celebrities. She has more than 10 cats. Her page has about 3 million followers. Her page also provides information and sharing content about finding homes for stray cats (Kingdom of Tigers, 2013, 2014).

6) Mr. Sorsart Wisetsin is the owner of the dog page, “Gluta story”, transformed a stray to become a celebrity. The page has made many smiles and inspiration. This page is well known all over the world. He has also become a well-known director working with dogs making his work very unique. All of his commercials with dogs have all become successful (Sanook, 2015).

7) Ms. Nattawee Limpanilchart is the well-known illustrator of dog cartoons page “Dog Please”. Her works have a distinctive style telling stories about stray dogs and the different cute aspects of dogs. She has become the mouthpiece for dogs since they cannot speak for themselves (Women MThai Team, 2018).

8) Mr. Kusol Sukaree, field worker for Watch dog Thailand, which is a group organized to protect the welfare of cats and dogs. He is experienced in helping cats and dogs that have been treated badly or injured. He has years of experience coordinating and negotiating with government as well as civic groups in the demand for better welfare for dogs. Some of his work even put him at risk (Kusol Sukearee, 2016).

9) Ms. Walaiphun Rasamee (Eve) is the owner of the page of her four dogs “Cher Bua, Euro, and Maya, which has more than 800,000 followers. She communicates the stories that comes from dogs, because they cannot speak out for themselves. She creates funny content that entertains her followers. In addition, Eve is an ardent animal lover who helps stray dogs in many ways by seeking money, food, medication, shelter, and she even helps to adopt stray dogs (Marketingoops, 2015).

10) Mr. Seth Dejsupa is the owner of the page, “Ninja and the gang”. These five celebrity dogs are very big. They should have strong predator instincts but could be trained to be friendly even with children. In addition he is a strong supporter for the proper care of dogs including selection of food, health care, training, and control (Ninja & The Gang, 2013).

11) Mrs. Rukchanok Jroenmaksuwan, owner of five dogs that help to make blood donations for other dogs whenever she can. She is also the mother of a young baby and caretaker of many dogs and cats without neglecting them (Ninja and The Gang, 2013)

12) Ms. Jutima Oonjai, ghost writer for Kae Chonlada, president of The Voice Foundation. The book tells the story of many stray dogs and how they were helped by the foundation. In addition, Chutima is an avid animal lover who has a business in designing dog beddings. (Jutima Oonjai, 2016)

13) Ms. Sudarat Oudomsiriphan, who raised stray dogs that helped in therapy for relaxation. (Milk Siriworada Oudomsiriphan, 2011)

14) Vet. Supparit Duangploy, senior veterinarian, Kasetsart University, who has witnessed the evolution of raising dogs in the past 30 years before the age of social media to the present. In this age of network society of animal lovers pushing for the passing of the Animal Welfare Act. There is a change in the level of care owners give to their pets. (KU Knowledge Repository, 2015)

15) Ms. Praifah, is the admin of the page, “Want to be Famous? V.4”. It is a page that provides assistance to members of the public and support civic groups. The page disseminates content about cases and issues in a frank and quite aggressive way. The goal is to create movement from the power of social media. This has led to the realization that people could not stand around idly waiting for the police to take action. Praifah truly understood online society. She used to work for a page that helped

dogs so she is a true dog lover and understood the network society of animal lovers better than most people (MGR Online, 2017).

The profile of the respondents including gender, age, education level, occupation, and income are presented in the following tables and graphs.

**Table 4.1** Gender and Age of In-depth Interview Respondents

Age (Years Old)	Sex		Total Number of Respondent
	Male	Female	
25-30	1	1	2
31-40	2	4	6
41-50	1	2	3
51-60	2	2	4
Total	6	9	15

Table 4.1 shows that the in-depth interview respondents were mostly in the working age. The largest group are aged 31-40 years, which is the same as the respondents of the quantitative research (please see the demographics profile of respondents at the end of the chapter). The respondents for the research have selected to include both male and female. There are more female respondents in this study.

**Table 4.2** Education Level of In-depth Interview Respondents

Educational Level	Number of Respondent
High School	1
Diploma	1
Bachelor degree	9
Master degree	4
Total	15

Table 4.2 shows the education level of in-depth interview respondents. It is found that 2 out of 3 of the respondents have a bachelor's degree. This aligns with the quantitative study presented at the end of this chapter.

**Table 4.3** Occupation of In-depth Interview Respondents

<b>Occupation</b>	<b>Number of Respondent</b>
Student	1
Business Owner	7
Officer	1
Foundation Staff	1
Veterinarian	1
Freelancer	3
Newspaper Chief Executive Editor	1
<b>Total</b>	<b>15</b>

Table 4.3 presents the occupation of in-depth interview respondents. Most of them have their own personal business followed by freelance. People in these occupations have a lot of time to care for and help animals.

**Table 4.4** Income of In-depth Interview Respondents

<b>Monthly Income</b>	<b>Number of Respondent</b>
10,000 Baht	2
30,000 Baht	1
50,000 – 70,000 Baht	4
> 70,000 – 100,000 Baht	2
> 100,000 Baht	6
<b>Total</b>	<b>15</b>

Table 4.4 presents the income of in-depth interview respondents. It is found that 4 out of 5 of the respondents earned 50,000 baht per month. This is inline with the occupation reported as business owners. They have sufficient time and disposable income to care for and help animals.

#### **4.1.2 Behavior in Terms of Exposure to Content about Animals on Social Media**

The study titled, “The Influences of Communications about Animals on Attitude and Behavior Changes of Social Media Users”, examines the media usage behavior of social media users as the first step because it is directly related to the content that has an impact on attitude change and the resulting behavior. Details of this research findings would be presented as follows.

##### **4.1.2.1 Behavior in Terms of Exposure to Content about Animals**

The in-depth interview revealed that regardless of differences in gender, age, education level, occupation, and income all answer in the same direction. Exposure to content about animals are usually seen through online media. They would start by browsing news in general but when they see content about animals, they would stop to read it. This is different from those who watch sports, checking match results, stock news, or news about the economy. People who follow these contents have the intention to look for information on the particular topic. Some of the respondents focus on animal stories about cats and dogs while others browse all animal contents. The media platforms used included Facebook, Instagram, online newspapers, and etc. All of them access the content through their mobile phones. Only a few watch contents about animals on their computer or other communication devices.

I find most of the content about animals on Facebook. I don't go to Facebook to find content about animals but I would look at the content as I scroll by them. (Walaiphun Rasamee, personal communication, September 12, 2017)

Most of the time I don't go on Facebook to specifically look for content about dogs. It is a very low percentage that I would do so. (Sorsart Wisetsin, personal communication, September 29, 2017)

I do not intentionally use media about animals. If I find the content, I would always watch it. However, I won't turn on the television to animal content channels even though I am an animal lover. (Nitipong Honak, personal communication, November 5, 2017)

I don't intentionally go on Facebook to read about animals. I read whatever I see such as crime news from dark pages like Maam Poh Dam. When it comes to animals, I like content about dogs because it makes me happy. I like to watch the posts and read long content on the mobile phone even if it is a small screen. I do not use the computer to access these contents at all. (Seth Dejsupa, personal communication, February 5, 2017)

#### 4.1.2.2 Media Used most often in Exposure to Animal Content and Reason it is most Frequently Used

The in-depth interview results revealed that the respondents were animal lovers who loved to use Facebook using it all day. They choose to use Facebook most because it is easily accessed using the mobile phone at any time and any place. The content is always updated and it usually comes directly from the people in the incidents themselves. Therefore, respondents felt it was more credible than traditional news agencies because they did not want any benefits. The most important factor contributing to the use of Facebook is because it has more content about animals than other media. It also enables connection with friends both in Thailand and abroad. These animal lovers take good care of their cats and dogs. Their pets have a good quality of life getting good food and good care for both physical and mental health. In addition, Facebook has the highest frequency of use followed by Instagram. They are both senders and receivers of content.

I use Facebook most frequently followed by IG. I use Facebook all day from the time I wake up to the time I sleep. I access Facebook on my mobile because it is convenient. Facebook is the most used media. People believe the content because they think that it is true and not made up. It is also the media that has the most content about animals. (Seth Dejsupa, personal communication, February 5, 2017)

I use Facebook most often all day. I always pick my phone to see what goes on Facebook. I take the mobile to the bedroom as well. I watch things on Facebook until I sleep. I don't read newspapers although occasionally I watch television. (Kanchana Silapa-acha, personal communication, February 16, 2017)

I use Facebook the most. I use it two times a day for two hours a day. I use Facebook the most because it is convenient. Also, it is used by many people and it is the best means to connect to animal fans all over the world. I only use it through mobile. Regardless of the length I use my mobile to post the content. I usually use Facebook after 1 PM because it is morning in the UK. It would be the best time to reach fanpages in Europe. Another good time would be late in the evening because that would be the best time to reach American fanpages. (Saengduean Chailert, personal communication, March 25, 2017)

#### 4.1.2.3 Exposure to Traditional Media

The in-depth interview results revealed that the respondents, who were animal lovers did not watch that much television. Some of the respondents reported that they did not even own television sets because they primarily watched content online. Even when they wanted to watch television, they would do so through online channels. They do not have to be concerned about missing shows because they are busy. They can always come back to watch the content later online, thus they are not attached to television. In addition, most animal lovers are in the working age. Usually, they use online channels in their work to update new information or receive the necessary news. It is a channel to connect with friends and help others through recommendations by utilizing past experience of knowledge. At the same time people get new knowledge from sharing experiences as well. They learn new technologies and have new friends without having to leave their homes. In addition, they gain confidants and good listeners online. It is a convenient channel for conducting numerous activities, because it is easily accessed at any place and any time. Thus, they do not need a television. Rather they use online to replace television. In fact, online is better at serving the needs of the audience than traditional media. Animal lovers use radio particularly during the drive. They also

listen to music online replacing traditional radio while also watching news online rather than reading the newspaper.

I use Facebook the most. I don't watch television. By the time I get home it is late so I spend my time playing with my dogs. This is why I don't watch TV. If I have time I would go out for dinner, go to the country, but I don't watch TV. I watch everything through Facebook and IG. (Walaiphun Rasamee, personal communication, September 12, 2017)

I use Facebook the most followed by IG and Twitter respectively. I do not watch television at all. I have not done so in many years. I don't think of watching TV. I don't even buy a TV. I don't have one in my house. I watch everything online. (Sorsart Wisetsin, personal communication, September 29, 2017)

I use Facebook the most followed by IG and Twitter. I do not watch television. If I want to watch a television program, I would do so through LINE TV and Youtube. I used to work as a creative at Lowe. Even then, I did not watch TV. (Natch Prasopsin, personal communication, February 21, 2017)

I use Facebook the most no less than 10 hours a day. I do not watch television and newspaper. I follow the news on Facebook because it is fast and always updated. It is very convenient to access it on the mobile phone. (Kusol Sukaree, personal communication, February 10, 2017)

I listen to the radio the most. I do every time I am in the car. I use Facebook about one time a day for an hour at night. I watch television some times such as Discovery. I do not watch entertainment. I do not watch series. I have enough of entertainment in my daily work. (Nitipong Honak, personal communication, November 5, 2017)

#### 4.1.2.4 Respondents' Favorite Content about Animals

Content about animals online in particular Facebook has many forms and dimensions. Some are positive presenting cute, intelligent, loyal, innocent, and funny moments of animals. There are also negative contents about wounded, tortured, and abandoned animals. Animal lovers form groups to help animals through funding, blood

donations, finding new homes for stray cats and dogs. From the interview it is found that the preferred content about animals are usually positive. These are inspirational impressive stories about animals such as they have innocent look, they are chubby, they have nice fur, they are cute, or they have an in-depth story. Sometimes the animals might have to fight for their life and end up living happily ever after. Some of the stories are investigative in nature. However, some people take advantage of curiosity and create false stories. Also, there are some content that show the condition before and after assistance like princes and princesses. These happy stories entertain the viewers in addition to the content they read about news in society.

I like to watch fun clips about dogs. There is a lot of stressful content online but watching animal content online helps to reduce the tension. Now, I know that watching content about animals is certainly very relaxing. (MGR Online, 2017)

I particularly like content about dogs. I think they are cute. All dogs have their own character. They are all different. I like to watch their stories. Some stories are very dramatic, wherein owners fight over dog ownership. So, I follow it like a drama from the start of the story until conclusion (laughs). Some people make up stories to generate “likes” or want to get some donation. I have to investigate to find the truth. It is really quite fun (laughs). (Rukchanok Jroenmaksuwan, personal communication, February 5, 2017)

I particularly like the funny pictures and clips about animals. It really makes me very happy. In the case of animals that need assistance, I would like to compare the situation before, wherein the animal is in a poor condition, and after when they nice fur looking happy. I also like watching about the relationship between owners and their dogs. It really makes me very happy. Dogs and cats are different. Dogs love their owners more. Cats are more aloof and arrogant. That is why they call people who take care of cats as slaves (laughs). (Sudarat Oudomsiriphan, personal communication, February 3, 2017)

### **4.1.3 Learning from Communications about Animals on Social Media**

It is a natural occurrence that the audience learns new things from exposure to media. They absorb and learn from information that is more in-depth. The more the audience is exposed to the content, the more they absorb information. Thus, attitudes would form eventually affecting behavior. Over time it strengthens and is difficult to change. The audience may or may not know that they are being affected by media. They are influenced by thoughts, values, and vicarious learning therefore, they change their feelings and behavior accordingly. The attitude and behavior of the audience may be affected directly or indirectly. In this case the content in social media is not a real experience of the individual. Sometimes it is not based on the reality in society. This chapter would present the research findings regarding learning from communications about animals in social media as the starting point of attitude and behavior. Accordingly, the content would be presented in the following section.

#### **4.1.3.1 Learning from Content about Animals on Social Media**

Research findings show that those who exposed to content about animals on online social media learn many things from various perspectives. There are positive showing the cuteness, innocence, love of mother to offspring, and loyalty demonstrated by dogs. On the opposite end of the spectrum are negative contents showing injured animals or cruelty against animals. Learning is done through in many aspects as presented in the following section.

##### **1) Learning Value, Reality, and Nature of Life**

The results from the in-depth interviews show that there is learning in terms of value, reality, and nature of life. They learn from seeing negative content about animals. The respondents learned about the value of life, love their own life, and feel pain. Animals feel pain and go through the life cycle of birth, illness, and death. As a result, they better understand their own nature. They are more compassionate towards animals, loving them more, and helping them. Humans are not the only creatures on the planet. We need to live in harmony with animals to keep a balanced ecosystem.

Humans and animals are not different – needing love, care, and attention. They just cannot speak for themselves. We are all living creatures and have

equal integrity. All life has value in their own way. (Jutima Oonjai, personal communication, February 12, 2017)

I often enjoy content about animals on Facebook. I have learned about the lifecycle of animals from birth, death, illness, being abandoned or abused. This has taught me to learn to let go because I know I cannot help all of the animals that need assistance. (Natch Prasopsin, personal communication, February 21, 2017)

This world does not belong to humans. We need to live with other creatures. If this world has no animals, humans cannot live. We should learn to be compassionate to animals. (Kanchana Silapa-acha, personal communication, February 16, 2017)

I have an example that is close to heart. My younger brother does not like animals. But after seeing me post about elephants and animals everyday, he has changed. He has become kinder and compassionate. Today he is an animal lover. (Sangduan Chailert, personal communication, March 25, 2017)

## 2) Values, Thoughts, and Attitudes

Another key learning from content about animals is the improvement in the quality of care of dogs in Thailand. There has been development in the knowledge, attitude, and values. Dogs have been evolved from being just guard dogs warning of danger to become a family member. This is especially true for people in the new generation who would prefer not to have children. They have come to raise cats and dogs as their own children. Cats and dogs can help to alleviate loneliness creating good feelings thus reducing stress. Thus, people start to see increasing importance of pets leading to better welfare for them.

In the past Thais cared for dogs out of compassion giving them food. Now Thais treat dogs like friends. In the west the existence of animal care is more established dating back into the past. This is because people in the west live in nuclear families so they raise dogs as friends. Thai people in the past have to care for their family members so they did not raise animals. (Nitipong Honak, personal communication, November 5, 2017)

Traditionally Thais raised dogs as guards. However, with online content that they can often watch, they have started to see that pets can think and are smart, Thais have started to treat them as equals. (Saengduean Chailert, personal communication, March 25, 2017)

Today there are higher standards for animal welfare. There is recognition of their rights and people are caring for their pets better. In addition, animals raised for economic reasons have improved living standards for instance devising means for chickens to lay eggs without stress. Veterinarian clinics have better quality with better veterinarians as well as higher costs. The price for animal care has also increased bringing it close to international standards. There are laws protecting the welfare of animals and the people are now aware of their rights. This includes medical care provided by veterinarians so the police have a bigger role in monitoring such practices. (Vet. Supparit Duangploy, personal communication, February 17, 2017)

By seeing pictures and watching animal clips on social media helps us to realize that animals have a positive impact on the world. Animals are sincere, true, and natural. I like clips about dogs especially the funny ones. (MGR Online, 2017)

### 3) Sense of Responsibility and Care

Frequently watching content about animals continuously created learning and realization of the responsibility toward animals. This leads to better care of animals and people around them. In addition, there is a drive to help animals even though they did not own pets because animals cannot help themselves. These people are more caring about the condition of their society and realize their responsibility in maintaining the benefit of the community. In addition, they are ready to remedy problems even though they did not cause them. They take part in creating a good atmosphere and environment to develop an idyllic society.

I like to see pictures and watch clips about animals. I often watch content about caring for animals. It gives me a sense of responsibility. When you choose to own animals you have to be responsible and treat them right both mentally

and physically. It is important to be considerate when taking animals out. Some people might not appreciate dogs. For instance, when going to hotels it is inappropriate to use hotel towels to wipe the dogs. Also, whenever on a walk, dogs should be put on a leash to reduce possible irritation to others. (Seth Dejsupa, personal communication, February 5, 2017)

Online social media helps dog owners to be more responsible and provide better care for them. When dogs are sick, they are taken to the veterinarian. Some Thais feel that taking dogs to the veterinarian is expensive so they post asking for advice from others. This is a way to show that they care. (Sorsart Wisetsin, personal communication, September 29, 2017)

Animal content on online social media prodded me to think about what I can do to help stray dogs. The online social media content triggers us to think of these problems that are happening around us. Today there are more people taking action to help as much as they can. Thais are more responsible now. It is important to teach children about this responsibility. It takes time for change but it is possible. (Nattawee Limpanilchart, personal communication, March 2, 2017)

#### 4) Role of Media Particularly Social Media

Today there is a marked increase in the content about dogs and animals. Social media has more content about animals than other media. This leads to a power in communications leading to timely and effective assistance to animals. Eventually, the network society of animal lovers have grown continuously leading to connections both in Thailand and abroad transcending geographic boundaries. There are movements continuously to assist animals. In addition, there are expressions of thoughts on online social media about animals. Today these expressions are distinct, strong, and faster than ever before. People have less restraint and discerning content. This has become an issue because there are those in online society, who use this weakness as a means to seek benefit from content about animals online. On the flip side people who are often exposed to content about animals on online social media, are more caring and compassionate. They are willing to help others quickly through sharing message for assistance. This is a drive to get people to help one another.

In watching content about animals, it is important to distinguish what is true. It is necessary to check the information and be reasonable. There are many news stories that try to fool money out of people. I have learned my lesson. Some people post because they want to be famous. Pictures are often not trustworthy. Clips as well need to be considered carefully. Some of these fake contents look very real. Today animal lovers form very strong groups. However, they are very quick to respond. They do not look up sufficient information and often end up being fooled out of their money. (Kusol Sukaree, personal communication, February 10, 2017)

Online social media is a driving force for change in helping animals. There are more foundations and pages that have been created to help animals. Social media also drives important issues such as the Animal Welfare Act in Thailand. Social media is used as a shield to protect animals. However, there is no government agency to protect animal welfare. In other countries they do not use social media because they have government agencies in charge of animal welfare. (MGR Online, 2017)

When reading news about animals, the first thing that has to be considered is whether it is true. It is important to check because there are no controls on social media before believing and making donations. Online social media is very powerful. A good example is Trump winning the election because social media sparked an issue. It set the direction of the news covered in the media resulting in changes in the way people thought. Social media also caused changes in the thinking and behavior of Thai people regarding animals. The government is not helping animals at all. Social media was doing all the work in terms of disseminating the news, supporting the effort to help animals, providing knowledge, and educating people on how to care about animals, being responsible, and understanding that their life has value. (Saengduean Chailert, personal communication, March 25, 2017)

In watching content about animals, it is important to make the necessary consideration about the page, which is the source of the content. Some of the news are not true. Social media is very powerful. It can collect money or resources to help animals within a very short period of time. For instance,

Change is a very powerful force. Social media makes the world smaller by connecting people to help one another in terms of support and information even from abroad. (Kanchana Silapa-acha, personal communication, February 16, 2017)

Social media content about animals have cause changes in individuals and the country. The content about animals on social media is an important drive in the development of the country through creating an awareness and driving for change. This would lead government agencies, lawyers, and governing bodies to push for changes in the regulations. Consequently, this leads to good changes in line with global trends. It takes less time through communications in social media and globalization, which quickens the pace of change. If we do not change, we would be sanctioned. The global economic condition would be used to force us to change. Export regulations would be eventually used to force us to comply. (Vet. Supparit Duangploy, personal communication, February 17, 2017)

#### 5) Familial Love

Animals express love differently from humans. They express care to members of their family naturally with pure sincerity. Content about animals communicate the true familial love of animals. They are simple and touching stories. The picture of mother animals caring for their cute naughty offspring. Images of mother animals feeding their offspring and cleaning them are touching stories that bring smiles and laughter to the audiences. In addition, they stimulate audiences to think of their own families transforming this familial relationship. The feeling of care and goodwill making sacrifices for children is sometimes overlooked. Thus, it brings people to realize the importance of being grateful to their parents forging a stronger family bond. As the Thai saying goes “when watching drama, also watch your own self”. Animals are a good reflection for humans because for them love and caring for their families is equally important. Family is very important and should not be overlooked before it is too late. Another equally important relationship is the love that animals have for their owners. Dogs are extremely loyal to their owners even when they are not treated well or abandoned. They would love and remain loyal to their owners unlike other animals.

Thus, it can be said that no matter how times, the world, and technology has changed the love of animals remain pure, simple, and unwavering. Their love has always given feelings of warmth and happiness.

Animals help us to see pure love. Mothers love their offspring. There is protection of the pack. This can be applied to the love of youth. They too should be loyal. The mother elephant plays with her offspring, while they stay with their pack. The adult elephants care for the young. The great hornbill is the symbol of loyalty in love. They live as a pair their whole life. They bring food to raise their family. It is really impressive making me believe in true love. (Natch Prasopsin, personal communication, February 21, 2017)

Animals love their life, their offspring, and family like us. Humans are arrogant that they are better than animals. In reality there is no difference. (Kanchana Silapa-acha, personal communication, February 16, 2017)

I like to watch content about the relationship between humans and their dogs. The love dogs show their owners bring happiness. Dogs are very loyal to their owners regardless of how they might be scolded or beaten up. They are loyal unlike any other animal even cats. (Sudarat Oudomsiriphan, personal communication, February 3, 2017)

#### 6) Scientific and Medical Knowledge About Pets and Pet Care

Today we have more scientific and medical knowledge about animals' physical and mental health. This includes knowledge about care, food, illness, treatment, breeding, breeds, and behaviors. Animals need care like humans. Many of the illnesses found in cats and dogs are also found in humans such as cancer. They have problems in the organs such as the heart, digestive system, and blood. Some of the diseases in animals are rarely found in humans such as blood parasites and heat strokes that might cause death in animals. Seeking blood transfusions for animals is more complicated than humans. This is because humans have 4 blood groups while dogs have more than 10. In addition, there are some illnesses that need more study that would lead to improvement of the tools and technologies to better treat animals. This is because treatment of animals could be complicated and cost almost as much as treatment of

humans, which is due to the higher standard of treatment reaching international levels. The veterinarians also have better quality thus explaining the higher cost for treatment.

By watching content about animals, I have learned that different breeds of dogs have different behaviors. They have different temperaments and behaviors. They also have diseases like people. They can have cancer, heart problems diabetes. I have just known that too. It is amazing to know that dogs can donate blood as well. There are so many unexpected information and learn new things. (Sudarat Oudomsiriphan, personal communication, February 3, 2017)

It is important to have knowledge in raising dogs. Preventive measures are necessary such as knowing that certain foods that have high sodium might cause kidney problems. It is important to care, feed, and give supplements for proper care of dogs. Some times dogs are infected since they were purchased. People can learn all of this information from Facebook. There are also calls for blood donation, which is really very helpful. In the past it was very difficult and many dogs had to die because they did not get the blood in time. Friends who have dogs also share their knowledge about specific breeds regarding their personalities and behavior. Each breed needs different care and owners need to train them to be submissive and follow orders so their dogs can be socialized effectively. (Rukchanok Jroenmaksuwan, personal communication, February 5, 2017)

I am the page owner. Since I am knowledgeable, I need to set a good example. I show it in my post. I set the dates for neutering the cats, vaccination, health checks, and blood checks. I show others how to be responsible for their lives. (Natch Prasopsin, personal communication, February 21, 2017)

## 7) Business

As evidenced in online social media such as Facebook, network society of animal lovers share pictures and content about dogs, cats, and other pets. In addition, other media such as online newspapers and television have also picked up on this trend publishing content about animals. They have tapped into this trend prompting more people to keep more pets. In addition, there is a change in the way of life of Thai

people. For instance, people living in the cities tend to prefer being single. In the meantime, more married couples do not want children. Thailand is also moving towards an aging society with less children. As a result, more people are starting to keep pets as friends replacing their own children. This has led to the growth of pet related businesses as can be seen on online social media. These businesses include food, accessories, innovative products, restaurants, hospitals, department stores, tourist destinations, hotels, swimming pools, grooming for cats and dogs. In addition, there are more activities for cats and dogs in public places. Sometimes many of these events are held at about the same time at different venues. Some of the activities do not aim to sell products but simply want cats and dogs to come out and enjoy. These events have demonstrated the role of pets in the life of humans as family members and partners living together in this world.

I see many posts about pet related products. There is so much more choice than every before such as big beds for the dogs and even big sized clothing for big dogs. There are many new businesses such as spas for cats and dogs, where they can soak in mineral water, get massages, and groomed. (Sudarat Oudomsiriphan, personal communication, February 3, 2017)

The vaccine and pet food business has grown 30%. The business owner told me that anything about pets can be sold and even exported. I have also sold goat milk to Japan resulting in more income for the farmers, the processing industry, and help educate Thai pet owners. (Natch Prasopsin, personal communication, February 21, 2017)

On Facebook you can see that businesses related to dogs have grown significantly. There are so many products to choose from such as accessories and restaurants. There are more dog related businesses such as animal hospitals, pet cafés, and the media has also capitalized on this. Television and newspapers as well as online social media have created more animal related contents. In addition, there are businesses that have grown from more acceptance of dogs in public places such as department stores and restaurants. (Seth Dejsupa, personal communication, February 5, 2017)

Dog related products have grown significantly. There are more variety of food to choose from. These products have been developed for better health of the dogs such as organic shampoos for dogs with sensitive skin. Businesses related to dogs help contribute to the growth of the Thai economy. (Nattawee Limpanilchart, personal communication, March 2, 2017)

#### **4.1.4 Attitude Change from Communication about Animals on Social Media**

As discussed in Chapter 2, theories explained that attitude is a response to stimulus. It has three components namely cognition, affection, and behavior. This dictates that stimulus starts with thinking, understanding, and knowledge. It is followed by feelings that lead to behavior. The resulting behavior is important because it drives changes at the individual and societal level. Thus, content about animals on social media would eventually lead to changes in Thai society.

The study of attitude emphasizes on the feeling and resulting behavior of animal lovers' group. In terms of knowledge there is no difference among the respondents from the animal lovers' group. This is because content about animals are direct and easy to understand. Thus, the presentation of the findings would be explained based on the topics in the following section.

- 1) Attitude change from exposure to social media content about animals
- 2) Relationship between learning and attitude change from exposure to content about animals on social media
- 3) What feelings are generated from exposure to content about animals?
- 4) What behavioral changes are generated from exposure to content about animals?

The results would be categorized based on quantitative and qualitative studies as presented in the following section.

##### **4.1.4.1 Attitude Change after Exposure to Content about Animals on Social Media**

The in-depth interview revealed that most of the respondents reported attitude change after frequent exposure to content about animals on social media. They realize this change through self observation and comments from others. The change can

be transformation of attitude from existing belief or intensifying or even toning down one previously held. This topic would be further investigated in the quantitative study by testing the statistical significance of the attitude change through structural equation modelling. The result would be the development of a structural model explaining the impact of communications about animals on social media.

Online social media has changed the attitude Thais have towards animals. It is in the process of change and would continue to change. One instance that happened really close to me is my little brother, who did not like animals. However, after watching my posts about animals everyday has changed him. Now he loves animals and is very gentle. He is now a very sympathetic person. His change is really obvious. (Saengduean Chailert, personal communication, March 25, 2017)

I often watch animal stories. I think it results in attitude change. People, who like animals would like them more. Absorbing the information would result in attitude changes. However, for people who don't like animals would still not be interested. They would ignore the content and would still not like animals anyway. This is because they have not absorbed any new information. (Nitipong Honak, personal communication, November 5, 2017)

Our online newspaper has been publishing content about animals for the past 5-6 years. We have content about the dog "Khem Khang" associated with animal foundations, which has many followers in the social media. Once we have more people interested in animal contents other media such as Channel 3 have also started to follow the trend with their own dog content. This has led to people becoming interested in bigger issues being shared on social media. These issues have gained momentum leading to new ways of thinking and changes in society. The group of people interested in animals is also growing bigger and bigger, which is a distinctive change in society. (Prapakorn Inthawong, personal communication, March 11, 2017)

#### 4.1.4.2 Relationship of Learning and Attitude Change Resulting from Exposure to Content about Animals on Social Media

As explained in the previous topic regular exposure to content about animals on social media creates attitude change. Exploration of attitude change reveals that it is the result of knowledge. Upon understanding feelings are generated in response to the stimulus resulting in behavior. Learning could be about something new or understanding existing knowledge more deeply. This would result in changes in attitude. It might also be the strengthening or weakening existing attitudes. To ensure a better understanding of the phenomenon, the researcher further explored the issues using quantitative analysis that would be presented at the end of this chapter. Further analysis of the attitude change resulting from learning would be explored. The relationship between the constructs would be studied using structural equation modeling of the impact of content about animals on social media.

I have learned many things from watching content about cats on Facebook. My way of thinking has changed because I have better understanding. Consequently, my behavior has changed. For instance, in the past I was a victim of fraudulent content because when I see content about injured dogs, I donate immediately. Now that I have seen many people being fooled, I have become more cautious. I now ask for the animal hospital to check before I make the donation. (Walaiphun Rasamee, personal communication, September 12, 2017)

It is necessary to watch the stories about animals before the attitude change. Watching the content everyday you would absorb information little by little. The absorption of information would result in attitude change and eventually behavioral change. (Nitipong Honak, personal communication, November 5, 2017)

Frequent exposure to online social media creates learning and changes in way audiences think. In order to really push for changes in animal welfare, it is important to educate the people starting with children. They need to be educated in school and at home. Adults also need to have knowledge about the use of online social media. Thai society needs to learn and have a realization about

being responsible for their own pets. They need to understand that animals have a mind and love their lives just as we do. These issues need to be taught and once they have learned such ideas, change in behavior would follow. (Saengduean Chailert, personal communication, March 25, 2017)

#### 4.1.4.3 Impact of Exposure to Content about Animals on Feelings and Behaviors

It can be concluded from the interviews presented in the previous section, frequent exposure to content about animals has an impact on attitude change. This in effect results in changes in feelings as well as behaviors. From further investigation it is found that the change in feelings is the result from the ability to interpret and learn. The evaluation of the thoughts and beliefs from existing experience results in understanding the stimulus, which is the content about animals. The result is a multitude of feelings from exposure to the content. Pictures and content about animals are usually direct and easy to understand. It is also dependent on the importance of fact finding before believing the content. In particular when there is doubt about the content being fake. Negative news elicit strong and fast responses. For instance, making donations to help injured animals or sharing the content. Without proper verification of the information, people might end up sharing fraudulent content without realizing the damage it might cause. Thus, digital literacy is important.

The level of intensity of feelings is the direct result of frequency to exposure to content about animals. For instance, exposure to cute innocent animals that are loyal to their owners would warrant good positive feelings and impressions. On the flip side being exposed to negative news such as animals being hurt or abandoned create feelings of anger and disgust. These feelings in turn result in direct changes in behavior. If the feelings toward the stimulus is not intense the behavior would be general in nature such as when the objective of the actions are not that important such as using the mobile phone or computers to express like, share, comment, sign online petitions, post content requesting help, joining activities among animal lovers, making donations to pay for medical care of hurt animals, or joining events at department stores. In case the feelings toward the stimulus is very strong accompanied by high dedication, usually in situation of problems or dissatisfaction, the resulting behavior would be to drive for societal

change. The social movement may result in new laws protecting animal welfare and quick reduction of the number of stray dogs. In addition, government agencies and officials should be assigned to process cases about animals needing help replacing the Livestock Department and the police. These agencies should be dedicated and quick in their response. Pet owners should also be responsible in registering their pets to prevent them being abandoned. This would be further discussed in the chapter explaining the social movement.

However, whether the feelings expressed were positive or negative and resulting behaviors of receivers are clearer, stronger, and quicker than ever before. There is also less restraint, which is a bit of a worrying situation. It is suggested that the audience seek out information before expressing their thoughts. This would be important to ensure a orderly and peaceful society.

Watching content about animals in online social media content, I have developed understanding and feelings as a result. For instance, when I watch a funny dog clip, I feel the humor and am entertained. When I see dogs been hurt or abandoned, I feel sad and want to help it. This would lead me to share the content so others can help too. I feel that I am one voice to help animals through donations and enticing others to do so too. (MGR Online, 2017)

Feelings are intensified through frequency of exposure to content about animals. The more you see the content the more people feel sympathetic. When people watch others help dogs that have been hit by a car on the road, they adore them as heroes thus they want to be of assistance too. The more people see animals being hurt, the more they would feel, thus creating a distinctly different attitude. (Vet. Supparit Duangploy, personal communication, February 17, 2017)

When I watch clips about animals, I would accept the explanation. However, I would always seek for reasons because some of the news are fake. These news may look very real so it is important to seek information before making any decisions. There are many fake news ready to fool the public. People today feel very strongly when they watch content about animals. They have less restraint and sometimes strongly believe the posts. They seek less

information going on to like and share without much consideration. Often, they would use strong language lashing out quickly. Assistance is also more effective because within 1-2 hours the injured dog could be reached. The animal lover groups today are very strong. (Kusol Sukaree, personal communication, February 10, 2017)

#### **4.1.5 Network Society Resulting from Communications about Animals on Social Media**

As argued in the introductory section positive content about animals, which are cute, innocent, and familial love. These contents create a feeling of happiness for the audience. On the other hand, content about cruelty or abandonment of old and sick animals bring on feelings of depression and sadness. Some negative content are things that people do not know about previously. These may be things that have been going for a long time. Now this information would be spread to the public from the effort of the network society of animal lovers. The awareness of these issues has led to powerful forces driving for changes in animal welfare. This has led to the passing of the Animal Welfare Act that has been in the making for over 10 years. The researcher thus proposed that the network society is the main driving force of this social movement and other activities which have driven for the change.

Network society of animal lovers started just like other social networks. The group would be formed through communications on social media, which facilitated those who had common thoughts and liked the same things to build a community. They would join activities together. The in-depth interview of respondents from the network society of animal lovers revealed categorization as explained in the following section.

##### Type of Network Society of Animal Lovers

- 1) Network on Facebook and Line
  - (1) Dog and cat lover groups
  - (2) Dog breed lover groups such as those who love Thai dogs, Golden Retrievers, and Pomeranian.
  - (3) Fan club of celebrity dogs that have followers numbering in the thousands or even millions
- 2) Group of Foundations that help animals

(1) Assist wounded animals

(2) Assist in terms of legal issues fighting for the justice for animals through petitions, contacting, and collaborating with police and the Livestock Department.

(3) Assist in the care, shelter, food, and treatment of stray cats and dogs by providing a sanctuary.

3) Rescue groups that help animals quickly on the spot. These groups could come from animal support foundations or volunteers, who did not work for any particular agency.

4) Groups of those who provide homes for dogs and cats. These groups look for new homes for stray cats and dogs. They would screen the new home to ensure that the new owners are ready to care for the animals in terms of financials, safety, having well fenced area, and time to care for the animals both in Thailand and abroad such as the US, Europe, and Australia.

5) Groups who neuter stray dogs and cats. These groups include government officials, foundation stagg, and volunteers, who did not work for any particular agency.

Group of those who sign petitions driving government agencies to be responsible in solving problems, issuing rules and regulations such as laws to improve the welfare of animals for a peaceful society. These group include those on change.org, animal welfare protection groups, and animal lovers in general.

6) Group of those who seek blood for dogs and cats because their pets are healthy and fit the criteria for donation to pets injured or need surgery. Their pets might not be able to donate but help to seek donations through their posts. This group of people who seek blood for dogs and cats are very important. This is because finding blood for dogs is a very complex issue. Dogs have more blood groups and if the suitable blood donor is not found in time, the life of the dog or cat would be in danger. There have been numerous cats and dogs that have died because owners were unable to find the necessary blood.

7) Group of volunteers helping cats and dogs usually include volunteers from local relief foundations. They would help to catch danger animals and move animals from dangerous areas to safety.

8) Group of those who distribute rabies vaccination. These might include those from the Livestock Department, animal lovers, veterinarian, and veterinary medicine students from various universities.

9) Group of activists who join forces for specific events such as running marathons to seek donations to help stray cats and dogs. Celebrities hosting auctions to help stray cats and dogs.

10) and many more groups

#### **4.1.6 Activity and Social Movement about Animals in Network Society**

The most important role of network society is activities in the group. This is the driving force that leads to changes to institutions, economy, politics, and society in general. These activities can be conducted online and offline. The activities can be originated close to the individual or initiated from a long distance abroad. These activities may not have significant objectives while some may have goals in changing in society. Consideration is made with emphasis on the results of the activities such as assistance to animals improving their welfare. There are numerous activities conducted by network societies of animal lovers in Thailand. These activities have differing objectives, type of activities, number of people joining activities for support, expansion and dissemination in communications, negotiation power of civic groups based on the activities' objectives, possibility of success, and its results. The research findings are presented in the following section.

##### **4.1.6.1 Type of Activities about Animals Resulting from**

##### **Communications in Network Society of Animal Lovers on Social Media**

Findings of the in-depth interview regarding activities resulting from communications about animals on network society of animal lovers can be categorized as follows:

1) General activities about animals that do not have an impact on society at large. These activities do not have the objective in uplifting societal standards, policies, and laws. These activities are simple, uncomplicated, small number of participants and supporters, communications about the activities are limited in reach,

possibility of success is high, and these activities are conducted often as presented in the following section.

- (1) Expressions such as Like, Comment, Share, and Posting content about animals
- (2) Making monetary, food, and medical supplies donations to help stray dogs and cats
- (3) Paying for treatment of injured stray animals
- (4) Seeking donations or auctions to help pay for the care of stray dogs and cats
- (5) Joining activities such as running marathons to gather money to help stray cats and dogs
- (6) Take injured dogs and cats to the veterinarian (may pay or not pay for the treatment)
- (7) Finding homes for stray cats and dogs that have been abandoned
- (8) Meeting with group members from the network society of animal lovers and taking their pets along
- (9) Joining activities with celebrity cats and dogs at department stores
- (10) Filing police reports to help mistreated animals
- (11) Signing petitions to help wounded animals or fighting for better animal welfare
- (12) and other activities

2) Activities about animals aimed to have an impact on society or social movement. These activities are goal oriented with the aim to uplift societal standards, policies, and laws effectively improving animal welfare. These activities have numerous stages starting with gathering people who are not satisfied with the condition of animals having an impact at the societal level. These participants understand the problems and disseminating information to the public at large with the goal in finding a solution. Participants are members of the public coming from various groups. They share the same ideas in wanting a solution thus the group continuously grows in size. The group becomes more powerful in negotiating with the government

and relevant agencies. This is because the number of participants would grow needing organization management. There would be establishment of leaders and team members to execute the strategy as planned. Leaders need to distribute the work, and manage operations to achieve the goals that have been set. These activities or social movement do not happen often. The in-depth interview findings show that respondents expressed that the demands for the passing of the Animal Welfare Act of 2014, is closely aligned to this type of activity. There are still more activities and demands that respondents would like to see as follows:

- (1) Prevention and solution aimed to quickly reduce the number of stray dogs
- (2) Campaign for Thais to adopt dogs rather than buying puppies
- (3) Setting standard for developing businesses such as dog breeding farms to reach international levels to ensure prevention of cruelty
- (4) Determining government staff and agency in charge of animal welfare to help mistreated animals instead of the Livestock Department. For instance, the animal cop can be established to quickly and effectively help animals in a timely manner
- (5) Determine taxes that have to be paid by pet owners and necessary registration with government agencies to protect and enhance responsibility of owners
- (6) Determine policies that support the importance and acknowledgement of responsibility to animals that should be incorporated in school curriculum and taught in the family

Usually there are many factors that contribute to the success of social movements. These factors include political situation, negotiation power, size of the civic group demanding change, power of communications, relationship with government agencies, influence of the global situation, or globalization. The respondents' interview revealed that the success of demanding for new laws and regulations would be hard to achieve because the government does not give importance to animal welfare. The respondents believed that some people would stand to lose as a

consequence of new laws. However, the network society of animal lovers are determined to achieve their goals in order to improve the welfare of animals.

#### **4.1.7 Changes and Development in Thai Society from the Influence of Communication about Animals on Social Media**

Communications in online social media has no limitations. It can create changes and and far reaching impact on society as well as at the level of the individual. The results can be positive and negative. Content about animals are about pets that live with humans and the community. As a result, most of the content is disseminated by civic groups or foundations helping animals more than traditional media. Civic reporters or members of the public have more role in creating content in new media through their mobile phones. These contents created awareness and knowledge because animals cannot speak for themselves. Some of these issues have gained importance to the point it has become a social movement resulting in changes at the societal and individual levels. From the in-depth interview, the respondents provided their thoughts regarding the changes in Thai society resulting from content about animals in social media. They can be categorized in two major groups as follows:

##### **4.1.7.1 Social Changes can be Summarized as Follows:**

- 1) There is an increase in posting content about animals as being cute or hurt in social media. These images and video clips about animals being tortured or injured have been disseminated gaining more audience despite the fact that these issues have long existed.
- 2) More civic groups fight together to help tortured animals quickly due to social media making assistance more effective.
- 3) Uplift the level of compassion and responsibility towards animals and others in society. This would change the way people think and behave. People helping animals set good examples for others to follow.
- 4) Clear increase in the number of pages about pets such as cats and dogs.
- 5) Thais love animals more. There are more people raising cats and dogs.

6) Thais have changed the way they raise dogs from just being guards of the home to becoming members of the family leading to better welfare of these animals.

7) Rapid growth in network societies of animal lovers spreading throughout the country.

8) Network society of animal lovers have activities and are ready for social movement to cause social change.

9) There is a substantial growth in pet related businesses that make a good profit. These include pet food and accessory shops, animal hospitals, pet farms, pet lodging, and pet grooming. This segment has experienced significant business growth.

10) There is a marked increase in hotels, department stores, swimming pool, restaurants, coffee shops, pet spas, service cars for dogs, and organic shampoo for pets.

11) There are higher standards for pet care. Veterinarian service have higher quality and equipment in the hospitals. There is the use of high technology almost comparable to that of treatment for humans. In addition, there are also better food pellets that have complete nutrients as well as better medication.

12) Provide knowledge and sharing experiences in caring for pets. There are more people willing to learn more about these issues.

13) More frequent dog shows are being held in department stores

14) Accept and allow animals to go to public areas such as department stores and restaurants.

15) Content about animals on online social media has determined the direction of the news especially in traditional media such as television and newspaper. These media now present more content about animals.

16) There is a growth in the number of foundations to protect animal welfare.

17) Passing of the Animal Welfare Act of 2014.

18) More people are fooling others using images of injured animals to seek donations.

19) Celebrities use dogs and pets to build their image.

20) More people take part in signing petitions to help animals.

4.1.7.2 Changes to the Individual in Terms of thought, Feelings, and Behavior are Presented in the Following Section

1) Expressing opinions such as Like, Comment, Share, and Post content helping animals.

2) Helping animals in pain quickly and in a timely manner such as donating and finding homes for stray cats and dogs that have been abandoned.

3) Valuing life of animals knowing that they love their life and providing them care as well as safety.

4) Understanding the cycle of life -birth, aging, illness, and death as a natural consequence in life.

5) Change attitude making more people love animals.

6) Value the importance of animals as members of the family and not just a guard as done in the past.

7) Having a sense of responsibility towards animals and those around for the betterment of society.

8) Often watching content about animals on social media would make the person kinder and create a positive outlook. The individual would be more understanding and compassionate towards others and family members.

9) Posting content on social media about animals. These contents are distinctive and quick as never seen before.

10) Learn and gain the necessary literacy to distinguish news on social media in particular those who try to benefit from animals.

11) Knowledgeable and understanding about the health, science, and medical information about animal care.

12) Join more activities about animals such as meeting celebrity dogs at department stores and donating money to help strays.

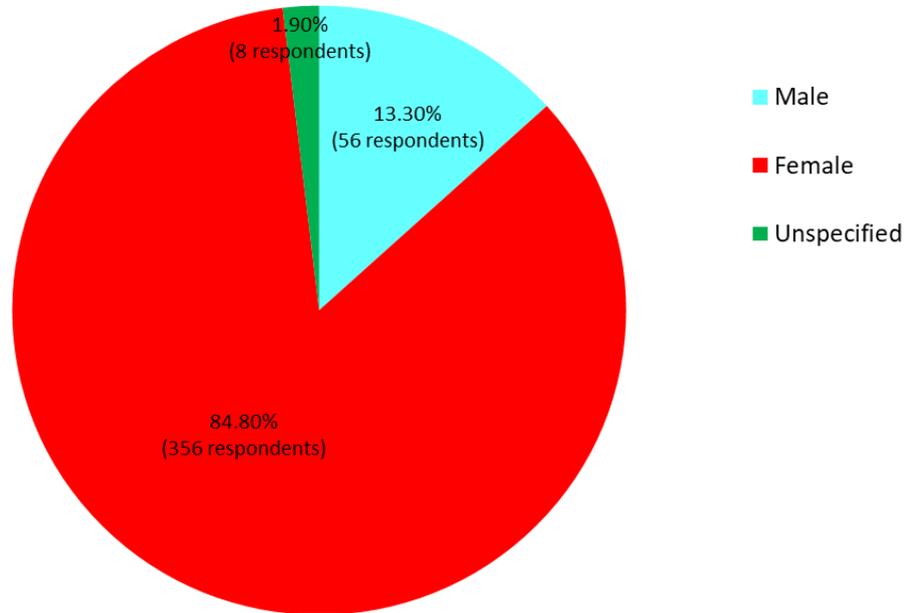
13) There are more animal lovers' groups who meet more often at restaurants, department stores, and resorts. Many families can join together with their pets.

## **4.2 Quantitative Research**

### **4.2.1 Online Questionnaire Respondents' Profile**

The data collection for the quantitative study is the survey research. An online questionnaire was used to collect data from respondents, who were selected from members of the fanpages about animals, who are living in all the regions in Thailand. There was a total of 420 respondents, who are exposed to content about animals on online social media. The sampling design methodology was purposive sampling. In addition, snowball sampling methodology was used so that respondents could recommend those who had similar characteristics to answer the online questionnaire. The demographics characteristics of the respondents are presented in the following section.

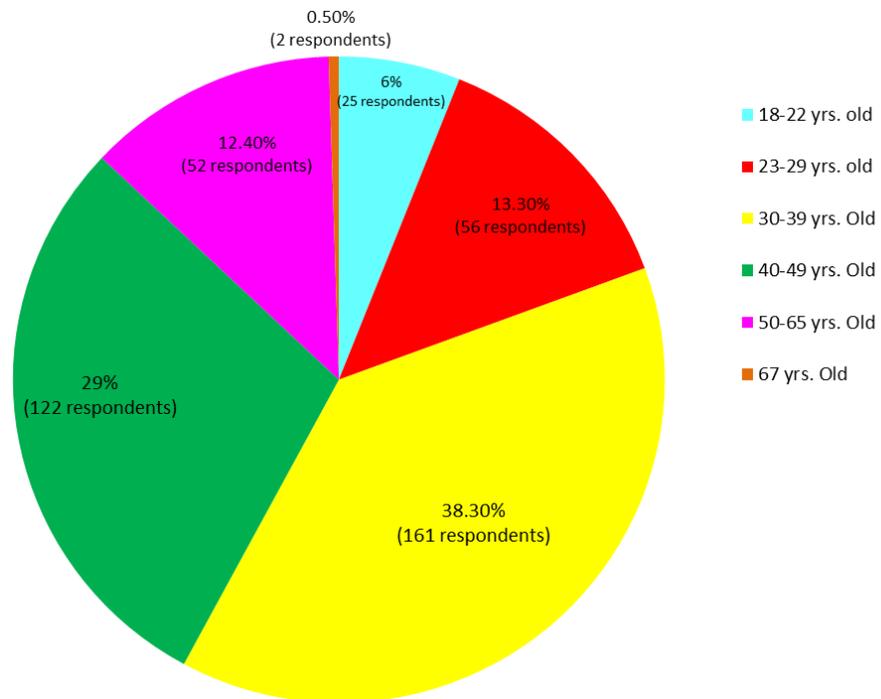
## 1) Gender



**Figure 4.1** Pie Chart Showing Gender of Respondents in the Quantitative Study

Figure 4.1 presents the gender of animal lovers who have answered the online questionnaire. It is found that the majority, about 85%, of the respondents are women.

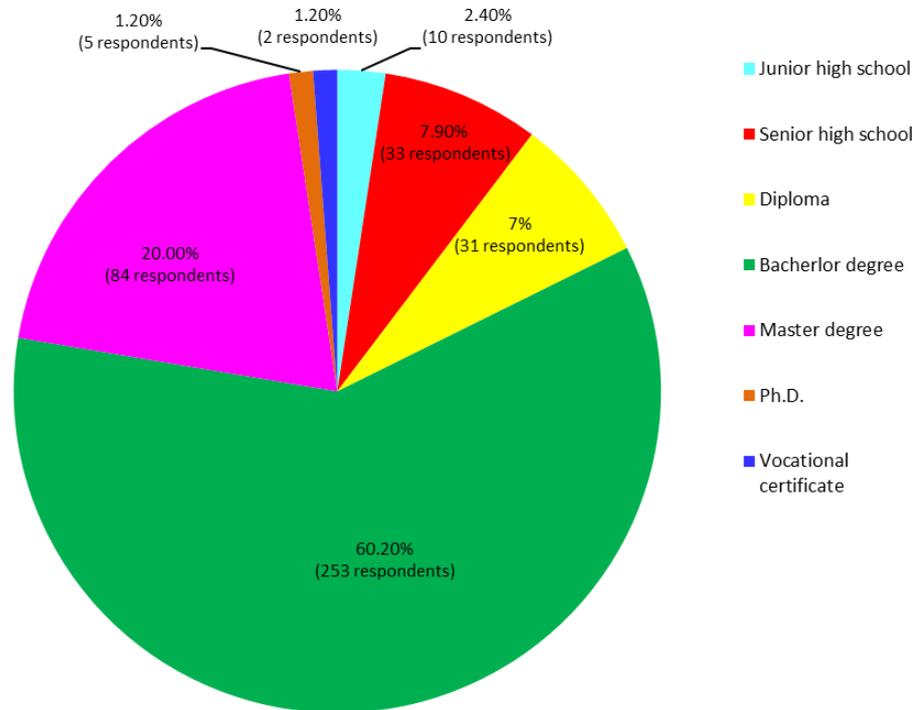
## 2) Age



**Figure 4.2** Pie Chart Showing Age of Respondents in the Quantitative Study

From Figure 4.2 it can be seen that the respondents, who are middle aged ranging from 30-49 years. The group aged between 30-39 years is the largest group at 38.30% (161 respondents) and those aged 40-49 years at 29% (122 respondents).

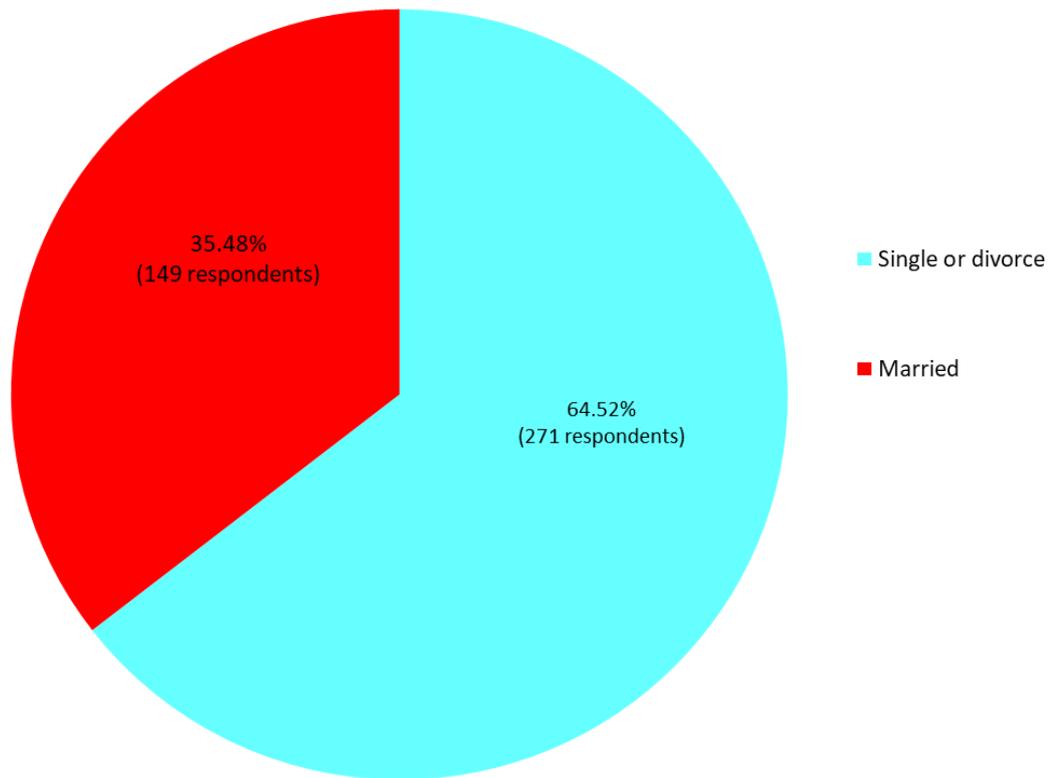
## 3) Education



**Figure 4.3** Pie Chart Showing Education Level of Respondents in the Quantitative Study

Figure 4.3 presents the education level of the respondents. It is found that most of the animal lovers interviewed were well educated. Most hold a bachelor's degree (60.20%) followed by master's degree (20%). This group combined is as high as 80%.

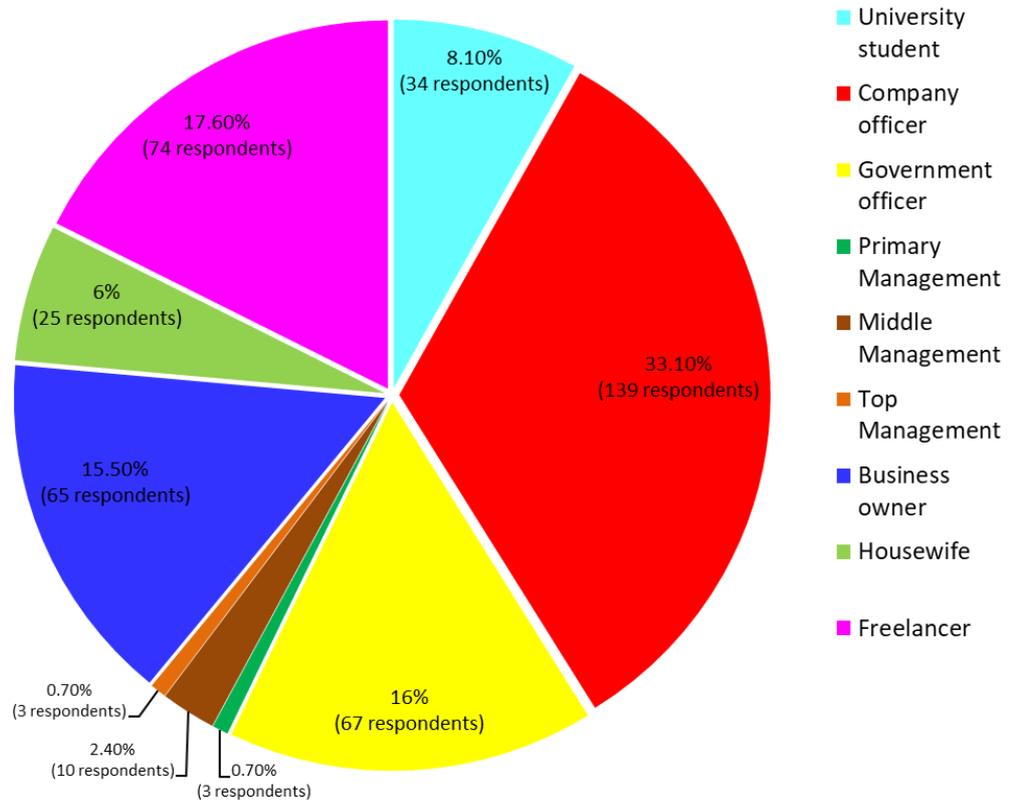
## 4) Marital Status



**Figure 4.4** Pie Chart Showing Marital Status of Respondents in the Quantitative Study

From Figure 4.4 it can be observed that most of the respondents were single. These included those who have never been married or divorced. This group makes up 64.52% of the respondents.

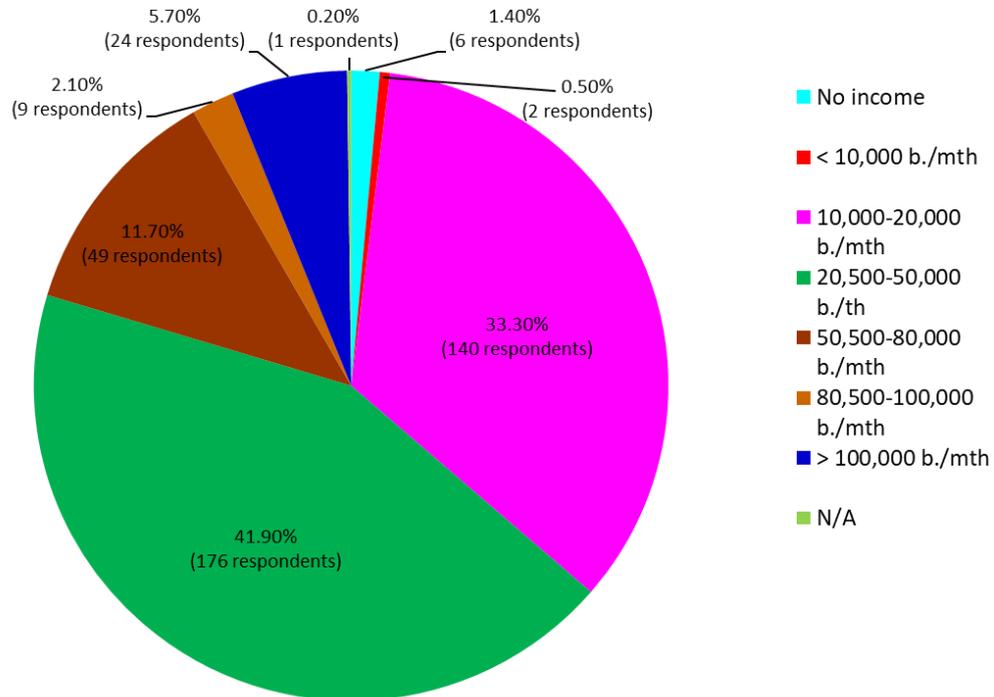
## 5) Occupation



**Figure 4.5** Pie Chart Showing Occupation of Respondents in the Quantitative Study

Figure 4.5 presents the occupation of the respondents. Most were office workers (33.10%) followed by freelancers (17.60%), government officials (16%), and business owners (15.50%). These four groups together make up 82.20%. These groups have free time. They can allocate the necessary time to care and be interested in animal content.

## 6) Income

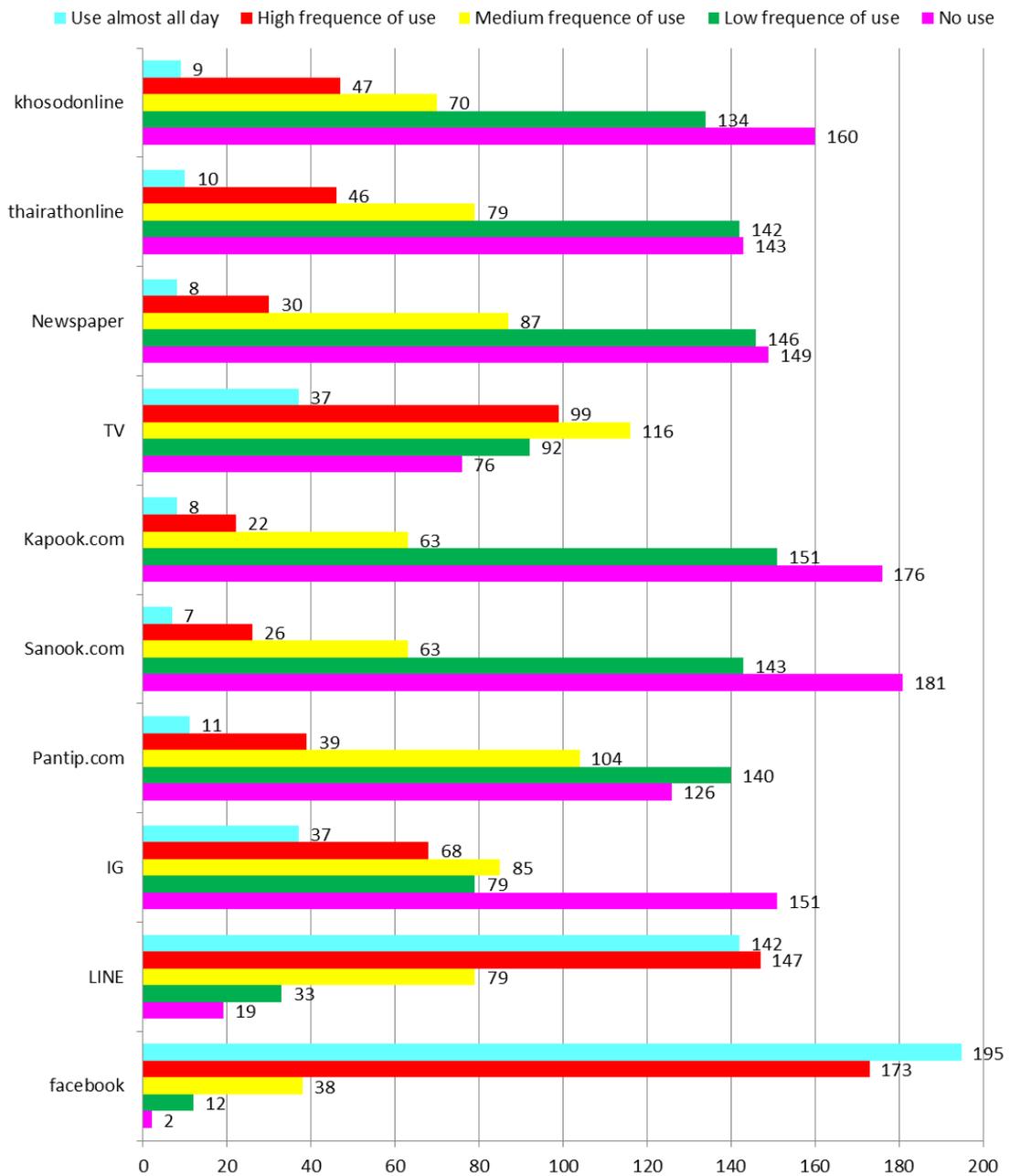


**Figure 4.6** Pie Chart Showing Income Level of Respondents in the Quantitative Study

Figure 4.6 presents the income level of respondents. Most of them earned between 10,000-50,000 baht per month at about 75.2%. Most of them earned 20,500-50,000 baht per month at 41.90%. This is followed by those who earned 10,000-20,000 baht per month at 33.30%.

## 4.2.2 Behavior in Terms of Exposure to Content about Animals on Social Media

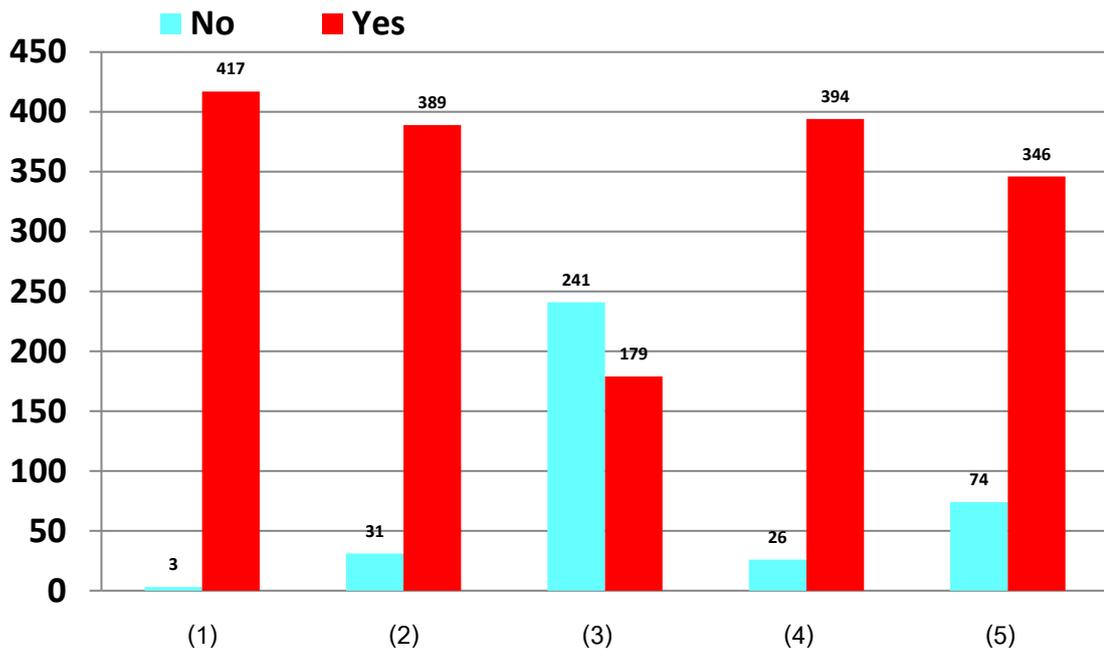
### 4.2.2.1 Media Choice and Frequency of Use



**Figure 4.7** Bar Chart Presenting Findings in Terms of Media Use and Frequency of Use from the Quantitative Study

From Figure 4.7 it is found that most of the animal lovers interviewed used Facebook. This is inline with the qualitative study. The highest reported frequency of use is almost all day and many times a day at 87.62%.

#### 4.2.2.2 Reason for Using Facebook Most Frequently



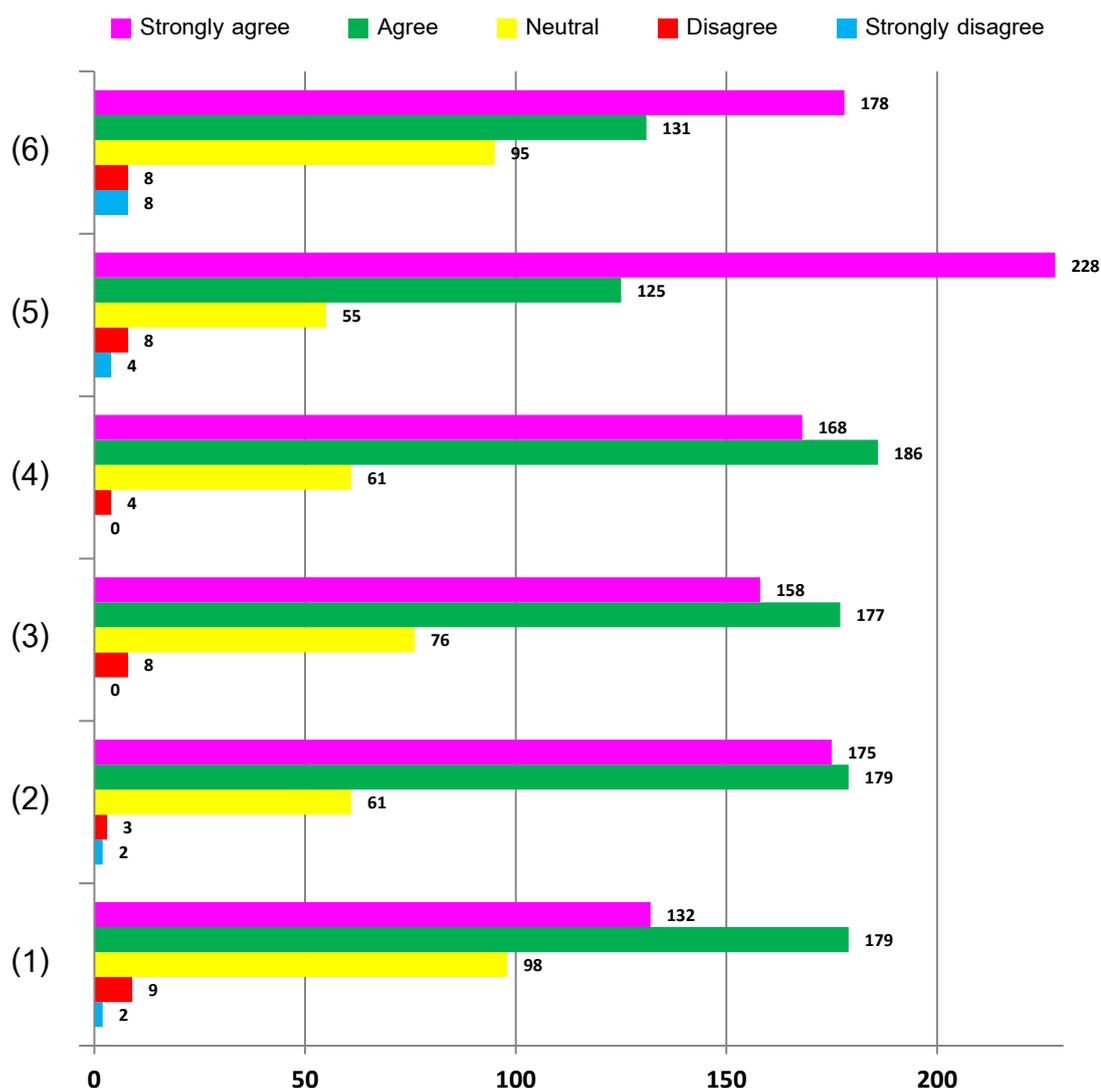
**Figure 4.8** Bar Chart Presenting Reasons in Using Facebook most Frequently from the Quantitative Study

**Note:** Description of the graph 1) Facebook is easy to access conveniently on mobile every where and any time. 2) Facebook has fresh and updated news presented in timely manner. 3) Facebook has real news with no modification to make it more trustworthy because it comes from real people. 4) Facebook has diverse news and content. 5) Facebook has more news and content about animals than other media.

Figure 4.8 presents the reason that respondents choose to use Facebook the most. The four most reasons cited are 1) Facebook is easy to access conveniently on mobile every where and any time (99.29%); 2) Facebook has diverse news and content (93.81%); 3) Facebook has fresh and updated news presented in timely manner

(92.62%); and 4) Facebook has more news and content about animals than other media (82.38%).

#### 4.2.2.3 Content about Animals that Respondents liked to Read about Most



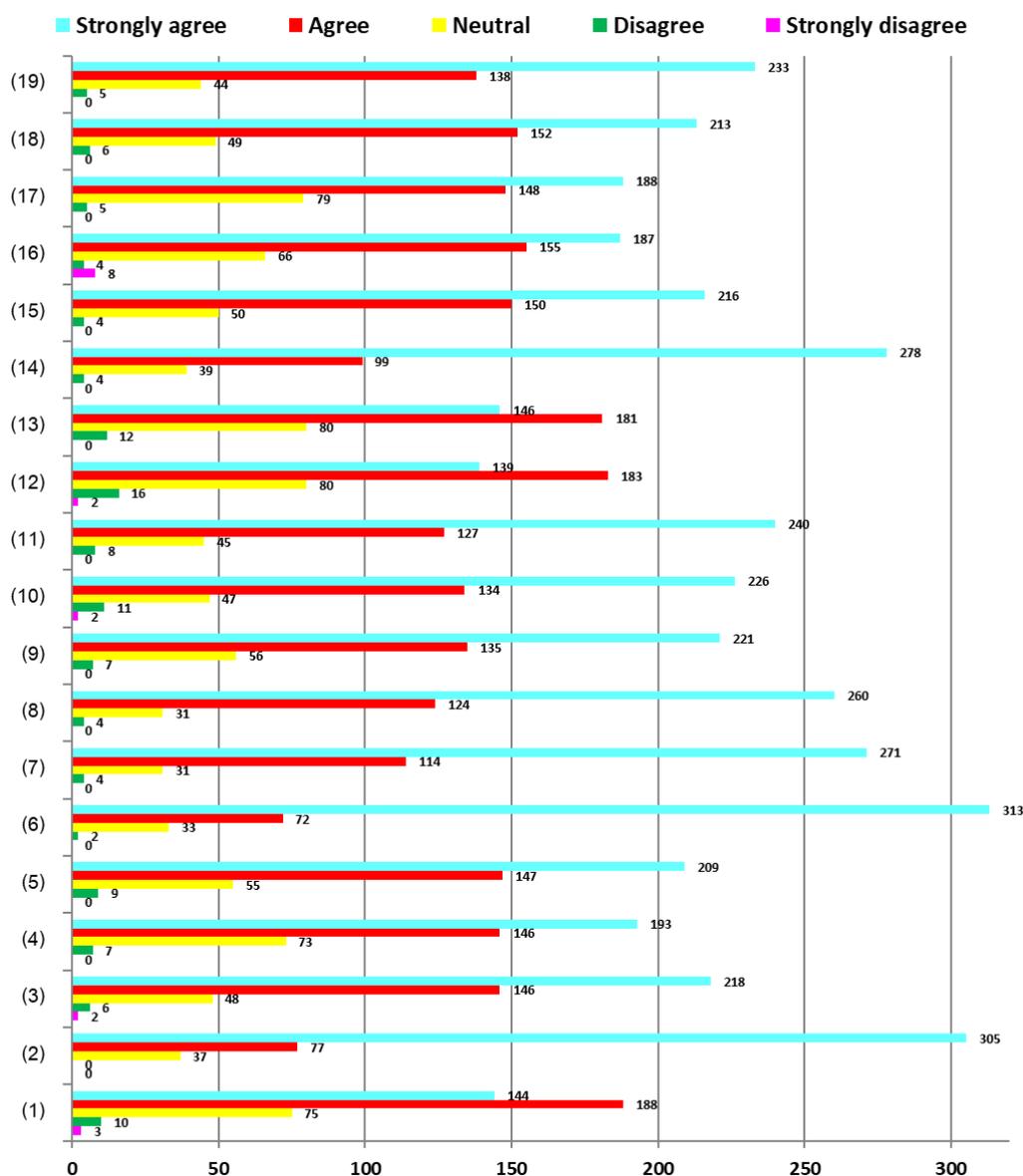
**Figure 4.9** Bar Chart Presenting Content about Animals that Respondents Like to Read Most in the Quantitative Study

**Note:** Description of the graph 1) Animals in funny posts 2) Love between mother and offspring 3) Cute animals that are fat or have nice fluffy fur 4) Pets playing with owners 5) Animal before and after being saved 6) Background and story of animals that unravel like a drama

From Figure 4.9 the animal content that respondents liked to read about most are “Before and After” condition of rescued animals (54.29%); Drama like stories about animals (42.38%); and the love between mother and offspring (41.67%) respectively. These are positive stories that make people happy, which is inline with the qualitative study.

#### **4.2.3 Learning from Communication about Animals on Social Media**

The research findings of respondents, who are exposed to animal content on social media as presented in the following figure.



**Figure 4.10** Bar Chart Presenting Learning from Exposure to Content on Social Media

#### Description of the Graph

**Note:** 1) Knowledge about science including physical and mental health, care, food, illness, treatment, reproduction, breed, and behavior of animals. 2) Valuing life, every life has value, every creature loves its life, every creature knows pain, and have needs 3) Understand life, birth, aging, illness, and death 4) By observing animals, they understand themselves and others 5) Familial love, the love of parents towards offspring 6) Humans are not the only creatures on the planet. We need to live with other animals in harmony to keep a balanced ecosystem. 7) Sense of responsibility to animals and society 8) Care for animals and family

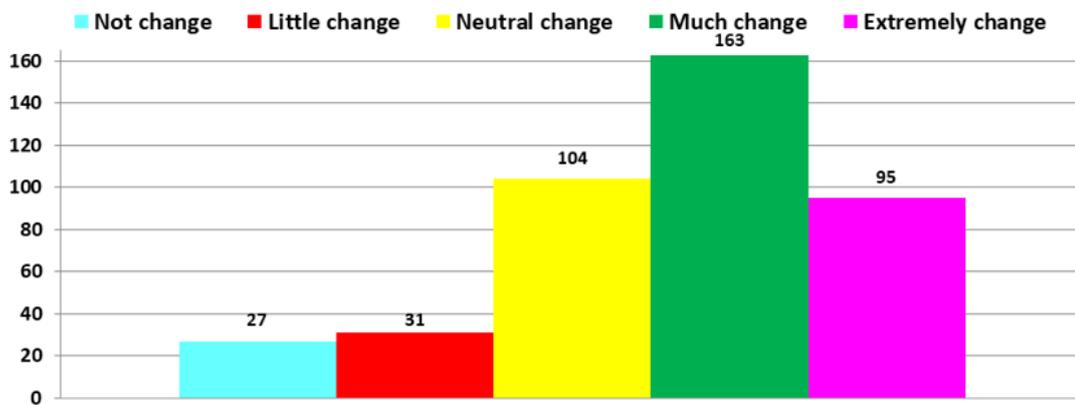
9) Evolution of raising dogs in Thailand from just being guards of the home to becoming members of the family leading to better welfare of these animals. 10) Viewing content about animals lead to gentleness and empathy toward other. 11) Viewing content about animals lead to stronger feelings of love toward animals, compassion, and providing assistance. 12) There is a marked increase in the products, tourist destinations, hotels, department stores, swimming pool, restaurants, and pet grooming. 13) There is a marked increase in media content about animals. 14) Pets such as cats and dogs help to reduce stress and provide relaxation to owners. 15) Network society has grown and is ready for social movement such as the strong demand for animal welfare, which has been witnessed. 16) There are people who gain benefits from animals. 17) There is conscious consideration of content that is gained from social media. 18) Expression of opinions about animals on online social media is clear, strong, and quick because there is less consideration than in the past. 19) Online social media content about animals have increased the effectiveness in assisting animals.

Figure 4.10 presents the things that respondents learned from exposure to content about animals on online social media. The top five responses are 1) Humans are not the only creatures on the planet. We need to live with other animals in harmony to keep a balanced ecosystem (74.52%); 2) Valuing life, every life has value, every creature loves its life, every creature knows pain, and have needs (72.62%); 3) Pets such as cats and dogs help to reduce stress and provide relaxation to owners (66.90%); 4) Sense of responsibility to animals and society (64.52%); and 5) Care for animals and family (61.90%)

#### 4.2.4 Attitude Change from Exposure to Content about animals on Social Media

##### 4.2.4.1 Attitude Change from Exposure to Content on Social Media

After frequently watching content about animals on online social media, the audience would experience attitude change (feelings and behavior). The level of change is presented in the following section.

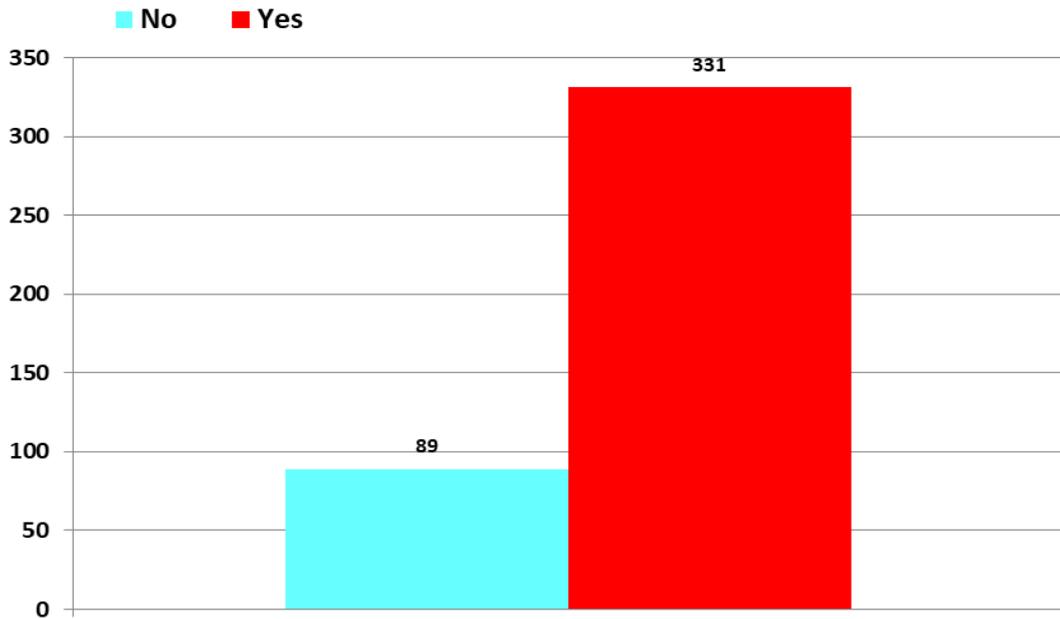


**Figure 4.11** Bar Chart Presenting Attitude Change from Exposure to Content on Social Media

Figure 4.11 presents information that supports the qualitative study. After exposure to animal content on social media resulted in different level of changes in attitude. About 93.57% of the respondents reported a change in attitude. Only 27 people from 420 respondents reported no change in attitude. This number is not statistically significant (Please refer to statistical analysis presenting the structural equation model explaining communications about animals on social media). On the other hand, content about animals on social media resulted in changes in attitude. This included changes to holding a new attitude or strengthening or minimalizing existing beliefs.

##### 4.2.4.2 Relationship between Learning and Attitude Change from Exposure to Content about Animals on Social Media

After often watching content about animals on social media, the audience would learn information that would lead to attitude change as presented in the following section.

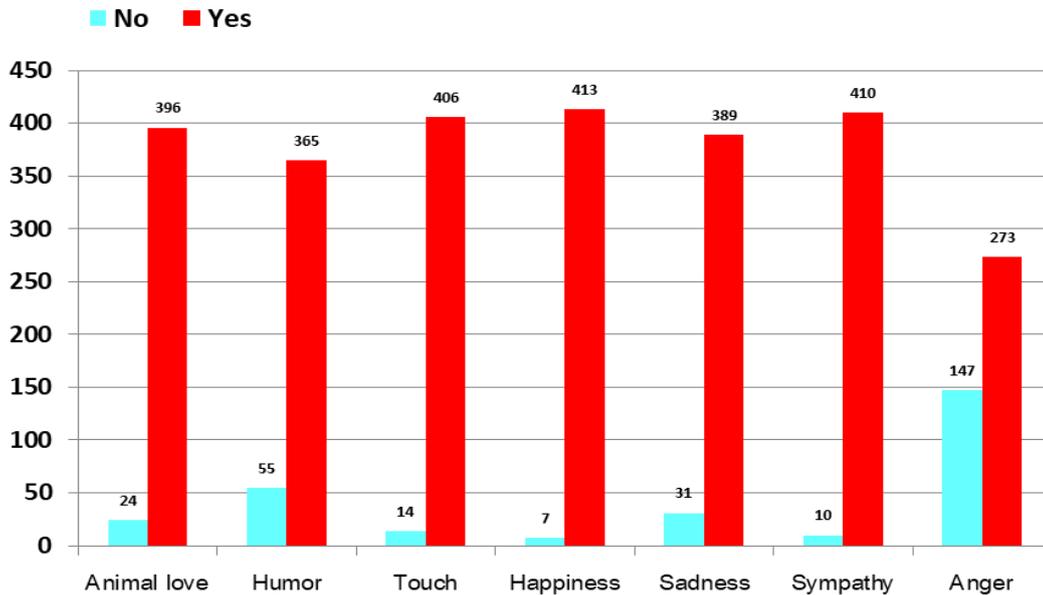


**Figure 4.12** Bar Chart Presenting Learning from Exposure to Content on Social Media That Leads to Attitude Change

Figure 4.12 revealed that a majority of the respondents, 331 people or 78.81% reported that they learned something from content about animals on social media. From 420 respondents only 89 people or 21.19% answered that they did not learn anything. To further investigate the findings the researcher randomly asked the respondents on the matter. It is found that some respondents explained that they did not learn anything and there was no resulting change in attitude. This is because they believed that they already knew a lot about animals since they were avid animal lovers. This is in line with the qualitative study, which had only one respondent report no learning and no resulting change. Although the respondent reported frequent exposure to animal content, there was no learning or attitude change. This is because the respondent reported having existing good knowledge because of long-term experience with animals as a serious animal lover.

#### 4.2.4.3 Exposure to Content about Animals on Social Media Generates A Multitude of Feelings

After exposure to content about animals on online social media content generates many different feelings as presented in the following section.

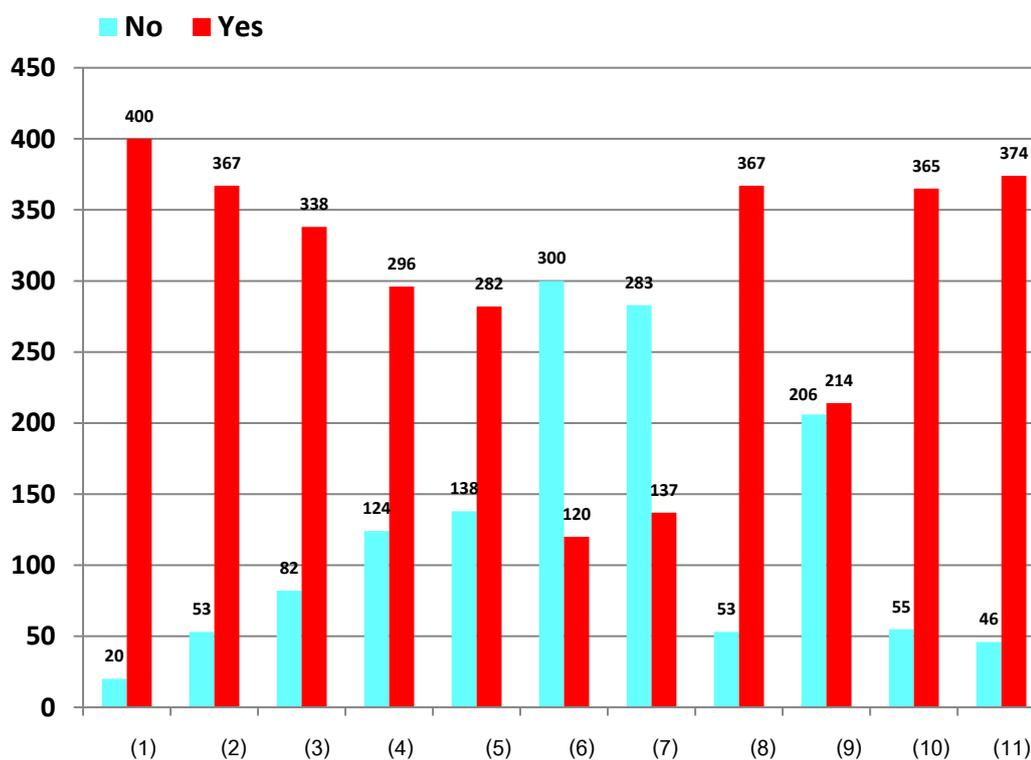


**Figure 4.13** Bar Chart Presenting Feelings from Exposure to Content about Animals on Social Media

Figure 4.13 presents feelings resulting from exposure to content about animals on social media. It is found that they would develop a multitude of feelings. There appears to be similar levels of feeling across different types of emotions. This can be observed from the bar chart presenting the similarity in findings. The top three emotions are happiness, sympathy, and touched. The feeling of anger is the least because respondents prefer positive content and avoid ones that stimulate negative emotions.

#### 4.2.4.4 Exposure to Content about Animals on Social Media Results in Changes in Behavior

After frequent exposure to content about animals on online social media, respondents reported changes in behavior as presented in the following section.



**Figure 4.14** Bar Chart Presenting Behavior from Regular Exposure to Content about Animals on Social Media

**Note:** Description of the graph 1) Expressions such as Like, Comment, Share, and Posting content 2) Taking part in signing petition to help animals 3) Posting to seek assistance 4) Making monetary donations to help injured animals 5) Making food donations for dogs and cats 6) Going out to request assistance from police and the Livestock Department 7) Going out to the location to assist the animal as soon as possible 8) Signing up for membership on pages about animals by “Liking” or “Following” 9) Joining events about animals 10) Seeking out more information about caring about dogs or other pets 11) Interested in taking dogs and cats to the veterinarian regularly

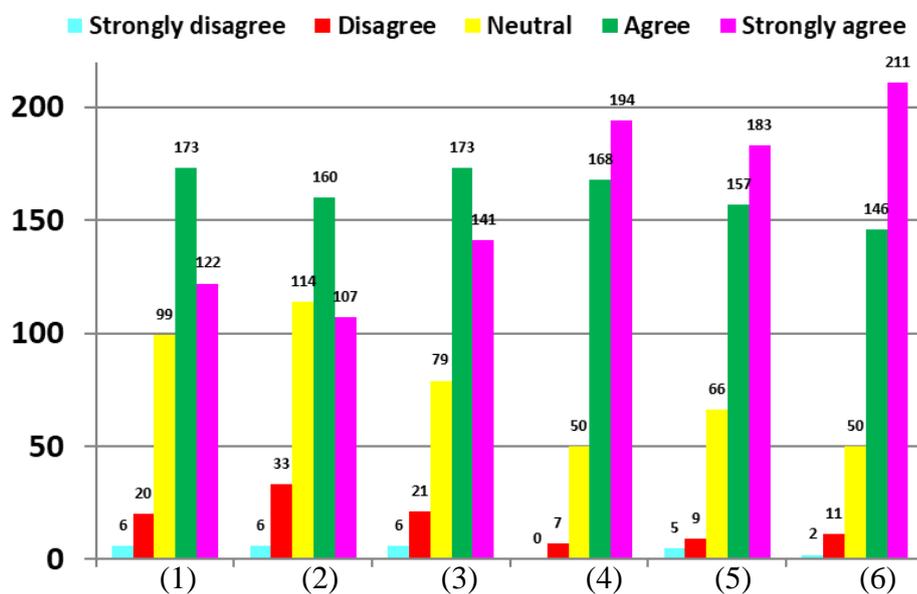
Figure 4.14 presents the behavior of the network society of animal lovers. It is found that they engage mostly in basic actions in communications through the use of their mobile phones or computers. They would like, share, comment, sign petitions, or post content helping animals. This is followed by caring of their pets taking them to the veterinarian when necessary. These people are interested in seeking information to

better care for their dogs. The actions that these animal lovers engage in the least is going out to request assistance for animals from government agencies such as the police or Department of Livestock. The other least engaged action is going out to the location of the incident to help the animal as quickly as possible. This is because it is complicated and time consuming. Communicating with the police and the Department of Livestock is avoided by animal lovers because they perceive that government officials are not interested in receiving their petitions and solving the problems.

#### 4.2.5 Network Society Resulting from Communications about Animals on Social Media

The researcher conducted the quantitative research to study the direction of the attitudes of animal lovers in Thai society. The research findings are presented in the following section.

##### 4.2.5.1 Motivation for Members to Join Network Society of Animal Lovers



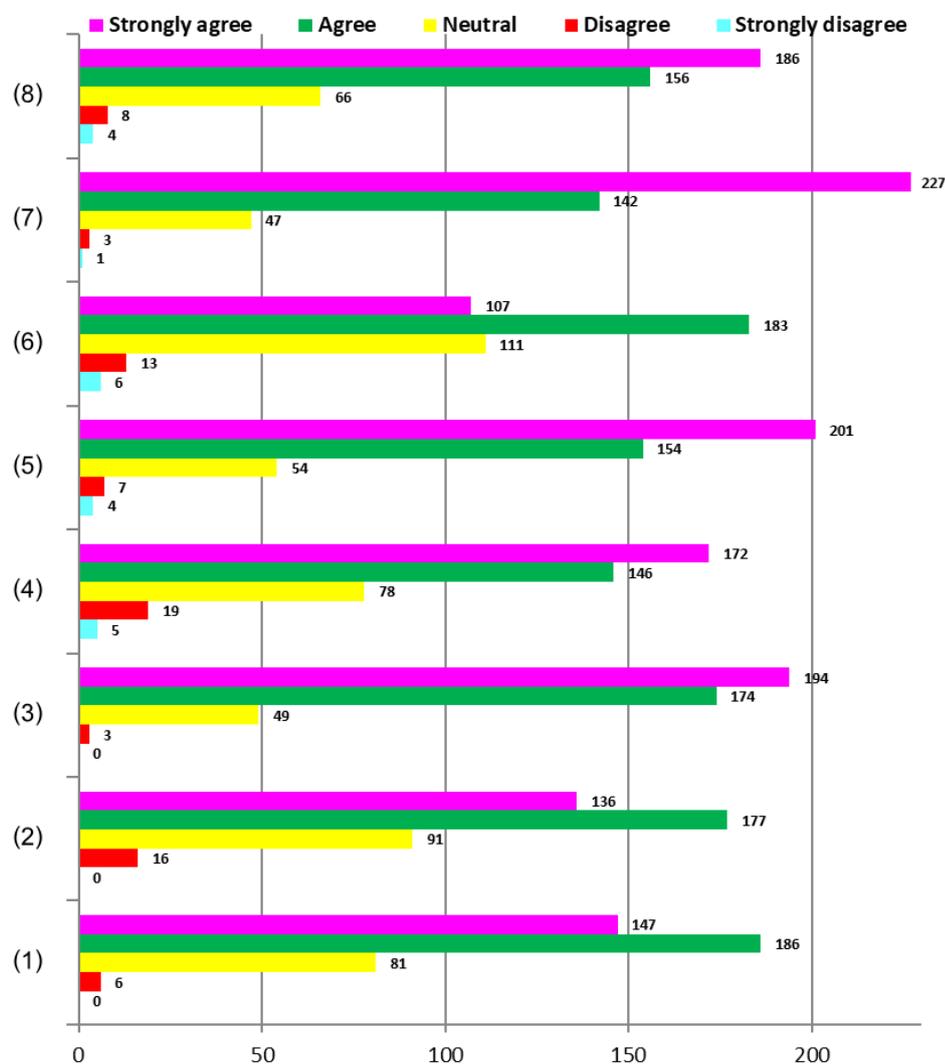
**Figure 4.15** Bar Chart Presenting Motivation to Joining Network Society of Animal Lovers

**Note:** Description of the graph 1) Want to have new friends who also love animals 2) Want to have friends who join activities about animals so they can go together

and help each other 3) Want to have friends to share information and experience in caring for animals 4) Want to take part in helping animals 5) Like the activities in network of animal lovers to help society and make merit 6) Like the determination, strength, and cooperation in helping animals and driving for solutions by the network society of animal lovers.

Figure 4.15 presents the motivation that drives membership of network society of animal lovers. The most agreed with item is “Like the determination, strength, and cooperation in helping animals and driving for solutions by the network society of animal lovers”. This is followed by “Want to take part in helping animals”. The third is “Like the activities in the network of animal lovers to help society and make merit”. It is obvious that animal lovers’ groups want people who are sincere and dedicated in helping animals because they cannot speak and take charge for themselves. Animal lovers have compassion forming the basis of their attitudes.

#### 4.2.5.2 Type of Content that Leads to Joining Network Society of Animal Lovers



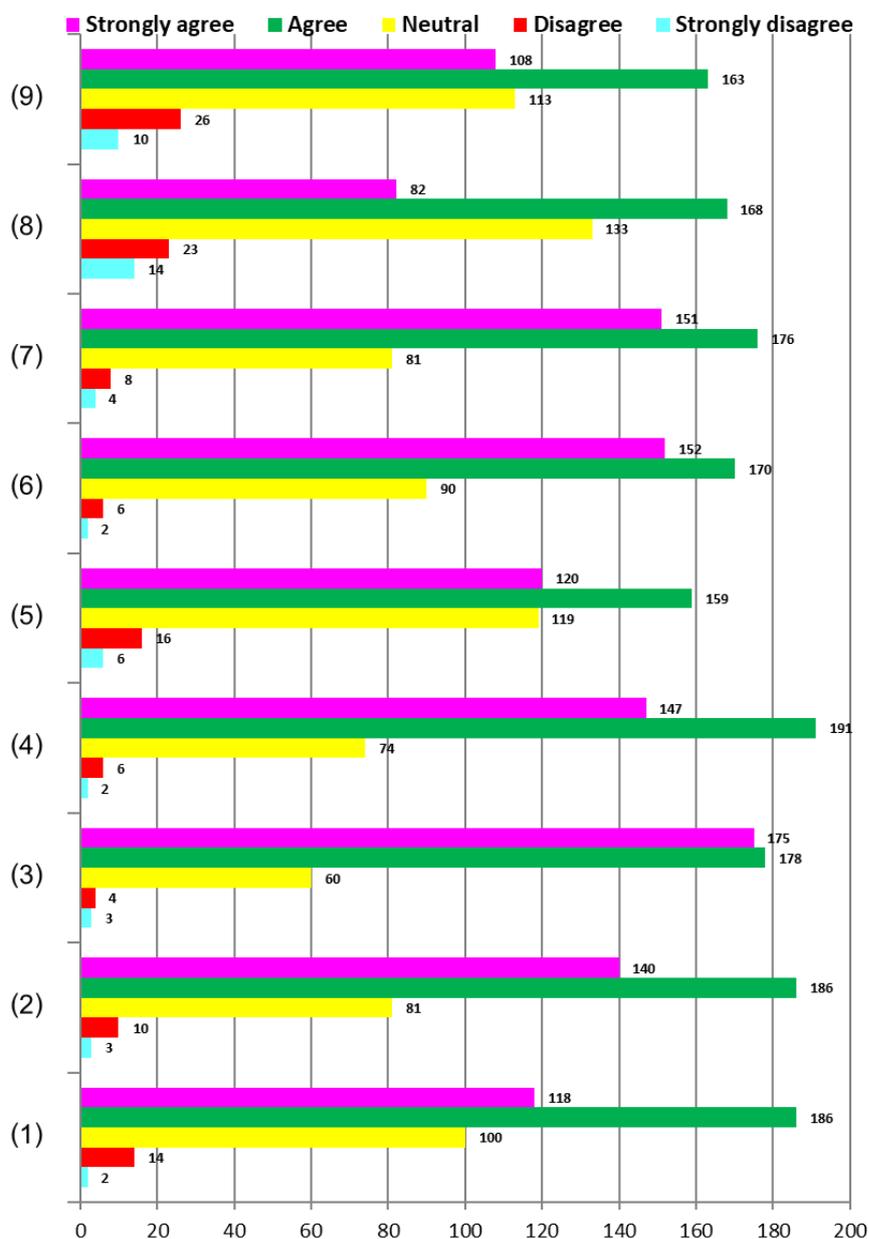
**Figure 4.16** Bar Chart Presenting Content that Leads Joining Animal Lover Network Society

**Note:** Description of the graph 1) Picture or clip of cute animals 2) Picture or clip of funny animals 3) Picture or clip of animals that are touching such as the love of mother and offspring, love in the group or pack, and assistance or protection of their group. 4) Picture or clip of hurt animals that needed assistance in terms of money or blood donation 5) Picture or clip of network society of animal lovers or foundations to help animals 6) Picture or clip of animals and their owners

doing activities together as a group 7) Picture or clip of animals that ended happily such as helping wounded dogs get treatment eventually getting a new home (Before & After) 8) Signing petitions to help animals

Figure 4.16 presents the content that leads to joining network society of animal lovers in the following order: 1. Picture or clip of animals that ended happily such as helping wounded dogs get treatment eventually getting a new home (Before & After); 2. Picture or clip of network society of animal lovers or foundations to help animals; and 3. Picture or clip of animals that are touching such as the love of mother and offspring, love in the group or pack, and assistance or protection of their group. Analysis of these answers show that animal lovers join groups because they like the emotionally touching and impressive content that come from stories that have a happy ending.

## 4.2.5.3 Reasons for Expansion of Network Society of Animal Lovers



**Figure 4.17** Bar Chart Presenting Reason for Expansion of Network Society of Animal Lovers

**Note:** Description of the graph 1) Page or group of animal lovers who communicate content such as animals doing funny things. This would lead more animal lovers to continuously join the group. 2) Page or group of animal lovers who communicate about the benefits, disseminating information, sharing experience

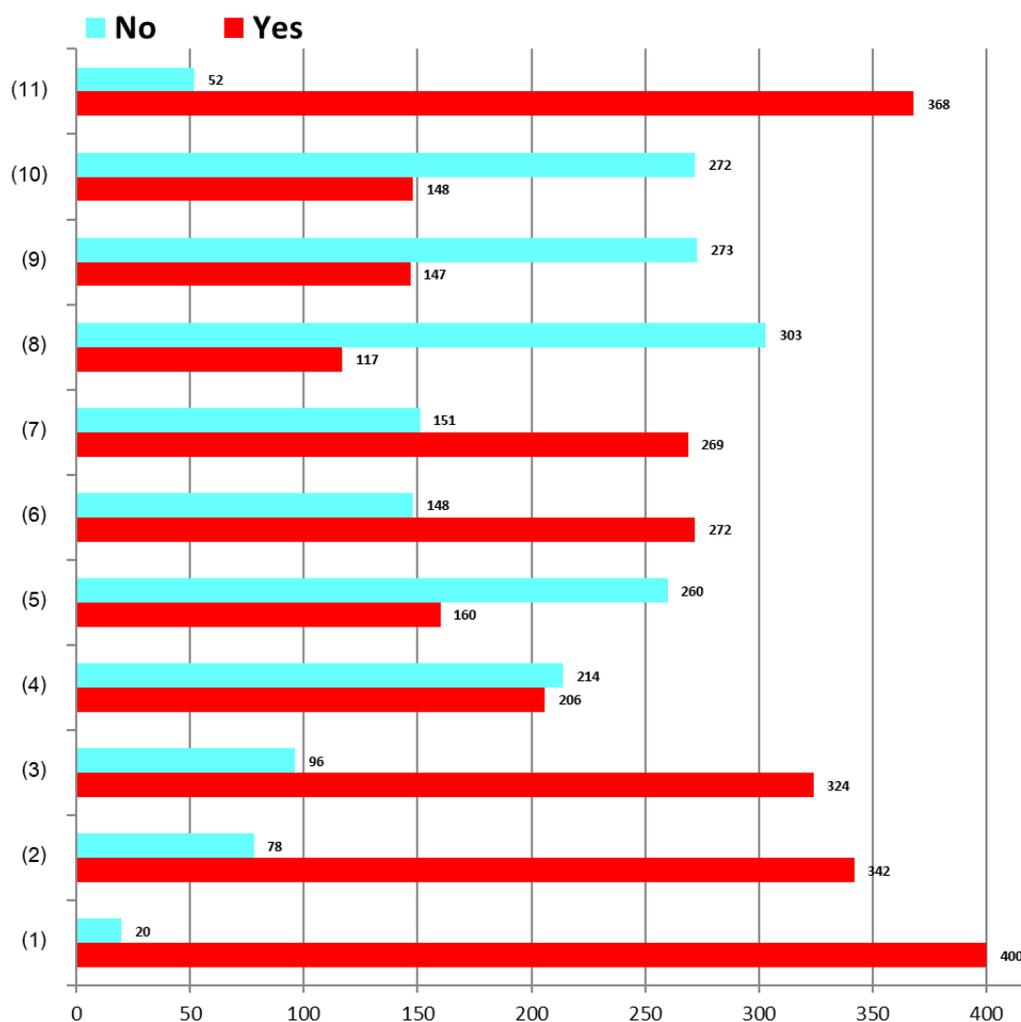
about raising animals, and presenting hotels and restaurants that allow pets. 3) Page or group volunteers who help animals such as requesting blood donation for sick dogs. 4) Group members have nice disposition, culture, and ethics. They help each other. 5) Page or group of animal lovers who communicate stories and pictures that are touching or dramatic making it appealing. 6) Page or group of animal lovers who communicate unique stories that are awe inspiring such as dogs helping to heal autistic children so they can live normally in society. 7) The stand point of the group is the same as that of members. 8) Meetings of members foster a strong relationship in the group 9) Page or group of animal owners who raise the same breed of dogs or like the same breeds

Figure 4.17 presents the reason or antecedents to the expansion of network society of animal lovers. The majority of the respondents agreed most with the item “Page or group volunteers who help animals such as requesting blood donation for sick dogs”. This is followed by page or group that communicate unique stories that amaze and inspire. The third most agreed with statement is “The stand point of the group is the same as that of member”. This finding shows that animal lovers give the most importance to helping animals. They would form groups with like minded people who would work together to help animals thus leading to the expansion of the group.

#### **4.2.6 Activity and Social Movement about Animals in Network Society**

##### **4.2.6.1 General Activities about Animals with no Significant Objectivities**

Results from the quantitative study conducted on respondents from the animal lovers regarding their activities have differing levels of frequency as presented in the following graph:



**Figure 4.18** Bar Chart Presenting Frequency of Activities Joined in Network Society of Animal Lovers

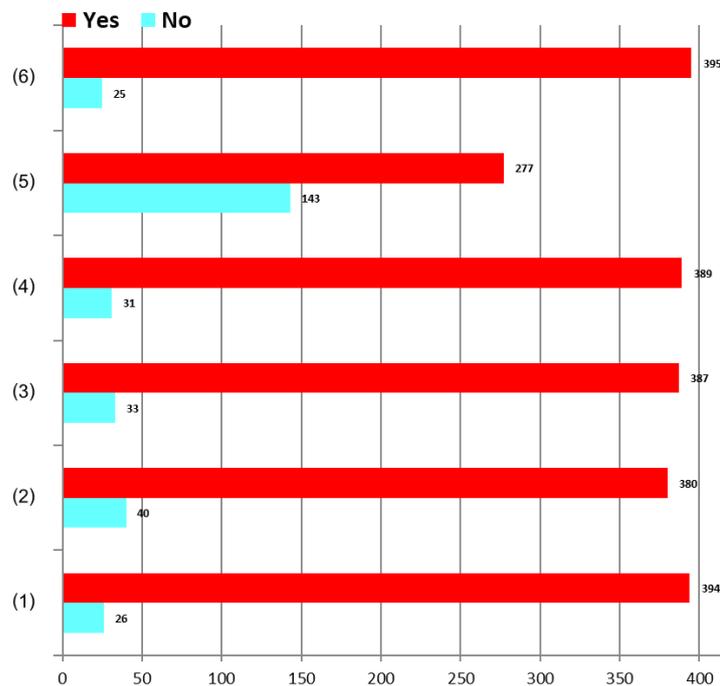
**Note:** Description of the graph 1) Expressing opinions such as Like, Comment, Share, and Post content 2) Assist in donations of money, food, medication, and necessary facilities for pets 3) Assist in payment for treatment of wounded animals 4) Seeking donations or running auctions to gather money to take care of stray dogs and cats 5) Joining activities such as running marathons to gather funds to help stray cats and dogs and wandering elephants. 6) Take injured cats and dogs to the veterinarian (paying for the treatment) 7) Finding homes for stray cats and dogs that have been abandoned 8) Making appointment and going out with friends in the network society of animal lovers 9) Joining activities with celebrity cats and dogs at department stores 10) Filing police reports to help

mistreated animals 11) Signing petitions to help wounded animals or fighting for better animal welfare

Figure 4.18 presents the activities that members of the network society of animal lovers engage with on their mobile phone and computers because of its convenience. The highest ranked activity is “Expressing opinions such as Like, Comment, Share, and Post content” at (95.24%) followed by “Signing petitions to help wounded animals or fighting for better animal welfare” at 87.62%.

#### 4.2.6.2 Activities about Animals that have an Impact on Society or Social Movement

When asked about social movement activities that need to be done to solve important problems, respondents can choose the activity they want to engage with most from the list as presented in the following graph:



**Figure 4.19** Bar Chart Presenting Frequency of Social Movement Activities Joined in Network Society of Animal Lovers

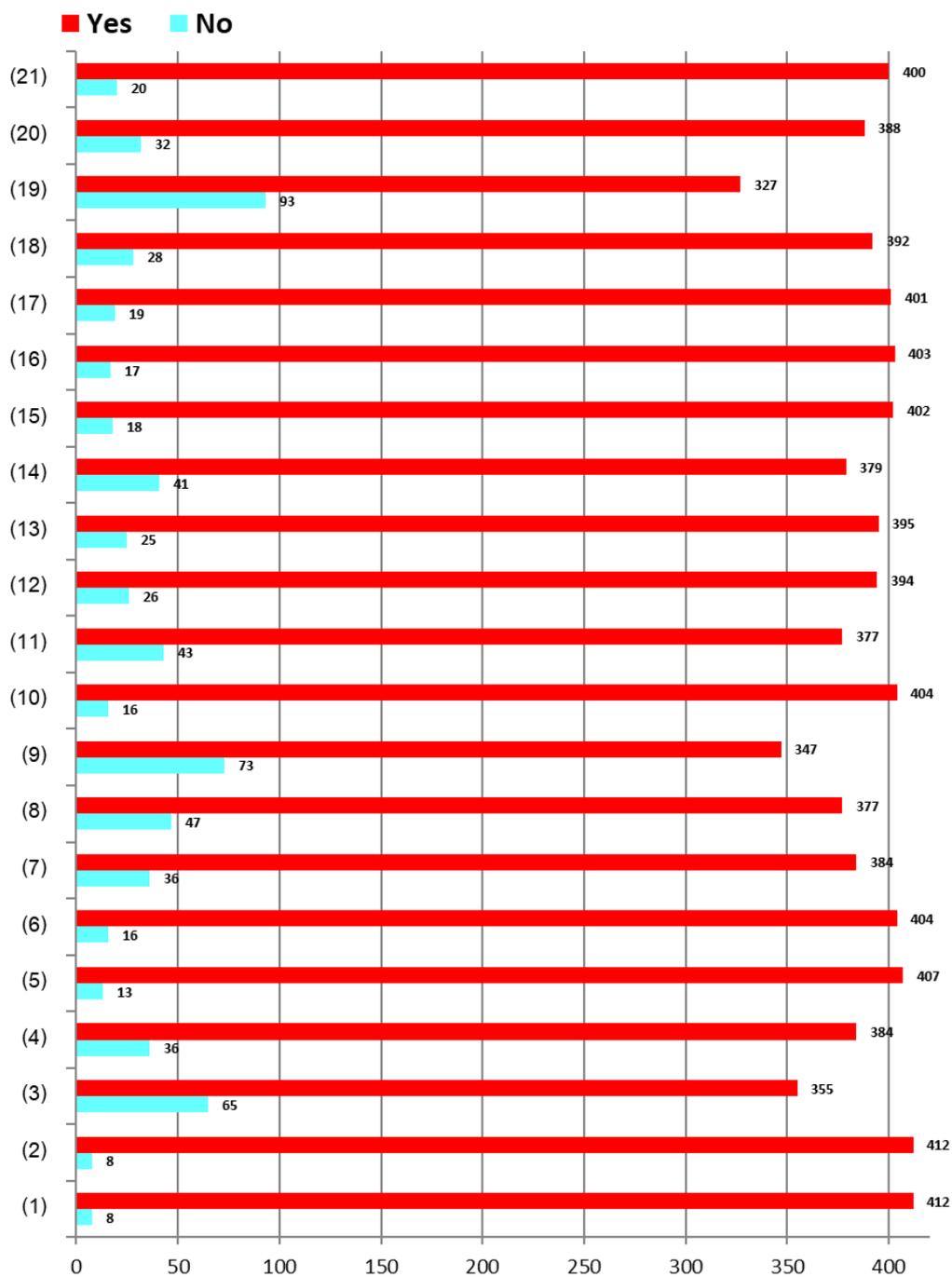
**Note:** Description of the graph 1) Prevention and reduction in the number of stray animals quickly 2) Campaigning for Thai people to adopt stray dogs instead of

buying puppies 3) Setting standard for developing businesses such as dog breeding farms to reach international levels to ensure prevention of cruelty. 4) Determining government staff and agency in charge of animal welfare to help mistreated animals instead of the Livestock Department. For instance, the animal cop can be established to quickly and effectively help animals in a timely manner. 5) Determine taxes that have to be paid by pet owners and necessary registration with government agencies to protect and enhance responsibility of owners. 6) Determine policies that support the importance and acknowledgement of responsibility to animals that should be incorporated in school curriculum and taught in the family.

Figure 4.19 shows that animal lovers demand social movement to solve the problems regarding animals. All of the items have high scores, which shows how determined they are to help solve animal problems. In particular the highest ranked is “Determine policies that support the importance and acknowledgement of responsibility to animals” (94.05%) to help reduce abandoning of pets and cruelty towards animals. This is followed issuing policies to prevent and protect animals in order to reduce the number of strays quickly (93.81%). This is followed by “Determining government staff and agency in charge of animal welfare to help mistreated animals instead of the Livestock Department” (92.62%). This is followed by the standardization of dog farms to reduce cruelty (92.14%). Furthermore, the next item is the campaigning for adoption of dogs instead of buying puppies (90.48%), respectively. The lowest score is the policy for taxes (65.95%). This is because pet owners already have a high expense caring for their pets and do not want to pay additional taxes.

#### **4.2.7 Changes and Development in Thai Society from the Influence of Content about Animals on Social Media**

From the online questionnaire, respondents have answered about changes in Thai society resulting from content about animals on social media as presented in the following figure:



**Figure 4.20** Bar Chart Presenting Changes in Thai Society from Content about Animals in Online Social Media

**Note:** Description of the graph 1) Post, comment, and share content about helping animals 2) The growth in pages about animals such as cats and dogs 3) Thai people love animals more since there are more people taking care of cats and

dogs. 4) Thai people changed their values to raise dogs as a member of the family needing care instead of just letting them guard the house as in days past. 5) The growth of business about animals that could create substantial income. These include pet food and accessories, animal hospitals, pet farms, and pet grooming. There is significant growth in this business segment. 6) There are new businesses and products about animals such as hotels for dogs, swimming pools, cafés, dog spas, vehicles for dogs, and organic shampoos for cats and dogs. 7) There are higher standards for pet care. Veterinarian service have higher quality and equipment in the hospitals. There is the use of high technology almost comparable to that of treatment for humans. In addition, there are also better food pellets that have complete nutrients as well as better medication. 8) There are more frequent activities such as dog shows in department stores. 9) Accept and allow animals to go to public areas such as department stores and restaurants. 10) Provide knowledge and sharing experiences in caring for pets. There are more people willing to learn more about these issues. 11) There are more frequent meetings between group members in the network society of animal lovers. 12) There is a rapid growth and expansion throughout the country of the network society of animal lovers. 13) Content about animals on online social media has determined the direction of the news especially in traditional media such as television and newspaper. These media now present more content about animals. 14) There is a growth in the number of foundations that protect the welfare of animals. 15) Civic groups have strongly worked together to help mistreated animals quickly on social media. 16) Network of animal lovers have social movement activities resulting in changes in society. 17) Passing of the Animal Welfare Act of 2014 18) Fooling others into losing money by posting pictures of injured animals seeking donations 19) Celebrities use dogs and pets to build their image 20) Uplift the standard of compassion and responsibility towards animals and people. Therefore, society would change in terms of thoughts and behaviors in helping animals and raising the standard of compassion, which sets a good example stimulating more people to do good. 21) Take part in signing petitions to help animals

Figure 4.20 shows that animal lovers in Thai society agree with all items regarding change in Thai society. The items with the highest agreement are 1. Post, comment, and share content about helping animals followed by 2. The growth in pages about animals such as cats and dogs. The combined score of these two items are as high as 98.10% (412).

## **CHAPTER 5**

### **RELATIONSHIPS BETWEEN VARIABLES AND MODEL STRUCTURE OF COMMUNICATIONS ABOUT ANIMALS ON SOCIAL MEDIA**

As mentioned in the previous chapters, content about animals in social media result in learning, attitude change, formation of network society, and joining activities resulting in social movement. For ease of understanding and avoiding any confusion, the researcher would like to present the designation of constructs examined in the model as follows:

- 1) Learning is designated as LRN
- 2) Attitude change is designated as ATT
- 3) Network society of animal lovers formation is designated as NEW
- 4) Joining activities and social movement is designated as ACT

The research findings reveal that the constructs have both direct and indirect effects in the structural model communications about animals on online social media, which would be presented in this chapter. The media examined are selected based on the reported frequency and can be classified in five categories as follows:

- 1) Facebook is designated as FB
- 2) LINE is designated as LINE
- 3) Instagram is designated as IG
- 4) Online media, which includes pantip.com, sanook.com, kapook.com, thairathonline and khosodonline is designated as ONM
- 5) Traditional media, which includes television and newspaper is designated as OFM

The statistical analysis conducted to examine relationships between variables and model construct of communications about animals on social media would be

discussed in this chapter. The contents would be categorized in four major topics as follows:

1) Direct effects, analysis of direct effects of independent variable to connected dependent variables in the paths designated as follows:

(1) Direct effects of media type on learning, which is the first dependent variable can be designated as follows:

Independent Variable	Effect	Dependent Variable
Facebook (FB)	→	Learning (LRN)
LINE (LINE)	→	Learning (LRN)
Instagram (IG)	→	Learning (LRN)
Other online media (ONM) (pantip.com, sanook.com, kapook.com, thairathonline, khosodonline)	→	Learning (LRN)
Traditional media which are television and newspaper (OFM)	→	Learning (LRN)

**Figure 5.1** Presents Direct Effects of Media Type on Learning Variable

(2) Direct effects of paired variables, analysis based on each type of media can be designated for the study of their relationship as follows:

a) Communications via Facebook (FB) impact on the pair of variables as follows:

Independent Variable	Effect	Dependent Variable
Learning (LRN)	→	Attitude (ATT)
Attitude (ATT)	→	Network Society (NEW)
Learning (LRN)	→	Network Society (NEW)
Network Society (NEW)	→	Activity and Social Movement (ACT)

**Figure 5.2** Presents Direct Effects of Paired Variables when Communicating Via Facebook

b) Communications via Line (LINE) impact on the pair of variables as follows:

Independent Variable	Effect	Dependent Variable
Learning (LRN)	→	Attitude (ATT)
Attitude (ATT)	→	Network Society (NEW)
Learning (LRN)	→	Network Society (NEW)
Network Society (NEW)	→	Activity and Social Movement (ACT)

**Figure 5.3** Presents Direct Effects of Paired Variables when communicating Via Line

c) Communications via Instagram (IG) impact on the pair of variables as follows:

Independent Variable	Effect	Dependent Variable
Learning (LRN)	→	Attitude (ATT)
Attitude (ATT)	→	Network Society (NEW)
Learning (LRN)	→	Network Society (NEW)
Network Society (NEW)	→	Activity and Social Movement (ACT)

**Figure 5.4** Presents Direct Effects of Paired Variables when Communicating Via Instagram

d) Communications via other online media (ONM), which are pantip.com, sanook.com, kapook.com, thairathonline, khosodonline, impact on the pair of variables as follows:

Independent Variable	Effect	Dependent Variable
Learning (LRN)	→	Attitude (ATT)
Attitude (ATT)	→	Network Society (NEW)
Learning (LRN)	→	Network Society (NEW)
Network Society (NEW)	→	Activity and Social Movement (ACT)

**Figure 5.5** Presents Direct Effects of Paired Variables when Communicating Via Other Online Media (ONM), Which are Pantip.com, Sanook.com, Kapook.com, Thairathonline, Khosodonline

e) Communications via traditional media (OFM), which are television and newspaper impact on the pair of variables as follows:

Independent Variable	Effect	Dependent Variable
Learning (LRN)	→	Attitude (ATT)
Attitude (ATT)	→	Network Society (NEW)
Learning (LRN)	→	Network Society (NEW)
Network Society (NEW)	→	Activity and Social Movement (ACT)

**Figure 5.6** Presents Direct Effects of Paired Variables When Communicating Via Traditional Media (OFM), Which are Television and Newspaper

2) Indirect effects, analysis of indirect effects of independent variables on dependent variables through the mediating variable in the paths designated as follows:

Independent Variable	Effect	Dependent Variable
Facebook (FB)	→	Learning (LRN)
	→	Network Society (NEW)
	→	Activity and Social Movement (ACT)
LINE (LINE)	→	Learning (LRN)
	→	Network Society (NEW)
	→	Activity and Social Movement (ACT)
Instagram (IG)	→	Learning (LRN)
	→	Network Society (NEW)
	→	Activity and Social Movement (ACT)
Other online media (ONM) (pantip.com, sanook.com, kapook.com, thairathonline, khosodonline)	→	Learning (LRN)
	→	Network Society (NEW)
	→	Activity and Social Movement (ACT)
Traditional media which are television and newspaper (OFM)	→	Learning (LRN)
	→	Network Society (NEW)
	→	Activity and Social Movement (ACT)

**Figure 5.7** Presents Indirect Effects, Analysis of Indirect Effects of Independent Variables on Dependent Variables through the Mediator

Model construct of communications about animals on online social media  
Summary of the relationships between the variables and model construct of communication about animals on social media

The research findings can be summarized as follows:

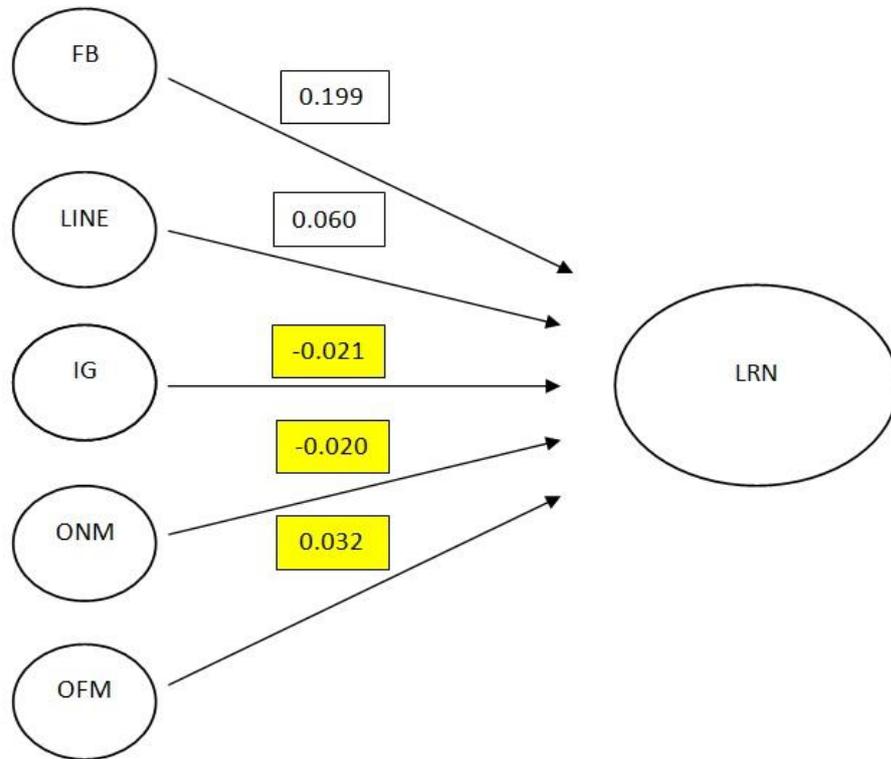
## 5.1 Direct Effect of Variables in Communication about Animals on Social Media

### 5.1.1 Direct Effect between Types of Media Variables on Learning Variable

Analysis examining the direct effect between the different category of media variables on learning (LRN), which is the dependent variable, is critical. This is because learning is the initial dependent variable in communications process about animals in online social media. It is thus the variable that has an impact on other dependent variables. Independent variables may have up to two antecedents, which in turn might impact one dependent variable. In this case the analysis could be conducted using Multiple Regression Analysis in the SPSS (Statistical package for the social sciences). The coefficients showing the impact on the variable learning are presented in the following table.

**Table 5.1** Analysis of the Impact of Different Category of Media on Learning in the Communications Process about Animals on Online Social Media

		Coefficients <sup>a</sup>		t	sig	
		Unstandardized	Standardized			
Model		Coefficients	Coefficients			
		B	Std. Error	Beta		
1	Constant	3.329	.120		27.829	.000
	FB	.199	.027	.358	7.353	.000
	Line	.060	.021	.145	2.801	.005
	IG	-.021	.020	-.053	-1.064	.288
	ONM	-.020	.040	-.027	-.500	.617
	OFM	.032	.031	.054	1.018	.309



**Figure 5.8** Model Presenting the Coefficients Showing the Impact of Different Category of Media on Learning in the Communications Process about Animals on Online Social Media

The analysis revealed that exposure to content about animals on Facebook (FB) has the highest impact on learning (correlation coefficient = 0.199). This is followed by exposure to content on Line (LINE) (correlation coefficient = 0.060). Other media such as Instagram (IG), other online media (ONM) such as pantip.com, sanook.com, kapook.com, thairathonline, khosodonline, and traditional media (OFM), such as television and newspaper, had very small or no impact on learning. This is observed from the sig. value, which was higher than 0.05. The value lower than 0.05 would mean significant impact on the dependent variable.

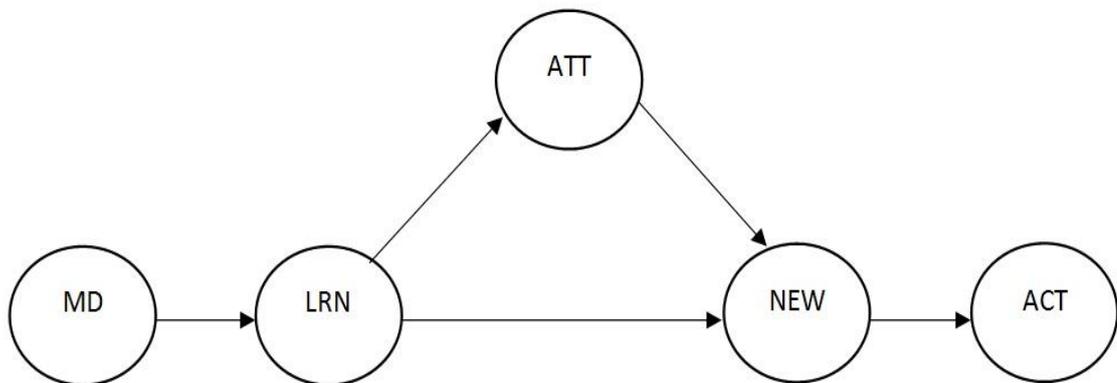
### 5.1.2 Examination of Model Fit

Analysis of the direct and indirect effect of each pair of variables was conducted. The indirect effect passes through a mediator variable. The first stage of path analysis or structural equation modeling is the examination of whether the model fit the

empirical data. This would be done through examining the fit indexes based on the standard criteria as presented in the following section.

- 1) Chi-square that does not significant would have p-value greater than 0.05
- 2) Root Mean Square Error of Approximation (RMSEA) less than 0.05
- 3) Comparative Fit Index (CFI) with value more than 0.90 means that the model fits the empirical data
- 4) Tucker-Lewis Index (TLI) should have value more than 0.95
- 5) Standardized Root Mean Square Residual (SRMR) showing good model fit should have SRMR less than 0.08

The research findings have been used in the structural equation modeling analysis. M-plus program was used for the analysis of the model fit. The resulting fit index revealed the impact of different category of media as presented in the following figure.



**Figure 5.9** Model of Impact of Communications about Animals through Media (MD) Regardless of Media Category

**Table 5.2** Presents the Fit Index and the Model Fit for Communications about Animals on Facebook

<b>Media/ Independent Variable</b>	<b>Fit Index</b>	<b>Standard Criteria of Fit Index</b>	<b>Fit Index Result of Model</b>	<b>Model Fit</b>
<b>Facebook</b>	Chi-Square	>0.05	0.284	√
	RMSEA	<0.07	0.025	√
	CFI	>0.90	0.997	√
	TLI	>0.95	0.991	√
	SRMR	<0.08	0.025	√

Table 5.2 shows that replacing media (MD) with Facebook (Facebook) allows the fit indexes to pass the criteria as presented. This means that using the variable Facebook makes the model fit the empirical data. Consequently, the analysis can be made for both the direct and indirect effects.

**Table 5.3** Presents the Fit Index and the Model Fit for Communications about Animals on Line (LINE)

<b>Media/ Independent Variable</b>	<b>Fit Index</b>	<b>Standard Criteria of Fit Index</b>	<b>Fit Index Result of Model</b>	<b>Model Fit</b>
<b>LINE</b>	Chi-Square	>0.05	0.365	√
	RMSEA	<0.07	0.012	√
	CFI	>0.90	0.999	√
	TLI	>0.95	0.998	√
	SRMR	<0.08	0.016	√

When media (MD) is replaced with Line (LINE) allows the fit indexes to pass the criteria as presented as presented in Table 5.3. This research model shows that the model of communications on Line fits the empirical data. Consequently, the analysis can be made for both the direct and indirect effects.

**Table 5.4** Presents the Fit Index and Model Fit for Communications about Animals on Instagram

<b>Media/ Independent Variable</b>	<b>Fit Index</b>	<b>Standard Criteria of Fit Index</b>	<b>Fit Index Result of Model</b>	<b>Model Fit</b>
<b>Instagram</b>	Chi-Square	>0.05	0.059	√
	RMSEA	<0.07	0.049	√
	CFI	>0.90	0.981	√
	TLI	>0.95	0.968	√
	SRMR	<0.08	0.042	√

When media (MD) is replaced with Instagram (IG) the fit indexes to pass the criteria as presented as presented in Table 5.4. This research model shows that the model of communications on Instagram fits the empirical data. Consequently, the analysis can be made for both the direct and indirect effects.

**Table 5.5** Presents the Fit Index and the Model Fit for Communications about Animals on other Social Media (ONM) such as Pantip.com, Sanook.com, Kapook.com, Thairathonline, and Khosodonline

<b>Media/ Independent Variable</b>	<b>Fit Index</b>	<b>Standard Criteria of Fit Index</b>	<b>Fit Index Result of Model</b>	<b>Model Fit</b>
<b>ONM</b>	Chi-Square	>0.05	0.088	√
(Other online media	RMSEA	<0.07	0.053	√
pantip.com, sanook.com,	CFI	>0.90	0.989	√
kapook.com, thairathonline,	TLI	>0.95	0.963	√
khosodonline)	SRMR	<0.08	0.033	√

When media (MD) is replaced with other online social media (ONM) such as pantip.com, sanook.com, kapook.com, thairathonline, and khosodonline the fit indexes to pass the criteria as presented in Table 5.5. This research model shows that the model of communications on other online social media such as pantip.com, sanook.com, kapook.com, thairathonline, and khosodonline fits the empirical data. Consequently, the analysis can be made for both the direct and indirect effects.

**Table 5.6** Presents the Fit Index and the Model Fit for Communications about Animals on Traditional Media (OFM) such as Television and Newspaper

<b>Media/ Independent Variable</b>	<b>Fit Index</b>	<b>Standard Criteria of Fit Index</b>	<b>Fit Index Result of Model</b>	<b>Model Fit</b>
<b>OFM</b> (Traditional Media; Television and Newspaper)	Chi-Square	>0.05	0.008	x
	RMSEA	<0.07	0.067	x
	CFI	>0.90	0.965	√
	TLI	>0.95	0.941	x
	SRMR	<0.08	0.056	√

Media (MD) is replaced with traditional media (OFM) combining the two media of television and newspaper. This is because these two media have very little value, thus they have been combined by averaging the two. Analysis shows that only two of the fit indexes passed the criteria which are CFI and SRMR as presented in Table 5.6. Hu and Bentler (1999) used the concept of Threshold fit index to analyze models that had a low possibility, thus considering only these two indexes. These are the basis and initial stage for examining the model fit as presented in Table 5.7.

**Table 5.7** Presents the Model fit which had a limited chance of significance as explained by Hu and Bentler (1999). The Threshold fit index has been used to explain the model fit

<b>Fit Index Combination</b>	<b>Combinational Rules</b>
NNFI(TLI) and SRMR	NNFI of 0.96 or higher and an SRMR of .09 or lower
RMSEA and SRMR	RMSEA of 0.06 or lower and a SRMR of 0.09 or lower
CFI and SRMR	CFI of .96 or higher and a SRMR of 0.09 or lower

**Source:** Hu and Bentler, 1999.

The model fit as presented shows that the research model exposure to traditional media fits some of the empirical data. Consequently, it could be used for analysis of the direct and indirect effects of the variables.

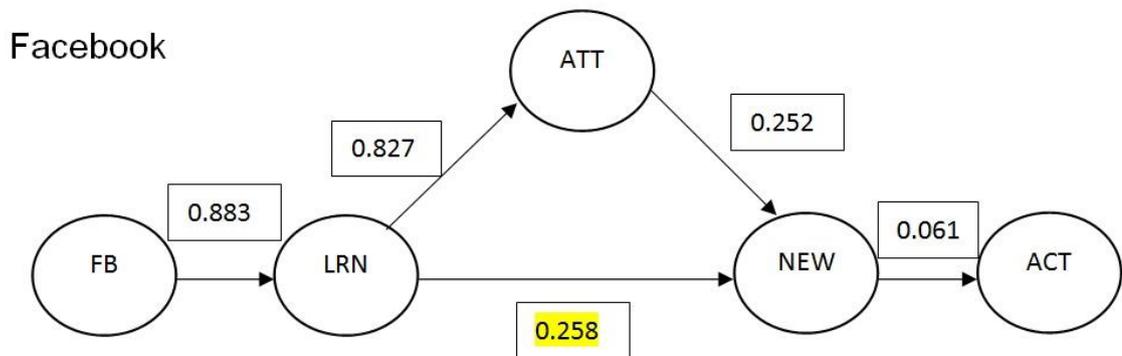
The results show that communications about animals through each type of media has appropriate model fit. This would lead to the next examination of the direct and indirect effect between the pair of variables statistically as presented in the following section.

### 5.1.3 Direct Effect of the Pair of Variables through the Different Type of Media

#### 5.1.3.1 Communications through Facebook

**Table 5.8** Presents Direct Effects and P-value of the Direct Effect between the Pair of Variables in Communications about Animals through Facebook

Direct Effect	Effect Result	P-value
Facebook (FB) -- > Learning (LRN)	0.883	0.000
Learning (LRN) -- > Attitude (ATT)	0.827	0.000
Attitude (ATT) -- > Network Society (NEW)	0.252	0.000
Learning (LRN) -- > Network Society (NEW)	0.258	0.084
Network Society (NEW) -- > Activity and Social Movement (ACT)	0.061	0.026



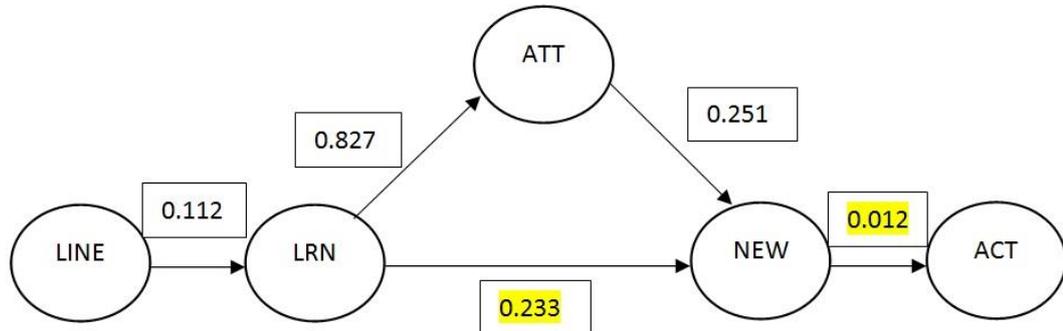
**Figure 5.10** Presents the Direct Effect between the Pair of Variables in the Communications about Animals on Facebook (FB)

## 5.1.3.2 Communications through Line (LINE)

**Table 5.9** Presents Direct Effects and P-value between the Pair of Variables in the Communications about Animals on Line (LINE)

Direct Effect	Effect Result	P-value
LINE (LINE) -- > Learning (LRN)	0.112	0.000
Learning (LRN) -- > Attitude (ATT)	0.827	0.000
Attitude (ATT) -- > Network Society (NEW)	0.251	0.000
Learning (LRN) -- > Network Society (NEW)	0.233	0.066
Network Society (NEW) -- > Activity and Social Movement (ACT)	0.012	0.455

LINE

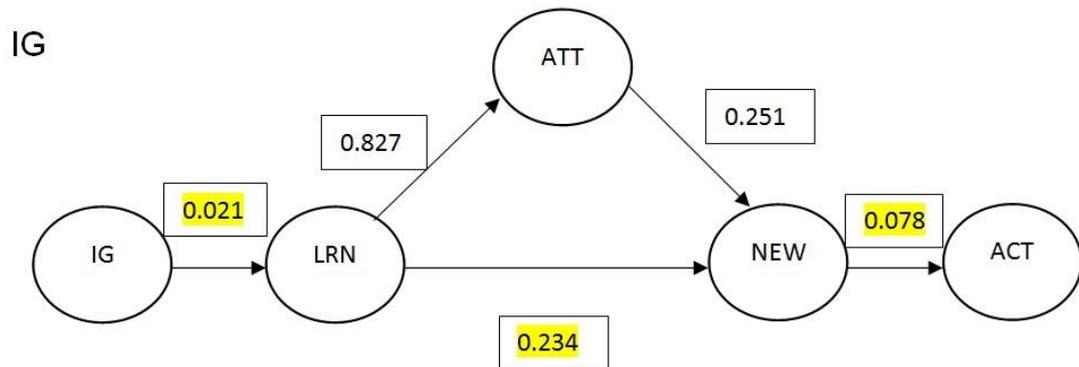


**Figure 5.11** Presents the Direct Effect between the Pair of Variables in the Communications about Animals on Line (LINE)

## 5.1.3.3 Communications through Instagram (IG)

**Table 5.10** Presents Direct Effects and P-value between the Paired Variables in the Communications about Animals on Instagram (IG)

Direct Effect	Effect Result	P-value
Instagram (IG) -- > Learning (LRN)	0.021	0.181
Learning (LRN) -- > Attitude (ATT)	0.827	0.000
Attitude (ATT) -- > Network Society (NEW)	0.251	0.000
Learning (LRN) -- > Network Society (NEW)	0.234	0.065
Network Society (NEW) -- > Activity and Social Movement (ACT)	0.078	0.350



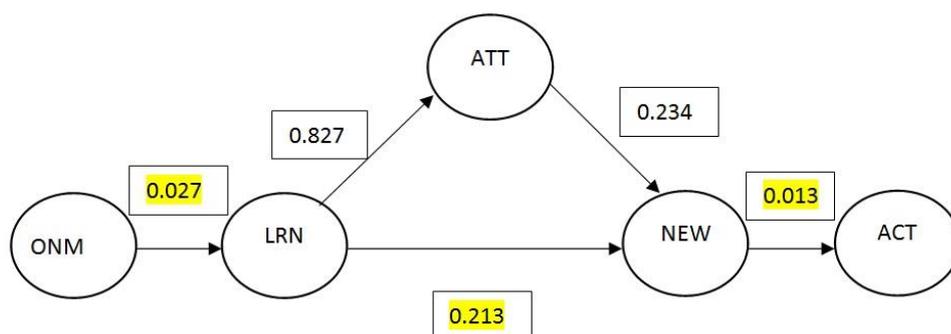
**Figure 5.12** Presents the Direct Effect between the Paired Variables in the Communications about Animals on Instagram (IG)

5.1.3.4 Communications through (ONM) including Pantip.com, Sanook.com, Kapook.com, Thairathonline, and Khosodonline

**Table 5.11** Presents the Direct Effect and P-value between the Paired Variables in the Communications about Animals on other Online Media such as Pantip.com, Sanook.com, Kapook.com, Thairathonline, and Khosodonline (ONM)

Direct Effect	Effect Result	P-value
Other online media: pantip.com, sanook.com, kapok.com, thairathonline, khosodonline (ONM) -- > Learning (LRN)	0.027	0.341
Learning (LRN) -- > Attitude (ATT)	0.827	0.000
Attitude (ATT) -- > Network Society (NEW)	0.234	0.000
Learning (LRN) -- > Network Society (NEW)	0.213	0.089
Network Society (NEW) -- > Activity and Social Movement (ACT)	0.013	0.418

ONM



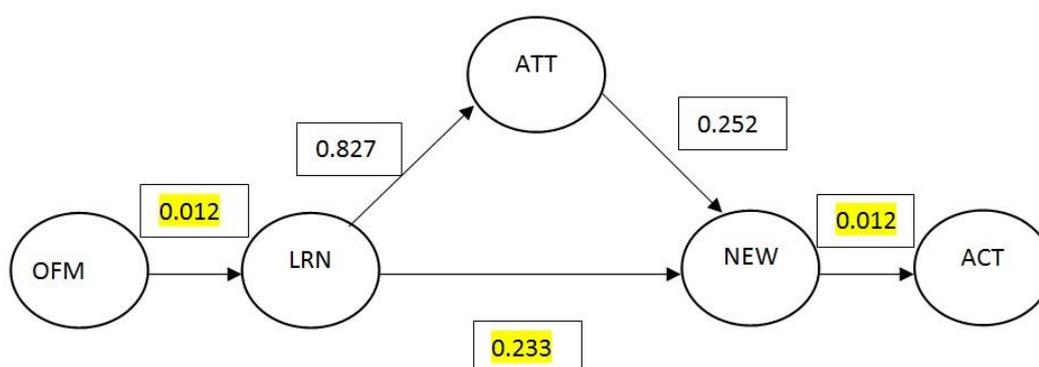
**Figure 5.13** Presents the Direct Effect between the Paired Variables in the Communications about Animals on Other Online Media such as Pantip.com, Sanook.com, Kapook.com, Thairathonline, and Khosodonline (ONM)

### 5.1.3.5 Communications through Traditional Media (OFM) which are Television and Newspaper

**Table 5.12** Presents the Direct Effects and P-value between the Paired Variables in the Communications about Animals on Traditional Media such as Television and Newspaper (OFM)

Direct Effect	Effect Result	P-value
Traditional media: TV and newspaper (OFM) -- > Learning (LRN)	0.012	0.607
Learning (LRN) -- > Attitude (ATT)	0.827	0.000
Attitude (ATT) -- > Network Society (NEW)	0.252	0.000
Learning (LRN) -- > Network Society (NEW)	0.233	0.066
Network Society (NEW) -- > Activity and Social Movement (ACT)	0.012	0.437

OFM



**Figure 5.14** Presents the Direct Effect between the Paired Variables in the Communications about Animals on Traditional Media such as Television and Newspaper (OFM)

The table presents the correlation coefficient and P-value about the pair of variables in the communications about animals in each type of media in the five tables shown. The P-value more than 0.05 means that this particular pair of variables do not have an impact on each other. This would be highlighted in yellow in the table and model. The consideration of each model can be surmised and presented in the following section.

1) Communications about animals in Facebook (FB) has the most complete communications process resulting in the relationship between the various variables. Thus, the model explains the relationship between the variables. The next complete model is the communications through Line (LINE). On the other hand, communications on Instagram (IG), other online social media including pantip.com, sanook.com, kapook.com, thairathonline, and khosodonline (ONM), and traditional media such as television and newspaper, have incomplete communications processes. Consideration of these three models show that the media variable has little or no influence on the variable learning (LRN), which in an antecedent or independent variable of the remaining variables.

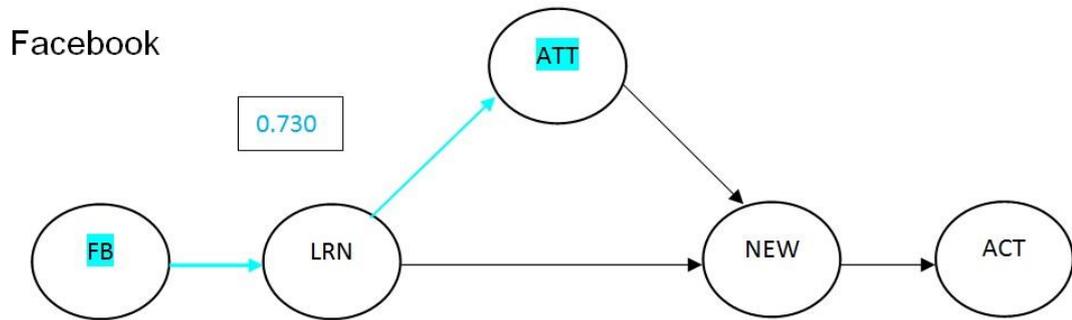
2) When considering the five models, the variable learn (LRN) has no direct effect with development of network society (NEW). They have a relationship through the mediating variable attitude change (ATT) in order to develop the network society (NEW) (please see the indirect effect in the following section).

## **5.2 Indirect Effect between Types of Media Variables and Other Variables of Communication about Animals on Social Media through each Media Type**

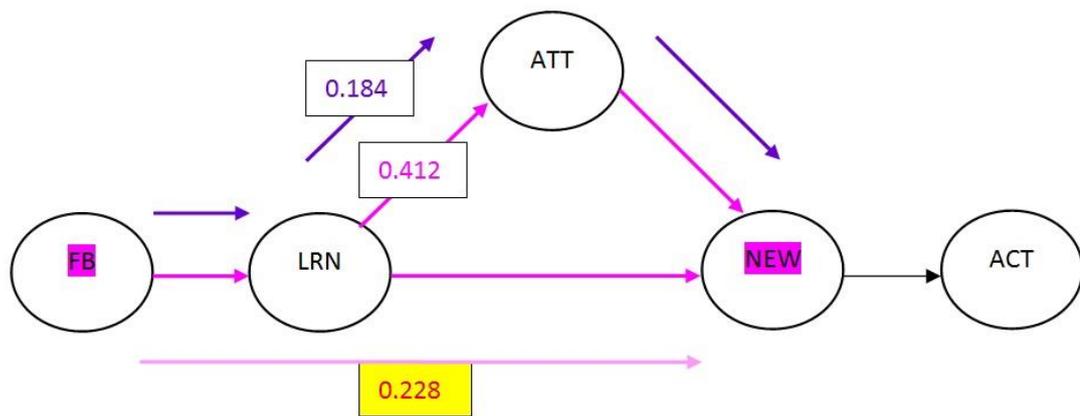
### **5.2.1 Indirect Effect between Variable of Facebook and Variable of Results from Communication about Animals**

**Table 5.13** Presents specific and total indirect effects and P-value between the paired variables in the communications about animals through Facebook (FB)

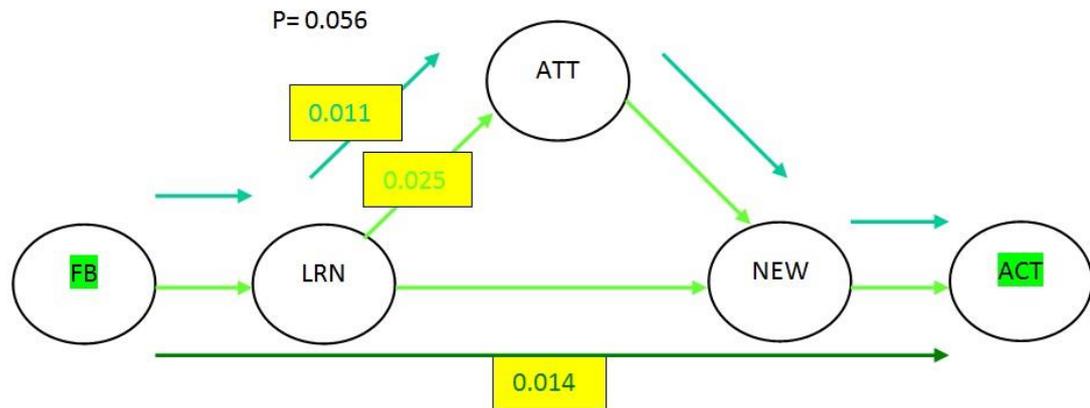
<b>Indirect Effect</b>	<b>Specific Indirect Effect</b>	<b>P-value</b>	<b>Total Indirect Effect</b>	<b>P-value</b>
Facebook (FB) → Attitude (ATT)	1) FB → LRN → ATT	= 0.730	0.730	0.000
Facebook (FB) → Network Society (NEW)	1) FB → LRN → ATT → NEW	= 0.184	0.412	0.002
	2) FB → LRN → NEW	= 0.228		
Facebook (FB) → Activity and Social Movement (ACT)	1) FB → LRN → ATT → NEW → ACT	= 0.011	0.025	0.127
	2) FB → LRN → NEW → ACT	= 0.014		



**Figure 5.15** Presents the Indirect Effect between Facebook (FB) and Attitude Change (ATT) in the Communications about Animals



**Figure 5.16** Presents the Indirect Effect between Facebook (FB) and the Development of the Social Network of Animal Lovers (NEW) in the Communications about Animals



**Figure 5.17** Presents the Indirect Effect between Facebook (FB) and Joining Activities that Drive Social Movement (ACT) in the Communications About Animals

From the statistical analysis presented in table 5.13 and figures 5.15, 5.16, and 5.17, it can be observed that communications on Facebook (FB) has an indirect effect with attitude change (ATT) and development of network society of animal lovers (NEW) through the mediator learning (LRN). The variable learning (LRN) has an impact on attitude change (ATT) accordingly.

The indirect effect between Facebook (FB) and joining activities that drive social movement (ACT) has a small opportunity because P-value is right on the line of the criteria at 0.056 (Usually P-value of less than 0.05 shows a relationship). This finding might result from the distance between joining activities that drive social movement (ACT) and antecedent Facebook (FB). Thus, the relationship between the variables is weakened. Another reason is the impact of the virtual world on the monitor of the mobile phone or computer screen driving an action on the real world has a very small opportunity. This is usual because the members of the network society need to meet to drive activities in the real world in order to create a drive moving issues from the digital world into reality.

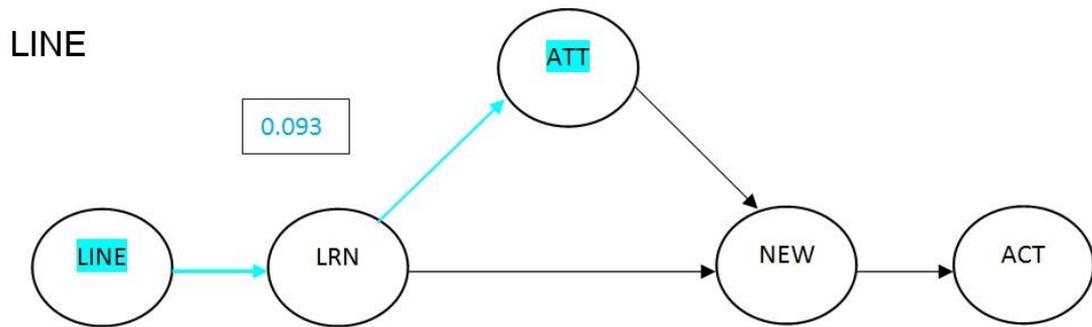
Another conclusion that is significant shows the relationship between Facebook (FB) with the development of network society (NEW) and the variable joining activities that drive social movement (ACT). It does not happen through the variable attitude

change (ATT) because the P-value is higher than 0.05. This means that there is no significant relationship thus the path does not pass through attitude change (ATT).

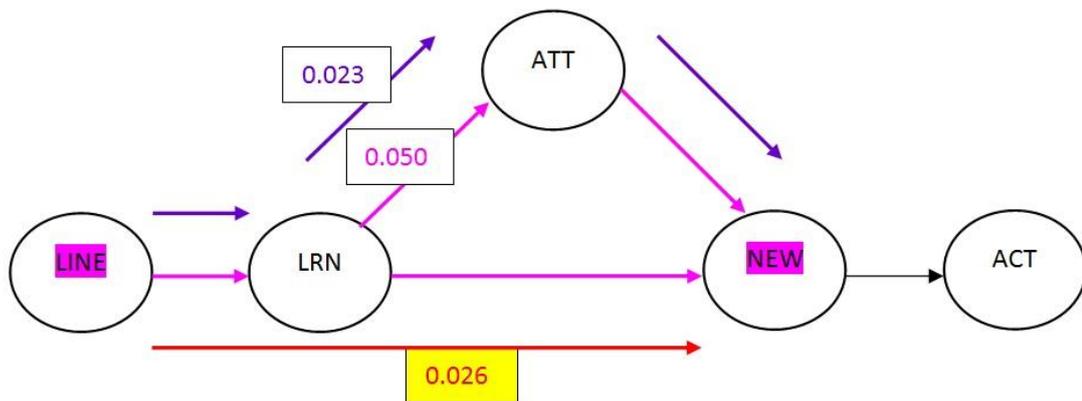
### **5.2.2 Indirect Effect between Line (LINE) and the Variables Resulting from the Communications about Animals**

**Table 5.14** Presents Specific and Total Indirect Effects and P-value between the Paired Variables in the Communications about Animals through LINE

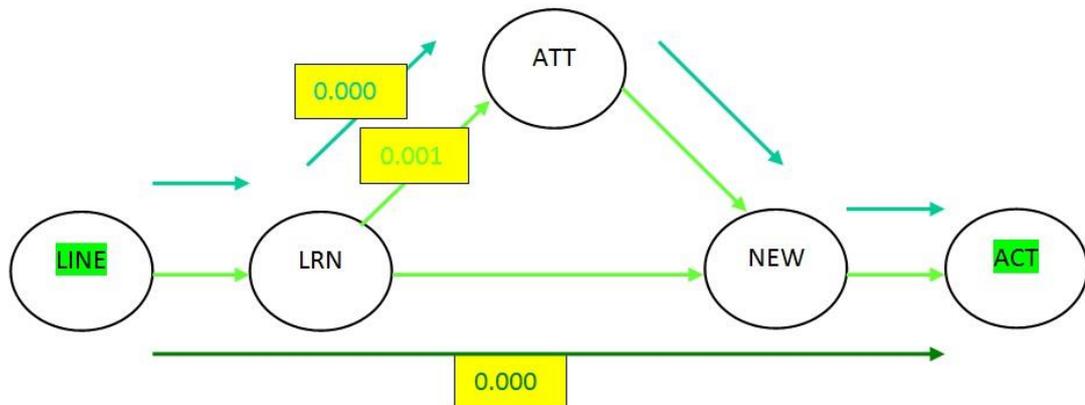
<b>Indirect Effect</b>	<b>Specific Indirect Effect</b>	<b>P-value</b>	<b>Total Indirect Effect</b>	<b>P-value</b>
LINE (LINE) → Attitude (ATT)	1) LINE → LRN → ATT = 0.093	0.000	0.093	0.000
LINE (LINE) → Network Society (NEW)	1) LINE → LRN → ATT → NEW = 0.023	0.002	0.050	0.002
	2) LINE → LRN → NEW = 0.026	0.080		
LINE (LINE) → Activity and Social Movement (ACT)	1) LINE → LRN → ATT → NEW → ACT = 0.000	0.468	0.001	0.468
	2) LINE → LRN → NEW → ACT = 0.000	0.492		



**Figure 5.18** Presents the Indirect Effect between Line (LINE) and Attitude Change (ATT) in the Communications about Animals



**Figure 5.19** Presents the Indirect Effect between Line (LINE) and Development of Network Society of Animal Lovers (NEW) in the Communications about Animals

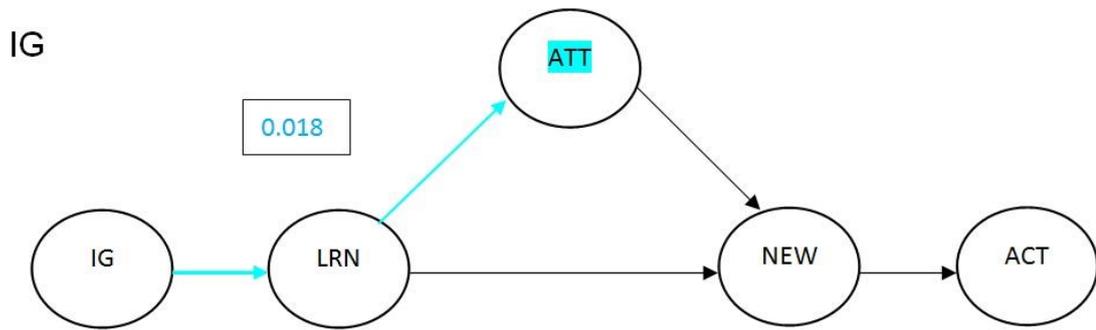


**Figure 5.20** Presents the Indirect Effect between Line (LINE) with Joining Activities that Drive Social Movement (ACT) in the Communications about Animals

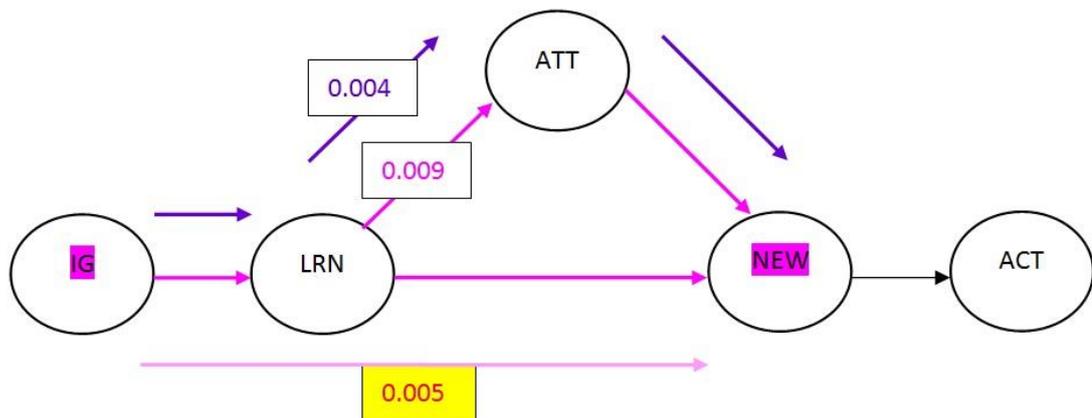
### 5.2.3 Indirect Effect of the Variable Instagram (Instagram) with Results from Communications about Animals

**Table 5.15** Presents Specific and total Indirect Effects and P-value between the Paired Variables in the Communications about Animals through Instagram (IG)

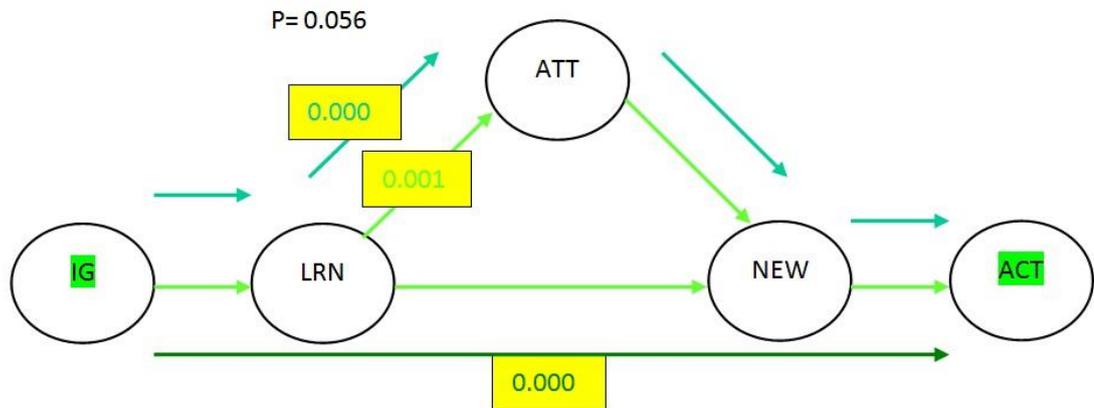
Indirect Effect	Specific Indirect Effect	P-value	Total Indirect Effect	P-value
Instagram (IG) → Attitude (ATT)	1) IG → LRN → ATT = 0.018	0.186	0.018	0.186
Instagram (IG) → Network Society (NEW)	1) IG → LRN → ATT → NEW = 0.004	0.207	0.009	0.210
	2) IG → LRN → NEW = 0.005	0.282		
Instagram (IG) → Activity and Social Movement (ACT)	1) IG → LRN → ATT → NEW → ACT = 0.000	0.463	0.001	0.477
	2) IG → LRN → NEW → ACT = 0.000	0.510		



**Figure 5.21** Presents the Indirect Effect between Instagram (IG) with Attitude Change (ATT) in the Communications About Animals



**Figure 5.22** Presents the Indirect Effect between Instagram (IG) with Development of Network Society of Animal Lovers (NEW) in the Communications about Animals

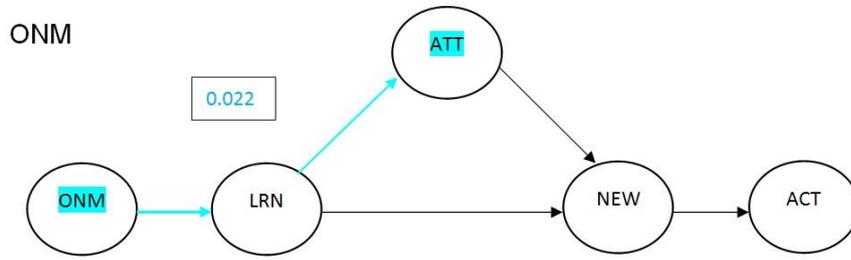


**Figure 5.23** Presents the Indirect Effect between Instagram (IG) with Joining Activities that Drive Social Movement (ACT) in the Communications about Animals

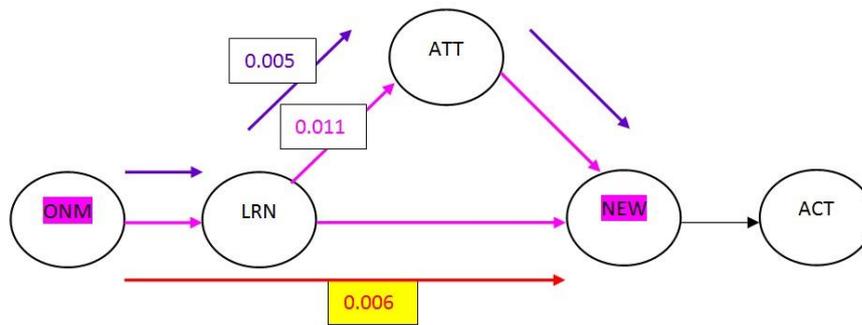
#### 5.2.4 Indirect Effect of the Variable Other Online Media (pantip.com, sanook.com, kapook.com, thairathonline, khosodonline) with Results from Communications about Animals

**Table 5.16** Presents Specific and Total Indirect Effects and P-value between the paired variables in the communications about animals through other online media (pantip.com, sanook.com, kapook.com, thairathonline and khosodonline) (ONM)

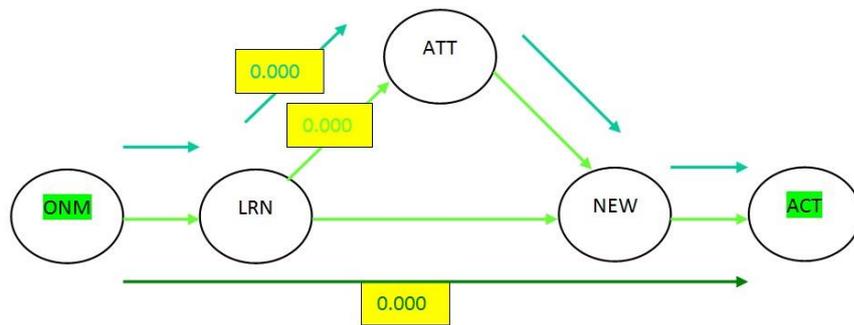
<b>Indirect Effect</b>	<b>Specific Indirect Effect</b>	<b>P-value</b>	<b>Total Indirect Effect</b>	<b>P-value</b>
Other online media (pantip.com, sanook.com, kapook.com, thairathonline, khosodonline) (ONM) → Attitude (ATT)	1) ONM → LRN → ATT	= 0.022	0.022	0.343
Other online media (pantip.com, sanook.com, kapook.com, thairathonline, khosodonline) (ONM) → Network society (NEW)	1) ONM → LRN → ATT → NEW 2) ONM → LRN → NEW	= 0.005 = 0.006	0.011	0.358
Other online media (pantip.com, sanook.com, kapook.com, thairathonline, khosodonline) (ONM) → Activity and Social movement (ACT)	1) ONM → LRN → ATT → NEW → ACT 2) ONM → LRN → NEW → ACT	= 0.000 = 0.000	0.000	0.565



**Figure 5.24** Presents the Indirect Effect between Other Online Media (pantip.com, sanook.com, kapook.com, thairathonline, khosodonline) (ONM) with Attitude Change (ATT) in the Communications about Animals



**Figure 5.25** Presents the Indirect Effect between Other Online Media (pantip.com, sanook.com, kapook.com, thairathonline, khosodonline) (ONM) with Development of Network Society of Animal Lovers (NEW) in the Communications about Animals



**Figure 5.26** Presents the Indirect Effect between Other Online Media (pantip.com, sanook.com, kapook.com, thairathonline, khosodonline) (ONM) with Joining Activities that Drive Social Movement (ACT) in the Communications about Animals

Tables 5.14, 5.15, 5.16 and figures 5.18, 5.19, 5.20, 5.21, 5.22, 5.23, 5.24, 5.25 and 5.26 present the indirect effects and P-value of the variable Line (LINE), Instagram (IG), and other online media (pantip.com, sanook.com, kapook.com, thairathonline, khosodonline) (ONM) on results of communications about in animals is presented in the following section.

The variables Line (LINE), Instagram (IG), and other online media (pantip.com, sanook.com, kapook.com, thairathonline, khosodonline) (ONM) have an indirect effect with attitude change (ATT) and development of network society of animal lovers (NEW) through mediator, learn (LRN). This variable learn (LRN) has an impact on attitude change (ATT) accordingly.

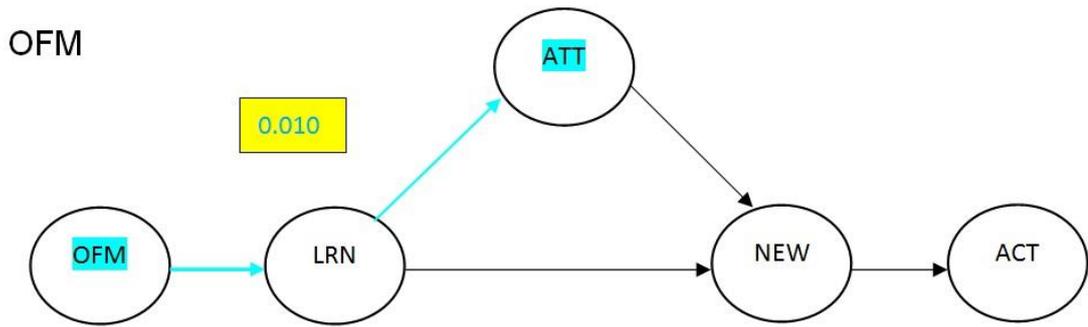
The relationship of the three media categories (LINE, IG, ONM) with joining activities that drive social movement (ACT) has no indirect effect because P-value is higher than 0.05.

The final conclusion is the relationship of the three media categories (LINE, IG, ONM) with development of the network society (NEW) and activities that drive social movement (ACT) does not occur without passing through attitude change (ATT). This is because the P-value is higher than 0.05 meaning that there is no significant relationship without passing through the mediator attitude change (ATT).

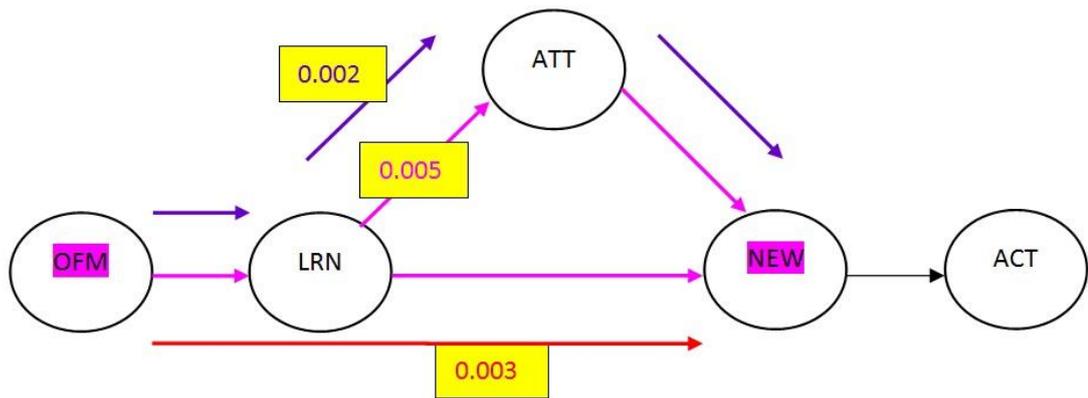
### **5.2.5 Indirect Effect of the Variable Traditional Media (Television and Newspaper) with Results from Communications about Animals**

**Table 5.17** Presents Specific and Total Indirect Effects and P-value between the Paired Variables in the Communications about Animals through Traditional Media Especially Television and Newspaper (OFM)

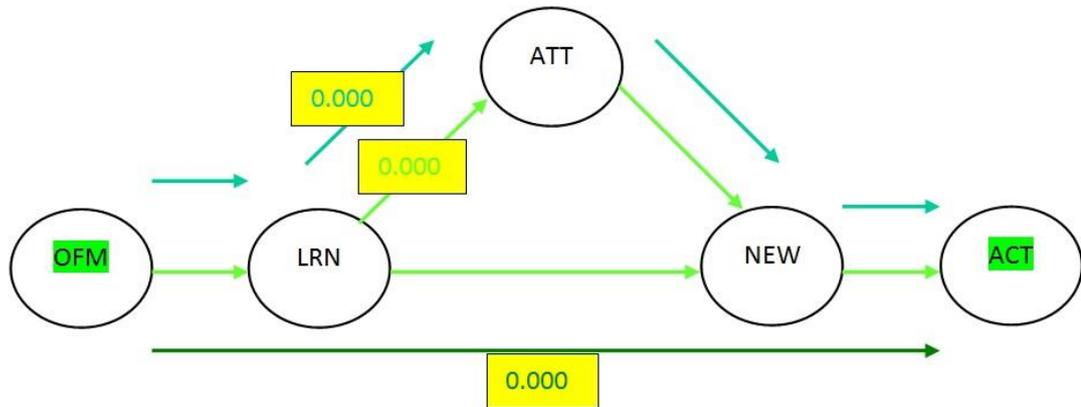
<b>Indirect Effect</b>	<b>Specific Indirect Effect</b>	<b>P-value</b>	<b>Total Indirect Effect</b>	<b>P-value</b>
Traditional media; TV and newspaper (OFM) → Attitude (ATT)	1) OFM → LRN → ATT	= 0.010	0.607	0.010
Traditional media; TV and newspaper (OFM) → Network society (NEW)	1) OFM → LRN → ATT → NEW 2) OFM → LRN → NEW	= 0.002 = 0.003	0.610 0.620	0.005
Traditional media; TV and newspaper (OFM) → Activity and Social movement (ACT)	1) OFM → LRN → ATT → NEW → ACT 2) OFM → LRN → NEW → ACT	= 0.000 = 0.000	0.683 0.689	0.000



**Figure 5.27** Presents the Indirect Effect between Traditional Media such as Television and Newspaper (OFM) with Attitude Change (ATT) in the Communications about Animals



**Figure 5.28** Presents the Indirect Effect between Traditional Media such as Television and Newspaper (OFM) with Development of Network Society of Animal Lovers (NEW) in the Communications about Animals

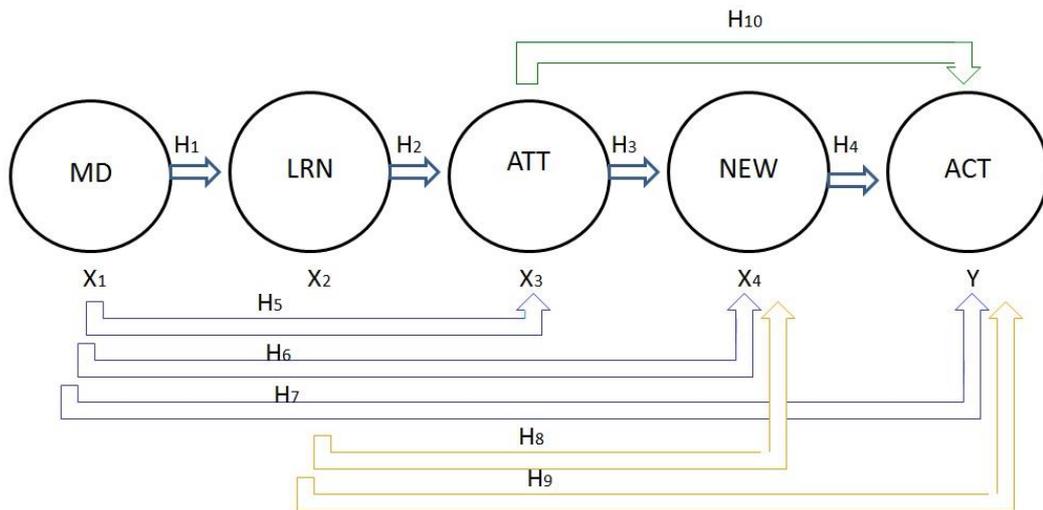


**Figure 5.29** Presents the Indirect Effect between Traditional Media such as Television and Newspaper (OFM) with Joining Activities that Drive Social Movement (ACT) in the Communications about Animals

Table 5.17 and models 5.27, 5.28, and 5.29 presents the variable traditional media such as television and newspaper (OFM). There is no indirect effect with results of communication about animals including attitude change (ATT), development of network society (NEW), and joining activities that drive social movement (ACT). This is observed from the P-value that is higher than 0.05. This means all of the variables do not have a statistically significant relationship.

### 5.3 Model construct of Communications about Animals on Social Media

Research conceptual framework is presented in the following figure.



**Figure 5.30** Research Conceptual Framework

After the completion of the research, the data was analyzed to examine the relationship between the variables as proposed in the hypotheses as presented in the following table:

**Table 5.18** Presents the Relationship between the Variables and Research Hypotheses Testing Based on the Research Framework

	<b>Hypothesis</b>	<b>P-value</b>	<b>Reject H<sub>0</sub></b>
H <sub>1</sub>	MD → LRN	0.000	√
H <sub>2</sub>	LRN → ATT	0.000	√
H <sub>3</sub>	ATT → NEW	0.000	√
H <sub>4</sub>	NEW → ACT	0.026	√
H <sub>5</sub>	MD → ATT	0.056	x
H <sub>6</sub>	MD → NEW	0.093	x
H <sub>7</sub>	MD → ACT	0.263	x
H <sub>8</sub>	LRN → NEW	0.127	x
H <sub>9</sub>	LRN → ACT	0.186	x
H <sub>10</sub>	ATT → ACT	0.358	x

From Table 5.18 shows the P-value, which indicate the relationship between the pair of variables as follows:

If P-value is  $< 0.05$ , it would mean that the pair of variables have a relationship.

If P-value is  $\geq 0.05$ , it would mean that the pair of variables have no or very low relationship.

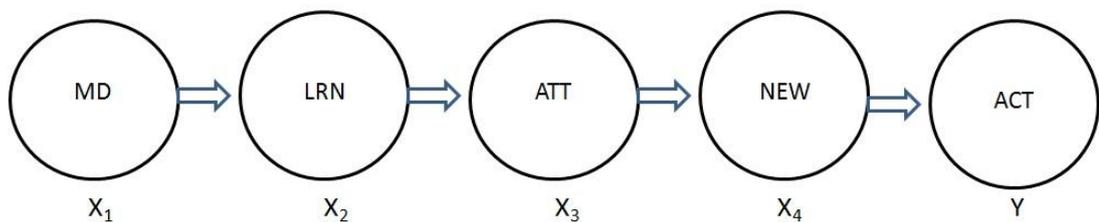
The H<sub>0</sub> (Null hypothesis) is the hypothesis that makes an opposing proposition to the main hypothesis such as H<sub>1</sub>, H<sub>2</sub>, H<sub>3</sub>, H<sub>4</sub>, H<sub>5</sub>, H<sub>6</sub>, H<sub>7</sub>, H<sub>8</sub>, H<sub>9</sub>, and H<sub>10</sub>

When the main hypothesis has P-value  $< 0.05$ , it would mean that the pair of variables have a relationship. This would mean that the hypothesis is accurate while the H<sub>0</sub> was not supported since it is the opposite of the main hypothesis. This would mean that the H<sub>0</sub> would be rejected. It would be recorded as √ in the box “Reject H<sub>0</sub>”, which is the last column on the right. Table 10.18 shows the conclusion that H<sub>1</sub>, H<sub>2</sub>, H<sub>3</sub>, and H<sub>4</sub> have been accepted. This means that H<sub>1</sub>, H<sub>2</sub>, H<sub>3</sub>, and H<sub>4</sub> have a relationship or have an impact upon one another.

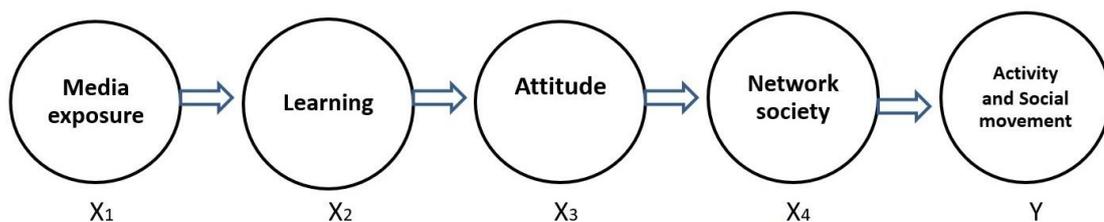
When the hypothesis has P-value  $\geq 0.05$ , it means that the pair of variables do not have a relationship with one another. This means that hypothesis is wrong as a

result  $H_0$  is correct. It is the opposite of the main hypothesis. Thus, the  $H_0$  is accepted and it would be recorded as x in the column “Reject  $H_0$ ”. It is the last column on the right in Table 10.18. Thus, it can be concluded that  $H_5$ ,  $H_6$ ,  $H_7$ ,  $H_8$ ,  $H_9$ , and  $H_{10}$  are not accepted. Thus, the pair of variables tested in  $H_5$ ,  $H_6$ ,  $H_7$ ,  $H_8$ ,  $H_9$ , and  $H_{10}$  have no relationship or have a low relationship with one another.

The analysis from Table 5.18 showed that the hypotheses and the relationship between the variables exist. The model of communications about animals on online social media can be presented as follows:



**Figure 5.31** Presents the Model Resulting from the Research Examining the Communications about Animals on Social Media in the form Abbreviations



**Figure 5.32** Presents the Model Resulting from the Research Examining the Communications about Animals on Social Media Using the Fulfill Name of the Variables

Both figures 5.31 and 5.32 (Same model) posits that frequency to exposure to communications about animals on online social media creates learning. This is the absorption of stories about animals such as learning about their life, their socialization, and their relationships resulting in attitude change. Consequently, it would be creating

a new attitude or reinforce existing beliefs. Some of these attitudes were love for animals, compassion, valuing life, and providing necessary assistance. Animal lovers communicate in online social media bringing them together. These communications brought together like minded people sharing the same attitude such as the love for animals. When they come together forming network society of animal lovers. Once the group is formed they come to do activities together helping animals. These actions become the drive for social change demanding for new regulations and laws. The resulting social movement have a clear objective demanding for improvement in animal welfare. As observed from the findings the impact of the variables influence one another according to the literature review. The variables have a direct impact while some have an indirect effect through mediator variables. None of the variables could be skipped in the model as explained in figures 5.31 or 5.32.

## **CHAPTER 6**

### **CONCLUSIONS, DISCUSSIONS AND RECOMMENDATIONS**

The study titled, “The Influences of Communications about Animals on Attitude and Behavior Changes of Social Media Users”, examines the media usage behavior of online social media users. It is directly related to the content that has an impact on attitude change and the resulting behavior. It is the goal of the study to examine the impact on Thai society at large. The study makes an in-depth examination in some issues thus utilizing the Mixed Method research combining qualitative and quantitative research. The data would be subject to Methodological Triangulation. The study started with the in-depth interview of 15 respondents in order to provide scope for the research. This was then confirmed in the quantitative research using the survey technique to collect data with the online questionnaire. The data was collected from 420 respondents as the second phase of the research.

Contents in this chapter present the conclusions of the study as follows:

- 6.1 Conclusions of the Research Findings
- 6.2 Discussions of the Research Findings
- 6.3 Research Limitations
- 6.4 Research Recommendations
- 6.5 Research Implications

#### **6.1 Conclusions of the Research Findings**

Conclusions of the Research Findings are presented in the following section:

- 6.1.1 Summarization of the Respondent’s Profile
  - 6.1.1.1 Qualitative Research
  - 6.1.1.2 Quantitative Research

6.1.2 Summarization of findings to answer the research questions are presented as follows:

6.1.2.1 What is the exposure to social media behavior to content about animals of social media users?

6.1.2.2 How does content about animals in social media generate learning in social media users?

6.1.2.3 What is the impact of attitude change as a result of exposure to content about animals on social media users at the individual level?

6.1.2.4 How does content about animals in social media create a network society? And how does communication in the network drive activities about animals at the societal level?

6.1.2.5 How does social media communications about animals create changes in the Thai society?

### **6.1.1 Summarization of Respondent's Profile**

#### **6.1.1.1 Qualitative Research**

As mentioned in the previous section, the qualitative study utilized the in-depth interview technique for data collection. The respondents were knowledgeable, experts, experienced, or those involved in networks helping dogs, cats, and elephants in Thailand, as well as those who interacted with people in the network society of animal lovers. The sampling design was purposive sampling. Thus, the respondents come from different occupations and roles. In addition, these are people who can provide good detailed information to the questions. A total of 15 respondents were selected from working people aged between 25-60 years. The largest group is aged between 31-40 years (6 respondents). This is also the largest group interviewed in the quantitative study. The respondents were drawn from both genders with more female (9 respondents) than male (6 respondents). In terms of education most or 2 out of 3 of the respondents held at least a bachelor's degree (9 respondents). This is also in line with the quantitative study. Most of the qualitative interview respondents were business owners (7 respondents), followed by freelance (3 respondents). These groups have enough spare time to care about animals and help them as well.

In terms of include, the in-depth interview 4 out of 5 respondents had income of more than 50,000 baht per month (12 respondents). There were 2 out of 5 of the respondents (6 respondents) that had income of over 100,000 baht per month.

#### 6.1.1.2 Quantitative Research

The data collection for the quantitative study is the survey research. An online questionnaire was used to collect data from respondents, who were selected from members of the fanpages about animals, who are living in all the regions in Thailand. There was a total of 420 respondents, who are exposed to content about animals on online social media. The sampling design methodology was purposive sampling. In addition, snowball sampling methodology was used so that respondents could recommend those who had similar characteristics to answer the online questionnaire. It is found that the majority, about 85% (356 respondents), of the respondents are women. Respondents are middle aged ranging from 30-49 years numbering 283 respondents. The group aged between 30-39 years is the largest group at 38.30% (161 respondents) and those aged 40-49 years at 29% (122 respondents).

It is found that most of the animal lovers interviewed were well educated. Most hold a bachelor's degree (60.20% or 253 respondents) followed by master's degree (20% or 84 respondents). This group combined is as high as 80% (337 respondents). Most of the respondents were single. These included those who have never been married or divorced. This group makes up 64.52% (271 respondents) of the respondents. In terms of occupation most respondents were office workers (33.10% or 139 respondents) followed by freelancers (17.60% or 74 respondents), government officials (16% or 67 respondents), and business owners (15.50% or 65 respondents). These four groups together make up 82.20% (345 respondents), who have available free time so they can allocate the necessary time to care and be interested in animal content. Most of the respondents have income between 10,000-50,000 baht per month at about 75.2% (316 respondents). Most of them earned 20,500-50,000 baht per month at 41.90% (176 respondents). This is followed by those who earned 10,000-20,000 baht per month at 33.30% (140 respondents).

### **6.1.2 Behavior in Terms of Exposure to Content about Animals on Online Social Media**

Examination of the understanding of behavior in terms of exposure to content about animals on online social media is very important. This is because the exposure to

media is the critical start of the influence on attitude and behavior. The behavior of exposure to media of animal lovers can be summarized in the following section.

#### 6.1.2.1 Exposure Behavior to Content about Animals on Online Social Media

All of the respondents regardless of gender, age, education, occupation, and income answer in the same direction. The exposure behavior to content about animals on online social media is usually not intended. They don't usually go online to find content about animals. Respondents expose themselves to general news and when they see content about animals they stop and read it. Most of them use the mobile phones to access the content. Only a few use computers and other communication devices.

#### 6.1.2.2 Media Used Most often in Exposure to Animal Content and Reason it is Most Frequently Used

Respondents reported that most of the animal lovers interviewed used Facebook. The highest reported frequency of use is almost all day and many times a day at 87.62%. The four most reasons cited are 1) Facebook is easy to access conveniently on mobile every where and any time (99.29%); 2) Facebook has diverse news and content (93.81%); 3) Facebook has fresh and updated news presented in timely manner (92.62%); and 4) Facebook has more news and content about animals than other media (82.38%). In addition, it is the media that connects the audience to the actual people, who are in the situation. Thus, it is more trustworthy than content from news channels because they have interests in profits. Facebook connects people with their friends both in Thailand and abroad.

Animal lovers provide good care for their cats and dogs offering good food. Thus, the pets have good physical and mental health. In addition, Facebook is the media through which respondents are most exposed to content about animals. This is followed by Instagram. In these media respondents are both sender and receiver.

#### 6.1.2.3 Exposure to Traditional Media

The in-depth interview results revealed that the respondents, who were animal lovers did not watch or did so minimally television. Even when they wanted to watch television, they would do so through online channels. They do not have to be concerned about missing shows because they are busy. They can always come back to

watch the content later online, thus they are not attached to television. In addition, most animal lovers are in the working age and use online as the all in one media. Usually, they use online channels in their work to update new information or receive the necessary news. It is a channel to connect with friends and help others through recommendations by utilizing past experience of knowledge. At the same time people get new knowledge from sharing experiences as well. They learn new technologies and have new friends without having to leave their homes. In addition, they gain confidants and good listeners online. It is a convenient channel for conducting numerous activities such as playing games, because it is easily accessed at any place and any time. Thus, they do not need a television. Rather they use online to replace television. In fact, online is better at serving the needs of the audience than traditional media. Animal lovers use radio particularly during the drive. They also listen to music online replacing traditional radio while also watching news online rather than reading the newspaper.

#### 6.1.2.4 Respondents' Favorite Content about Animals

Favorite content of in-depth interview respondents about animals include positive presentations of cute, intelligent, loyal, innocent, and funny moments of animals. These are inspirational impressive stories about animals such as they innocent look, they are fat, they have nice fur, they are cute, or they have an in-depth story. Sometimes the animals might have to fight for their life and end up living happily ever after. Some of the stories are investigative in nature. However, some people take advantage of curiosity and create false stories. Also, there are some content that show the condition before and after assistance like princes and princesses. These happy stories entertain the viewers as an alternative to the stories about the real people in society, much like a drama.

The results of the quantitative study showed that the animal content that respondents liked to read about most are "Before and After" condition of rescued animals (54.29%); Drama like stories about animals (42.38%); and the love between mother and offspring (41.67%) respectively. These are positive stories that make people happy, which is inline with the qualitative study.

### **6.1.3 Learning from Communications about Animals on Online Social**

#### **Media**

Results of the qualitative and quantitative studies show that those who are exposed to content about animals in online social media learn many different aspects about the lives of animals. The issues that they learned has been categorized and summarized in the following section.

##### **6.1.3.1 Learning Value, Reality, and Nature of Life**

The results from the in-depth interviews show that there is learning in terms of value, reality, and nature of life. They learn from seeing negative content about animals. These contents include animals being hurt, wounded, struggling with pain for survival needing timely treatment such as blood donations in order to regain health and survive. They suffer from illness. The motherly love that tries to save her offspring. Through these contents the respondents learned about the value of life, love their own life, and feel pain. Animals feel pain and go through the life cycle of birth, illness, and death. As a result, they better understand their own nature. They are more compassionate towards animals, loving them more, and helping them. Humans are not the only creatures on the planet. We need to live in harmony with animals to keep a balanced ecosystem.

##### **6.1.3.2 Values, Thoughts, and Attitudes**

Another key learning from content about animals is the improvement in the quality of care of dogs in Thailand. There has been development in the knowledge, attitude, and values. Dogs have been evolved from being just guard dogs warning of danger to become a family member. This is especially true for people in the new generation who would prefer not to have children. They have come to raise cats and dogs as their own children. Cats and dogs can help to alleviate loneliness creating good feelings thus reducing stress. Thus, people start to see increasing importance of pets leading to better welfare for them. Owners eventually cared more for their pets maintaining their health by providing medical check ups, food, exercise, and activities enriching the physical and mental health of their pets. This also includes consideration on the importance of respecting animal rights for a happier livelihood.

#### 6.1.3.3 Sense of Responsibility and Care

Frequently watching content about animals continuously created learning and realization of the responsibility toward animals. This leads to better care of animals and people around them. They do not abandon animals and do not neglect their care creating problems to society. They provide good health care preventing pets from spreading diseases. In addition, there is a drive to help animals even though they did not own pets because animals cannot help themselves. These people are more caring about the condition of their society and realize their responsibility in maintaining the benefit of the community. In addition, they are ready to remedy problems even though they did not cause them. They take part in creating a good atmosphere and environment to develop an idyllic society that is well-kept and clean.

#### 6.1.3.4 Role of Media Particularly Social Media

Today there is a marked increase in the content about dogs and animals. Online social media has more content about animals than other media. This has instilled the importance of animals without people being conscious of the influence. As a result, the content about animals has been of more interest to people in society. Eventually, the network society of animal lovers have grown continuously leading to connections both in Thailand and abroad transcending geographic boundaries. There are movements continuously to assist animals. In addition, there are expressions of thoughts on online social media about animals. Today these expressions are distinct, strong, and faster than ever before. People have less restraint and discerning content. This has become an issue because there are those in online society, who use this weakness as a means to seek benefit from content about animals online. Some simply want to be popular or just for fun. They created content to get “Likes” and “Shares” or drive hatred. On the flip side people who are often exposed to content about animals on online social media, are more caring and compassionate. They are willing to help others quickly through sharing message for assistance. This is a drive to get people to help one another. It becomes the power that drives people to make it through the crisis, while at the same time it becomes the arena for praises. It is the place to honor the volunteers helping animals for showing compassion, kindness, and their sacrifice. These people become inspiration for others in doing good and assisting animals in distress. Another important role of the online social media that helps the network society of animal lovers to grow at both the

individual and societal level. This has also stimulated more people to keep pets. The online social media can communicate with people maximizing both wide reach and depth at the individual level. These has led to the drive for businesses providing new products and services for pets. The offers provide a complete line of products just like for humans. The market value has grown to billions of Baht within only 3-4 years.

#### 6.1.3.5 Familial Love

Animals express love differently from humans. They express care to members of their family naturally with pure sincerity. Content about animals communicate the true familial love of animals. They are simple and touching stories. The picture of mother animals caring for their cute naughty offspring. Images of mother animals feeding their offspring and cleaning them are touching stories that bring smiles and laughter to the audiences. In addition, they stimulate audiences to think of their own families transforming this familial relationship. The feeling of care and goodwill making sacrifices for children is sometimes overlooked. Thus, it brings people to realize the importance of being grateful to their parents forging a stronger family bond. As the Thai saying goes “when watching drama, also watch your own self”. Animals are a good reflection for people. They have the same need for love, relationship, and family, which is equally important for humans. These aspects lay the important foundations of a strong family that leads to a stable society. Ignoring such matters would lead to undesirable consequences that might be too late to address.

In addition, there are certain amazing aspects of true love in animals. This monogamy relationship of everlasting love can be found among hornbills. Once they are a couple they would remain so until death. If the male hornbill dies, the female would not seek a new partner. Rather it would eventually die together with its offspring. Therefore, the hornbill has become the symbol of true love.

Another great expression of love by animals that cannot be rivalled is the love dogs give to their owners. Dogs would always be loyal and love their owners despite being treated poorly. This trait is not found in other animals earning dogs the reputation of man’s best friend.

It can be said that despite the changes in the world driven by technology, the love for animals remain pure and simple. It is an unwavering fact that has always brought feelings of warmth and compassion to the audience.

#### 6.1.3.6 Scientific and Medical Knowledge about Pets and Pet Care

Today we have more scientific and medical knowledge about animals' physical and mental health. This includes knowledge about care, food, illness, treatment, breeding, breeds, and behaviors. Animals need care like humans. Many of the illnesses found in cats and dogs are also found in humans such as cancer. They have problems in the organs such as the heart, digestive system, and blood. Some of the diseases in animals are rarely found in humans such as blood parasites and heat strokes that might cause death in animals. Seeking blood transfusions for animals is more complicated than humans. This is because humans have 4 blood groups while dogs have more than 10. In addition, there are some illnesses that need more study that would lead to improvement of the tools and technologies to better treat animals. This is because treatment of animals could be complicated and cost almost as much as treatment of humans, which is due to the higher standard of treatment reaching international levels. The veterinarians also have better quality thus explaining the higher cost for treatment.

#### 6.1.3.7 Business

As evidenced in online social media such as Facebook, network society of animal lovers share pictures and content about dogs, cats, and other pets. In addition, other media such as online newspapers and television have also picked up on this trend publishing content about animals. They have tapped into this trend prompting more people to keep more pets. In addition, there is a change in the way of life of Thai people. For instance, people living in the cities tend to prefer being single. In the meantime, more married couples do not want children. Thailand is also moving towards an aging society with less children. As a result, more people are starting to keep pets as friends replacing their own children. This has led to the growth of pet related businesses as can be seen on online social media. These businesses include food, accessories, innovative products, restaurants, hospitals, department stores, tourist destinations, hotels, swimming pools, grooming for cats and dogs. In addition, there are more activities for cats and dogs in public places. Sometimes many of these events are held at about the same time at different venues. Some of the activities do not aim to sell products. These events might be venues for celebrity cats and dogs to come out and enjoy with their fans. These events have demonstrated the role of pets in the life of humans as family members and partners living together in this world.

From the quantitative study it is found that respondents learned from exposure to content about animals on online social media. The top five responses are 1) Humans are not the only creatures on the planet. We need to live with other animals in harmony to keep a balanced ecosystem (74.52%); 2) Valuing life, every life has value, every creature loves its life, every creature knows pain, and have needs (72.62%); 3) Pets such as cats and dogs help to reduce stress and provide relaxation to owners (66.90%); 4) Sense of responsibility to animals and society (64.52%); and 5) Care for animals and family (61.90%).

#### **6.1.4 Attitude Change from Content about Animals on Social Media**

Theories reviewed in the previous chapters have explained that attitude is a response to stimulus. It has three components namely cognition, affection, and behavior. This dictates that stimulus starts with thinking, understanding, and knowledge. It is followed by feelings that lead to behavior. The resulting behavior is important because it drives changes at the individual and societal level.

The study of attitude emphasizes on the feeling and resulting behavior of animal lovers' group. In terms of knowledge there is no difference among the respondents from the animal lovers' group. This is because content about animals are direct and easy to understand. Thus, the findings can be concluded as summarized in the following section.

##### **6.1.4.1 Attitude Change after Exposure to Content about Animals on Social Media**

Respondents report an attitude change after frequent exposure to animal content on online social media. After exposure to animal content on online social media resulted in different level of changes in attitude. About 93.57% of the respondents reported a change in attitude. Only 27 people from 420 respondents reported no change in attitude. This number is not statistically significant (Please refer to statistical analysis presenting the structural equation model explaining communications about animals on online social media). On the other hand, content about animals on online social media resulted in changes in attitude. This included changes to holding a new attitude or strengthening or minimalizing existing beliefs.

#### 6.1.4.2 Relationship between Learning and Attitude Change from Exposure to Content about Animals on Social Media

The results of the study show that continuous exposure to content about animals on online social media results in attitude change. However, before attitude can change it is imperative to learn. Thus, it can be said that learning leads to attitude change. Exposure to media creates learning and understanding, which results in feelings about the stimulus resulting in consequent behavior. The learning might be having new knowledge from what is known or having a deeper understanding of existing knowledge through more exposure. Attitude change is the same. It could be intensifying existing knowledge or its reduction. The quantitative study findings confirm this line of reasoning. A majority of the respondents, 331 people or 78.81% reported that they learned something from content about animals on online social media. From 420 respondents only 89 people or 21.19% answered that they did not learn anything. To further investigate the findings the researcher probed for more information. It is found that some respondents explained that they did not learn anything and there was no resulting change in attitude. This is because they believed that they already knew a lot about animals since they were avid animal lovers. Thus, this does not fit with the learning leads to change of attitude formula.

#### 6.1.4.3 Exposure to Content about Animals on Social Media Results in Changes in Emotions and Behavior

Continuous exposure to content about animals results in attitude change, which includes emotional and behavioral outcomes. The research findings explain that these changes in feelings result from the ability to interpret the perceived stimulus. This would then be processed into knowledge and beliefs based on existing learning and experience. The resulting understanding of the stimulus, which is animal content would create different emotions. In addition, it is important to be media literate. It is critical to check whether the content is true or not before believing it. Some of the fake news stimulate feelings of being agitated leading to rapid retaliation. This would include sharing the content. As a result, people might end up sharing fake news without knowing the disastrous consequence of the actions. The resulting frequency of the message might create strong negative feelings. On the other hand, frequent exposure to positive content about animals such as cute images, innocent reactions, and loyalty to

owners make a good impression. Exposure to negative content such as animals being hurt or left behind creates feelings of anger. These feelings lead to direct expressions of behavior. The findings of the qualitative and quantitative studies present evidence in the same direction. The more intense the response to the stimulus, the resulting behavior might be general with no important objective. These activities include communications done easily through their mobile phones such as liking, sharing, commenting, signing petitions to help animals, and posting comments requesting assistance. In addition, they might join meetings or assist in donations to help wounded animals. The activities that occur most frequently are those that can be initiated through the use of mobile phones or computers. This is because it is convenient for online users. In some cases where the stimulus is very intense, the resulting behavior would also be stronger and more determined. In particular when the issue is associated with a problem or an issue arising from dissatisfaction deemed to be needing a solution or change in society. This might lead to the demand for new social orders or laws. These activities that have clear objectives aiming to solve problems to help society at large resulting in social movements. This might include passing laws to solve the problem of stray dogs or setting up government agencies that would be more effective in helping animals in distress instead of the police. In addition, there are other issues such as demanding harsher punishment for people who abandoned their pets. The quantitative study shows that these activities are not often initiated because it is difficult and time consuming.

However, the behavior expressed by receivers today, is very intense, quick, and more determined than anytime in the past. They do not stop and consider the content, which is a worrying aspect. The receivers should scrutinize the facts and make a careful consideration before reacting by expressing their thoughts. By doing so, Thai society would be harmonious and peaceful.

#### **6.1.5 Network Society Resulting from Communications about Animals on Social Media**

Content about animals, which are cute, innocent, and familial love, create a feeling of happiness for the audience. On the other hand, content about cruelty or abandonment of old and sick animals bring on feelings of depression and sadness. Some negative content are things that people do not know about previously. These may be

things that have been going for a long time. Now this information would be spread to the public from the effort of the network society of animal lovers. The awareness of these issues has led to powerful forces driving for changes in animal welfare. This has led to the passing of the Animal Welfare Act that has been in the making for over 10 years. Thus, in this research the network society of animal lovers would be the core of the study in driving the issues and changes. It could be used as a case study that would be of benefit to other public projects. The research findings based on the network society of animal lovers can be concluded in the following section.

#### 6.1.5.1 Type of Network Society of Animal Lovers

Network society of animal lovers have their origins just like other network societies. These groups are formed by those who communicate on social media. This enables people who think the same way and share common interests to form a community. They come together to join in activities that they enjoy. The research findings can categorize these groups as follows:

Social network on Facebook and Line including

- 1) Dog and cat lover groups
- 2) Groups of those who love different dog breeds such as Thai dogs, Golden Retrievers, and Pomeranian.
  - (1) Groups of fan clubs of celebrity dogs that are well known and have a large following
  - (2) Group of foundations that help animals that can be categorized as follows:
    - a) Groups that help wounded animals
    - b) Groups that provide legal assistance to fight for justice for the animals including filing complaints and coordinating with the police and the Livestock Department
    - c) Groups that provide care, feeding animals, and providing primary treatment for stray cats and dogs (Sanctuary).
- 3) Groups that rescue animals on site. These are people who provide assistance to animals on site in a timely manner, which may include animal rescue foundations or simply volunteers.

4) Groups of people who find homes for cats and dogs. These people look for new homes for cats and dogs. They usually screen these potential adopters to ensure that they were ready financially, having sufficient space, providing safety, and having time to care for their pets. These adoptions can be both in Thailand as well as abroad including the US, Europe, and Australia.

5) Groups that neuter stray cats and dogs. These people include government agencies, foundations, and volunteers.

6) Groups that gather signatures for petitions pushing the government or relevant agencies responsible to solve problems, issuing laws, and regulations to improve the welfare of animals such as change.org, Animal Welfare Foundation, and other animal lover groups.

7) Groups of those find blood for cats and dogs. These are pet owners who raise cats and dogs that fit the criteria for donation to pets that are injured or need surgery. Some of the people may not have pets that need the blood but help to post and share the content to seek donation.

8) Group of volunteers who help cats and dogs. These include volunteers from emergency rescue or local foundations in each respective province that help move animals from danger to a safe space.

9) Group of people, who vaccinate dogs. These might include those from the Livestock Department or volunteers, who have veterinarian members, or even veterinarian students from various universities.

10) Group of those who join specific activities such as marathons to help cats and dogs. These are usually celebrities who auction their possessions to help stray cats and dogs.

11) There are other groups that help in the ways that they can based on their convenience. All of these groups have the objective and dedication to provide better welfare for animals so they would not become a burden to society.

#### 6.1.5.2 Motivation to Join Network Society of Animal Lovers

The strongest motivation that drives membership of network society of animal lovers is “Like the determination, strength, and cooperation in helping animals and driving for solutions by the network society of animal lovers”. This is followed by “Want to take part in helping animals”. The third is “Like the activities in the network

of animal lovers to help society and make merit”. It is obvious that animal lovers’ groups want people who are sincere and dedicated in helping animals because they cannot speak and take charge for themselves. Animal lovers have compassion forming the basis of their attitudes driving their love to help others.

#### 6.1.5.3 Type of Content that Leads to Joining Network Society of Animal Lovers

The three top content that leads to joining network society of animal lovers in the following order: 1) Picture or clip of animals that ended happily such as helping wounded dogs get treatment eventually getting a new home (Before & After); 2) Picture or clip of network society of animal lovers or foundations to help animals; and 3) Picture or clip of animals that are touching such as the love of mother and offspring, love in the group or pack, and assistance or protection of their group. Analysis of these answers show that animal lovers join groups because they like the emotionally touching and impressive content that come from stories that have a happy ending.

#### 6.1.5.4 Reasons and Causes in Expansion of Network Society of Animal Lovers

The top three reasons or antecedents resulting in the expansion of network society of animal lovers are presented in order. First, the majority of the respondents agreed most with the item “Page or group volunteers who help animals such as requesting blood donation for sick dogs”. This is followed by page or group that communicate unique stories that amaze and inspire. The third most agreed with statement is “The stand point of the group is the same as that of member”. This finding shows that animal lovers give the most importance to helping animals. They would form groups with like-minded people who would work together to help animals thus leading to the expansion of the group.

### **6.1.6 Activities and Social Movement about Animals in Network Society**

The most important role of network society is joining activities with the group. This is the driving force that leads to changes to institutions, economy, politics, and society as well as the individual. Communications technology drives changes quickly in the era of globalization. There is no limit in terms of time and distance. These

activities can be conducted online and offline. The activities can be originated close to the individual or initiated from a long distance abroad. These activities may not have significant objectives while some may have goals in changing in society. Consideration is made with emphasis on the results of the activities such as assistance to animals improving their welfare. There are numerous activities conducted by network societies of animal lovers in Thailand. These activities have differing objectives, type of activities, number of people joining activities for support, expansion and dissemination in communications, negotiation power of civic groups based on the activities' objectives, possibility of success, and its results. The research findings are presented in the following section.

The research findings present two major types of activities about animals derived from communications on online social media as follows:

#### 6.1.6.1 General Activities about Animals that do not Lead to Problem Solving that have an Impact on Society at Large (Activity)

These activities do not have the objective in uplifting societal standards, policies, and laws. These activities are simple, uncomplicated, small number of participants and supporters, communications about the activities are limited in reach than the second type, possibility of success is high, and these activities are conducted often as presented in the following section.

- 1) They express their feelings through pressing the Like button, sharing comments, and posting content about animals.
- 2) They help to donate money, food, medication, and necessities for stray cats and dogs.
- 3) Help to donate for medication of wounded stray pets.
- 4) Help to seek donations and auction items to help for the care of stray cats and dogs.
- 5) Join activities such as running marathons that help to gather funds to help stray cats, dogs, and wandering elephants.
- 6) Taking injured stray cats and dogs to veterinarians (they may or choose not to pay for the bill).
- 7) Help to find homes for stray cats and dogs that have no owners or have been abandoned.

- 8) Meeting or going out with the network of animal lovers, who are accompanied by their pets.
- 9) Joining events with celebrity cats or dogs in department stores.
- 10) Filing cases on behalf of the animals.
- 11) Signing petitions to help abused animals or demand for better welfare.
- 12) and various other activities.

Each activity is joined by members of the animal lovers groups. Most members of the network society of animal lovers engage with on their mobile phone and computers because of its convenience. The highest ranked activity is “Expressing opinions such as Like, Comment, Share, and Post content” at (95.24%) followed by “Signing petitions to help wounded animals or fighting for better animal welfare” at 87.62%. This is followed by other activities. The activity that has the least participation is “Filing police reports to help mistreated animals”. This is because they felt that the police did not take the matter seriously thus consequently reducing the chance of winning the case.

#### 6.1.6.2 Activities about Animals Aimed to have an Impact on Society (Social Movement)

These activities are goal oriented with the aim to uplift societal standards, policies, and laws effectively improving animal welfare. They would like to see improvement for animal welfare leading to social movements. This eventually led to the passing of the Animal Welfare Act of 2014, which represents this type of activities. These activities have numerous stages starting with gathering people who are not satisfied with the condition of animals having an impact at the societal level. These participants understand the problems and disseminating information to the public at large with the goal in finding a solution. Participants are members of the public coming from groups of differing in gender, age, education, occupation, and income. They share the same ideas in wanting a solution thus the group continuously grows in size. The group becomes more powerful in negotiating with the government and relevant agencies. This is because the number of participants would grow needing organization management. There would be establishment of leaders and team members to execute

the strategy as planned. Leaders need to distribute the work, and manage operations to achieve the goals that have been set. These activities or social movement do not happen often. But, there are still some issues that need to be resolved as presented in the following section.

- 1) Prevention and solution to reduce stray dogs through neutering them
- 2) Campaigning for Thais to adopt dogs instead of buying puppies
- 3) Developing standards for puppy farms to meet international standards in order to prevent animal cruelty
- 4) Determining government staff and agency in charge of animal welfare to help mistreated animals instead of the Livestock Department. For instance, the animal cop can be established to quickly and effectively help animals in a timely manner
- 5) Determine taxes that have to be paid by pet owners and necessary registration with government agencies to protect and enhance responsibility of owners
- 6) Determine policies that support the importance and acknowledgement of responsibility to animals that should be incorporated in school curriculum and taught in the family

Usually there are many factors that contribute to the success of social movements. These factors include political situation, negotiation power, size of the civic group demanding change, power of communications, relationship with government agencies, influence of the global situation, or globalization. The respondents' interview revealed that the success of demanding for new laws and regulations would be hard to achieve because the government does not give importance to animal welfare. The respondents believed that some people would stand to lose as a consequence of new laws. However, the network society of animal lovers are determined to achieve their goals in order to improve the welfare of animals. They are also committed to social order where animals and humans can live peacefully since we live in the same world. There are many activities that led to a social movement that need to be done quickly to solve the animal problems. All activities have been rated

highly by respondents. However, the highest ranked item is “Determine policies that support the importance and acknowledgement of responsibility to animals” (94.05%) to help reduce abandoning of pets and cruelty towards animals. This is followed issuing policies to prevent and protect animals in order to reduce the number of strays quickly (93.81%). This is followed by “Determining government staff and agency in charge of animal welfare to help mistreated animals instead of the Livestock Department” (92.62%). This is followed by the standardization of dog farms to reduce cruelty (92.14%). Furthermore, the next item is the campaigning for adoption of dogs instead of buying puppies (90.48%), respectively. The lowest score is the policy for taxes (65.95%). This is because pet owners already have a high expense caring for their pets and do not want to pay additional taxes.

#### **6.1.7 Changes and Development in Thai Society from the Influence of Communications about Animals on Social Media**

It is known that the impact of communications on online social media, a new media, has brought several changes at both the individual and societal level. These changes are both positive and negative. Also, they are both beneficial and harmful. The research findings show that communications content about animals online creates more positive creative changes in society than harm. This is concluded based on comparisons with other types of network societies. Content about animals living with humans or within the same community have been disseminated widely by members of the public and foundations through online social media more than through traditional media. Members of the public or civic reporters have played an important role in communicating the loving stories about animals and demanding for their rights. They have the desire to push for changes in society that have resulted in tangible changes. It can be observed that continuous exposure to content about animals would make most people become more compassionate and understanding towards them. In effect, these people would have a better understanding of life and become more responsible towards their pets, family, their actions, and society. It is a good way to develop a more cultured person, who gives more importance to animals providing them with better care. These people would learn more about animals and share their knowledge about the health and sciences involved in pet care. Consequently, this becomes a drive in the expansion of

businesses related to pet care. There is an increase in product lines rivalling that available for humans. It also drives a growth in the Thai economy. The pet related products and service sector values over 2 billion baht (“Blooming pet business,” 2018). In addition, animal lovers come together for meetings, which helps to build their relationship and experiences enabling better care for pets.

Negative changes that result from the impact of communications about animals on online social media is minimal compared to its benefits. However, two negative issues have been identified. The first issue is based on the presentation of content about animals on online social media appears to be real. Images of animals being treated poorly becomes a strong emotional stimulus. This results in anger that lead to strong and swift comments. Once such issues surface, it becomes like a contagious disease spreading rapidly. The negative comments become more violent and rude, which instills an unsavory behavior. People show less restraint causing a deterioration in society. In addition, it is a bad example for children and youth. The second issue is the request for assistance for animals especially donations. It is found that there are many cases of fake news that are designed to fool money or benefits from animal lovers. As a result, many have lost significant amounts of money. However, today people have become more media literate. Therefore, they have learned to check and consider the news before believing. For example, they would check with the hospital if the wounded animal is really being treated before making a donation. Some of them would go and see the animal for themselves before donating.

However, upon detailed consideration of every aspect, the changes result primarily from the influence of content about animals on online social media. It creates the strongest drive and the most successful case is the passing of the Animal Welfare Act of 2014. Animal lovers have demanded this law for 10 years before the advent of new media. With the introduction of new media, there was a strong drive for success. The power of a small group of people became a bigger social movement on online social media. Regular people came together to demand better welfare for animals that cannot speak for themselves. Animals have the right on this planet as much as humans and the law has created many changes. Even though it is just the beginning, it is observed that there are many benefits for society. There is more order, which has long

term repercussions both directly and indirectly on the economy, society, culture, health, and development of people and society.

### **6.1.8 Relationship between the Variables in the Communication Model about Animals on Social Media**

Results from the research findings and statistical analysis show both the direct and indirect effects between the variables through the mediator. The relationships differ based on the type of media categories. This results in the analysis of the structural equation model communications about animals on online social media as presented in the following section.

#### 6.1.8.1 Direct Effect

Examination of the Direct Effect between the Antecedent and Dependent Variables are Presented as Follows:

1) Direct effect between the different type of media on learning variable (LRN)

Analysis examining the direct effect between the different type of media on learning variable (LRN), which is the dependent variable, is critical. This is because learning is the initial dependent variable in communications process about animals in social media. It is thus the variable that has an impact on other dependent variables. Independent variables may have up to two antecedents, which in turn might impact one dependent variable. In this case the analysis could be conducted using Multiple Regression Analysis in the SPSS (Statistical package for the social sciences). The different categories of media variables have been analyzed together in the structural model thus leading to the appropriate evaluation of the relationships. Thus, the analysis would assess the effect of each category of media on the variable (LRN).

The analysis revealed that exposure to content about animals on Facebook (FB) has the highest impact on learning (correlation coefficient = 0.199). This is followed by exposure to content on Line (LINE) (correlation coefficient = 0.060). Other media such as Instagram (IG), other online media (ONM) such as pantip.com, sanook.com, kapook.com, thairathonline, khosodonline, and traditional media (OFM), such as television and newspaper, had very small or no impact on

learning. This is observed from the sig. value, which was higher than 0.05. The value lower than 0.05 would mean significant impact on the dependent variable.

2) Direct effect of variables and paired analysis based on each type of media

Analysis of the direct and indirect effect of each pair of variables was conducted. The indirect effect passes through a mediator variable. The path analysis or structural equation modeling is the examination (this does not include analysis of the impact of the latent variables). The first stage is the examination of the model fit with the empirical data. This would be done through examining the fit indexes based on the standard criteria of all the models. It is found that the models fit with the empirical data thus, the relationships can be assessed using the SEM as can be summarized in the following section.

(1) Communications about animals in Facebook (FB) has the most complete communications process resulting in the relationship between the various variables. Thus, the model explains the relationship between the variables. The next complete model is the communications through Line (LINE). On the other hand, communications on Instagram (IG), other online social media including pantip.com, sanook.com, kapook.com, thairathonline, and khosodonline (ONM), and traditional media such as television and newspaper, have incomplete communications processes. Consideration of these three models show that the media variable has little or no influence on the variable learning (LRN), which in an antecedent or independent variable of the remaining variables.

(2) When the five models are considered, the variable learn (LRN) has no direct effect with development of network society (NEW). They have a relationship through the mediating variable attitude change (ATT) in order to develop the network society (NEW) (please see the indirect effect in the following section).

#### 6.1.8.2 Indirect Effect

The study of the indirect effect shows that there is a mediator variable positioned between the impact of the antecedent and dependent variables.

1) Facebook (FB)

(1) Facebook (FB) has an indirect effect with attitude change (ATT) and development of network society of animal lovers (NEW) through the

mediator learning (LRN). The variable learning (LRN) has an impact on attitude change (ATT) accordingly.

(2) The indirect effect between Facebook (FB) and joining activities that drive social movement (ACT) has a small opportunity because P-value is right on the line of the criteria at 0.056 (Usually P-value of less than 0.05 shows a relationship). This finding might result from the distance between joining activities that drive social movement (ACT) and antecedent Facebook (FB). Thus, the relationship between the variables is weakened. Another reason is the impact of the virtual world on the monitor of the mobile phone or computer screen driving an action on the real world has a very small opportunity. This is usual because the members of the network society need to meet to drive activities in the real world in order to create a drive moving issues from the digital world into reality.

(3) Another conclusion that is significant shows the relationship between Facebook (FB) with the development of network society (NEW) and the variable joining activities that drive social movement (ACT). It does not happen through the variable attitude change (ATT) because the P-value is higher than 0.05. This means that there is no significant relationship thus the path does not pass through attitude change (ATT).

2) Line (LINE), Instagram (IG), and other online media (ONM) (pantip.com, sanook.com, kapook.com, thairathonline, khosodonline)

(1) The variables Line (LINE), Instagram (IG), and other online media (pantip.com, sanook.com, kapook.com, thairathonline, khosodonline) (ONM) have an indirect effect with attitude change (ATT) and development of network society of animal lovers (NEW) through mediator, learn (LRN). This variable learn (LRN) has an impact on attitude change (ATT) accordingly.

(2) The relationship of the three media categories (LINE, IG, ONM) with joining activities that drive social movement (ACT) has no indirect effect because P-value is higher than 0.05.

(3) The relationship of the three media categories (LINE, IG, ONM) with development of the network society (NEW) and activities that drive social movement (ACT) does not occur without passing through attitude change (ATT). This

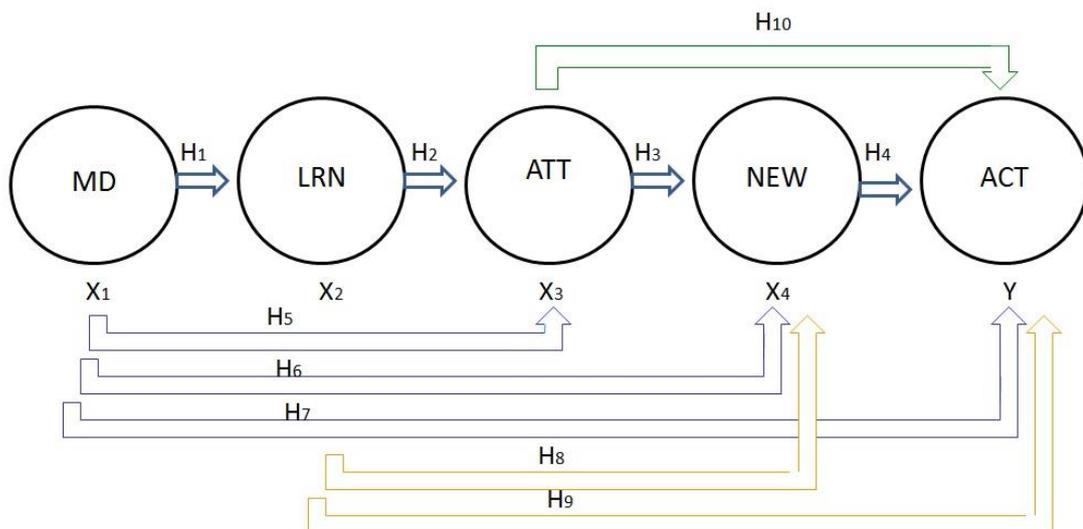
is because the P-value is higher than 0.05 meaning that there is no significant relationship without passing through the mediator attitude change (ATT).

3) Traditional Media (OFM) include television and newspaper

Traditional media (OFM) include television and newspaper. There is no indirect effect with results of communication about animals including attitude change (ATT), development of network society (NEW), and joining activities that drive social movement (ACT). This is observed from the P-value that is higher than 0.05. This means all of the variables do not have a statistically significant relationship.

### 6.1.8.3 Communications Model about Animals on Social Media

The direct, indirect effect, and P-value can be used to assess the structural equation model communications about animals on online social media as presented in the following section.



**Figure 6.1** Research Conceptual Framework

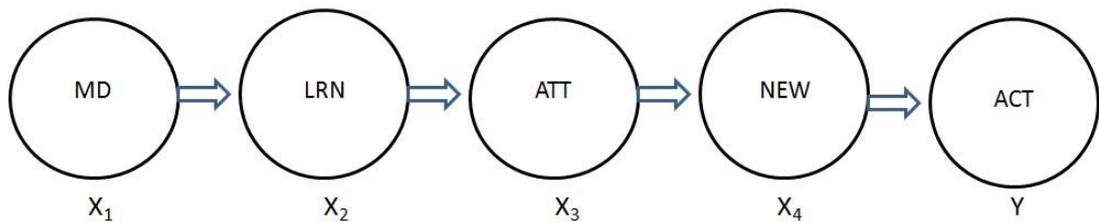
Figure 6.1 presents the P-value for each of the hypotheses as follows:

1) Hypotheses that have P-value < 0.05 are H1, H2, H3, and H4.

It can thus be concluded that H1, H2, H3, and H4 are hypotheses that are supported. The pair of variables examined in H1, H2, H3, and H4 have a relationship or impact on each other.

2) The hypotheses with P-value  $\geq 0.05$  are H5, H6, H7, H8, H9, and H10. It can thus be concluded that H5, H6, H7, H8, H9, and H10 are not supported. Thus, the pair of variables examined H5, H6, H7, H8, H9, and H10 do not have a relationship or impact on each other.

The analysis of the hypotheses examining the relationship among the variables and the structural equation model of communications about animals on online social media can be summarized as follows:



**Figure 6.2** Model Resulting from the Research Examining the Communications about Animals on Online Social Media

The model presented in Figure 6.2 shows that frequency to exposure to communications about animals on online social media creates learning. This is the absorption of stories about animals such as learning about their life, their socialization, and their relationships resulting in attitude change. Consequently, it would be creating a new attitude or reinforce existing beliefs. Some of these attitudes were love for animals, compassion, valuing life, and providing necessary assistance. Animal lovers communicate in online social media bringing them together. These communications brought together like minded people sharing the same attitude such as the love for animals. When they come together forming network society of animal lovers. Once the group is formed they come to do activities together helping animals. These actions become the drive for social change demanding for new regulations and laws. The resulting social movement have a clear objective demanding for improvement in animal welfare. As observed from the findings the impact of the variables influence one another as explained by the literature. The variables have a direct impact while some

have an indirect effect through mediator variables. None of the variables could be skipped in the model as explained in Figure 6.2.

## **6.2 Discussions of the Research Findings**

When considering the hypotheses set prior to the implementation of the study, it is found that most of them are supported. The findings are in line with the hypotheses and theoretical framework as presented in the following section.

1) Communications content about animals on online social media has its receivers, people, who love animals. The channel they use is chosen based on their convenience in receiving the message of interest about animals. At the same time, they avoid content or news that does not interest them. They choose to “Like” fanpages about the favorite dog breed based on their interest. However, they would avoid or not expose themselves to content that does not suit their interest. They choose not to “Like” or “Block” content from pages that show endangered animals or those that have been hurt because they choose not to see animals in pain.

From the hypotheses regarding exposure to content, it is found that the findings are in line with the theories of Selective Exposure (Klapper, 1960). It is the first step in selecting from many available channels or messages based on their interest or existing attitudes. This supports their existing beliefs. However, on the contrary they would avoid communications or content that is against their existing beliefs. From the in-depth interviews and online survey, the respondents report that Facebook is the channel that they use most because it is easily accessible through their mobile phones. They can access it at any place and anytime. Facebook has a variety of content that is constantly updated. In addition, it is the media that features content from people who are actually in the incident. This is unlike content from news agencies that might be tainted with benefits. The most important factor is the fact that Facebook has the most content about animals when compared to other media. It allows connection with friends both in Thailand and abroad.

In terms of the message, the receiver would be interested in content about animals. The research findings indicate respondents expose themselves to content of their interest. It is usually positive content that impresses them such as the cute,

intelligent, loyal, innocent, and funny moments of animals. These are inspirational impressive stories about animals such as they innocent look, they are fat, they have nice fur, they are cute, or they have an in-depth story. Sometimes the animals might have to fight for their life and end up living happily ever after. It creates a feeling of happiness and enjoyment, which is in line with the Uses and Gratifications theory (Katz et al., 1973). The researcher explained that to fulfill the affective needs people need entertainment for enjoyment or the need to reduce stress or tension release needs. Thus, in the opposite sense, most of the animal lovers would avoid negative content because it causes tension. Images of animals being tortured and hurt are in line with the theory presented by Klapper (1960) that receivers avoid content that is against the interest of the receivers.

2) Communications about animals on online social media create learning and attitude change at the individual level. These are animal lovers who see the importance of animals, valuing life, understand life, acknowledge familial love, and realizing that all creatures value their own lives. This instills a feeling of responsibility caring more for animals and people around them.

The research results support the aforementioned hypothesis about learning. It is in line with the theory proposed by Albert Bandura (1962-1986), the American psychologist. The theories are Social Cognitive Theory (1986). It was originally called Social Learning Theory with emphasis on Observational Learning. Individuals behave in accordance to the observed behavior of their model. If the consequence is positive the individual would also believe that if they did the same behavior, they would also receive the positive effect. However, if the consequence is negative the observer would also assume a negative consequence (Theeraporn Uwanano, 1992; Bandura, 1986, 2013). This research has findings that support the Social Cognitive Theory. Communications content about animals online today show that those who help or provide good care for their pets are usually praised. They become good models for others so more people follow their behavior. Thus, more people emulate their examples because they want to be accepted by society. On the flip side people, who hurt animals would be shunned by society. In addition, all media help to disseminate petitions that pressure government agencies to punish those who have hurt

animals. Also, they make sure to send the message that this is not acceptable behavior to ensure that it would not be repeated in the future.

In addition, learning from observing models as examined in this study reveal that communications about animals on online social media creates observational learning. People can learn about familial love among animals and love between animals and humans. Respondents explained that they learned that all creatures love their lives. They feel pain like us and want to survive. People should learn that if they don't like something, others may not like it too. This enables people to better understand themselves as well as others. People need to better understand how to live their lives. It opens an understanding that the world is complex with many factors that need to be considered. Humans are not the greatest creatures. Thus, it is important to be compassionate and helpful to others and animals. People would have a more open mind creating more peace of mind. Eventually, the world become a better place with all creatures living together in peace. In addition, the research findings indicate that there is evidence for attitude change. The findings are inline with the theory explaining the impact of message repetition on attitude change. The existing attitude might be strengthened or creation of new ones. In this study it is found that exposure to repeated messages create changes in beliefs and feelings. They have more compassion towards animals and have the behavior in helping animals by fighting for their rights. This is in line with the research conducted by Cacioppo and Petty (1989), which found that attitude change may result from exposure to message repetition.

Another important aspect of modern communications on online social media examined in this study shows that communications about animals are passed through digital technology between friends. Animal lovers have formed network societies having celebrities or influential personalities as leaders. These networks have an impact on persuasion and attitude change, which is more effective than traditional media. They hold to their beliefs and importance of animals deemed by the group. This eventually leads to attitude change and behavior of group members that become social movements driving members into the future. This results in persuasion and attitude change similar to the proposition made by Klapper (1960), which explained that people in the same group would expose themselves to similar content and adopt a similar stance. Members of the group avoid being separated. Although Klapper (1960) studied

mass media, the work is still relevant to the digital media. This is supported by a study conducted by (Nielsen, 2015) regarding the effectiveness of digital media. The study found that digital media was the most persuasive and trusted media. In addition, it is found that the most trusted information is recommendation from acquaintances (83%) replacing traditional media such as television and newspapers. This study included examination of the impact of traditional and digital media with more than 30,000 respondents from 60 countries worldwide.

3) Communications about animals are in the form of a network society. This is fueled by Facebook, which is a form of communications using digital technology. The network of relationships expands from a small circle, who knew each other personally and share common interests such as the love for animals. The network keeps on growing expanding to the national level and even to the international level. They join activities that lead to social movements that drive for more important changes.

The study of the network society of animal lovers supports the hypothesis that was set.

The research findings are in line with the Network society proposed by Castells (2009). Network society of animal lovers form in the same way as any other network. They are formed from groups of people, who communicate on social media, which is the digital technology that facilitates connection of like-minded people. These people share their interest in terms of the love of animals, admiring animals, and giving them importance. Members form communities that grow in size and join activities together in helping animals. This is because animals cannot speak for themselves or help themselves. They cannot demand assistance for improving their own welfare. Group members divide into groups joining activities to effectively help animals based on their liking, interests, and skills. The goal is to help animals so that it would end happily. At the end the animals would have good health and welfare. Some of these activities would be done at the community, national, or even expanding the geographic coverage to the international level. The research findings are in line with the work of Castells (2009) examining network society developed from new media, which is the communication technology that enhances the growth of the network society of those, who share the same interests or benefits. The group does not include those who do not share the same

interests. Through this new media, the network becomes global as a result of the digital network that is more complex.

In addition, this study regarding activities developed by the network of animal lovers is in line with Castells (2009). The network society develops relationships through activities stemming from their common interest. This might be daily activities or it might be part of their occupation. The research findings present two types of activities that can be categorized as follows:

1) General activities about animals that do not lead to problem solving that have an impact on society at large (Activity) do not generally have important objectives. It does not set societal standards, policies, and laws. These activities are simple, uncomplicated, having small number of participants, and is only disseminated in a small group. The activities done most often by this group of animal lovers on Facebook includes “Like”, “Share”, and “Comment”. In addition, they also set up meetings and join activities in department stores as well as donate money to help wounded animals.

2) Activities about animals aimed to have an impact on society or social movement. These activities are goal oriented with the aim to uplift societal standards, policies, and laws effectively improving animal welfare in Thailand. The best example of successful social movement by network of animal lovers is the passing of the Animal Welfare Act of 2014 that took 10 years. Many of the foundations both in Bangkok and the provinces have been frustrated with the injustice leveled at animals for a long time. They have demanded improvement in animal welfare by joining social movements in public. They also make demands about cruelty and abandonment of animals in new media. It is a fight for punishment for those who hurt animals whether it be physical or mentally. There is a call for the public to clearly define their demands making their social movement more effective than those from the previous generation. Media such as Facebook that has a wide reach is more effective in disseminating images and videos that present positive animal aspects such as cuteness, innocence, and familial love as well as the negative aspects of abandonment and cruelty. This has led Thai society to give more importance to animals giving rise to the network society of animal lovers. These small pockets of groups in the local area that expands to become a nationwide phenomenon. They start to demand protection of animal welfare. Groups formed

predominantly on Facebook have a strong drive and persuasive power expanding their influence to society. This has led traditional media such as television and newspapers to follow and present content about the importance of animal welfare. Social movement is more effective in demanding improved animal welfare such as signing the petition on [www.change.org.th](http://www.change.org.th). There was a total of 114,000 names submitted to the government (National Peace Keeping Council) and the National Legislative Assembly to pass the Animal Welfare Act on December 26, 2014. This is the first such law designed to protect animal welfare that has taken 10 years to pass.

There are still many more social movements designed to demand improved animal welfare presented in this study. For instance, the demand for regulations prohibiting the use of elephants to walk the city streets. Also, there are demands for stronger punishment in order to reduce cruelty towards animals. In addition, there are calls for the development of effective government agencies that process complaints and act to protect animal welfare replacing the police and Livestock Department.

The research findings agree with Chairath Charoensinolarn, an academic who studies politics and governance. He explained that social movement rises from the demand of a group of people from different organizations. They may come from different groups and occupations but have a common ideology or belief. They may share a common benefit that leads them to form a group to do activities based on their ideology and beliefs. The aim is to change or create a new social order. They might make demands from the government or investors or elites both within and beyond the system. Such movement usually takes place in democratic societies. In the past these movements demanded equality and rights for the oppressed with a focus on politics and economics (Alberto, 1989). However, the new social movement encompasses a broader range of demands from more varied groups of people from different walks of life and social strata. They might come from members of the public, the middle class, students, NGOs, academics, and members of the media. Their demands are no longer narrow issues that focus on the rights of a specific group. They no longer make their demands through politics such as political parties. They do not expect to rely on government systems. Rather, they make the demands on their own with dignity because they do not have faith in the political establishment (Chairat Charoensin-oran, 1997).

Social movements might include forming groups to make demands in public space or on the streets. These activities can be observed domestically and internationally. In addition, these actions might be taken on online social media such as Facebook, with the traditional media such as television and newspaper reiterating it. As a result, the issue becomes more intense and known to a wider group of people. This becomes the drive to create the positive changes demanded by the group.

3) Communications about animals on social media has resulted in many changes in Thai society such as expressing more love for animals, acknowledging their importance, caring and being more responsible. This has uplifted the animal welfare. As a result, this has led to the growth of businesses related to animals such as pet food and accessories stores along with animal hospitals. In addition, there has been a growth in the development of foundations that protect animal welfare. The most important issue is the communications about animals in all media that has grown significantly. Online social media has the most significant role and impact resulting in social interest that drives traditional media such as television and newspaper to have more content about animals.

The in-depth interview and online survey collecting data from 435 animal lovers show adherence to the Communication technology determinism theory. It can be surmised that communications content about animals on online cause changes at both the societal and individual level. It results in changes of thoughts and behavior from attitudinal shifts within individuals. Thai people have come to love animals more and giving them more importance. This is an important drive in the expansion of pet related businesses, which inevitably leads to growth in the economy. In addition, the law protecting animals was passed as a result of the influence of new media. It is the most important driver in the successful passing of the first Animal Welfare Act in Thailand. This success is the result of the growth in the use of Facebook, which stimulated and reiterated the importance of the issue. This drove the expansion of the group of animal lovers encompassing the entire country within 1-2 years. The strong demand led to the success of the passing of the law that saw 10 years of struggle before new media arrived on the scene. It can be said that new media is the catalyst in terms of time and effectiveness. The new media brought together people who loved animals. This new law has brought many changes in terms of economics, social, cultural, health, human

and national development. This is in line with the Communication Technology Determinism Theory of the Toronto School that was developed based on two major academics. This theory posits that communications technology is the main reason that has led to the various outcomes that have affected humans and society. They have led to changes as explained in the following section.

1) Causing changes in society at the macroscopic level, which was developed by Harold Innis. Technology has an impact on the economy, politics, culture, social structure and governance, as well as the dissemination of ideas in society.

2) Causing changes to the individual or the microscopic level, which was developed by the second academic from Toronto School, Marshall McLuhan. Technology in particular new media has an impact on perception, human experiences, and personality that enhances the potential of the receiver. This results in the expansion of the limited experience of the individual.

Another issue that is evident in the research findings is that online social media can help wounded cats and dogs. In addition, they can be adopted after they have recovered. This is due to the communications on online social media that can reach a large number of people allowing for timely assistance. This is in line with the proposition made by Thomas L. Friedman in “The World is Flat” (Friedman, 2005). Friedman explained that wireless digital communications technology has made the world flat very rapidly through removing limitations and enhancing cooperation. This becomes the driving force of collaboration, knowledge sharing, experience, work of individuals, cooperation, and multiple means of communications with no geographic or distance limitations or even language. This is accomplished through convenient, fast, and expansive communications that can connect farther, faster, deeper, and cheaper.

It is found that the research findings support the hypotheses and theories that have been used to develop the study despite some of these theories have been developed long ago. The use of purposive sampling identifying the hardcore animal lovers in the online survey that requires a large sample size has resulted in clear consistent results. This happened despite having a variety of unrelated research questions from the academic areas of communications and psychology resulting in a long questionnaire with many items. The animal lovers felt that they wanted to take part in the survey and were determined to answer the questions well. They want to be part of the drive to help

animals such as cats, dogs, and elephants (used in the tourism industry). This has resulted in good cooperation in answering the quantitative study. The animal lovers wanted to express their dissatisfaction and show the benefits of helping animals in an effective manner. This is because they feel despaired about the longstanding ineffectiveness of the government agencies in dealing with animal issues.

In this study some of the issues of interest have been further developed as part of the discussion in the following section.

1) It is evident from the study that Facebook is highly influential in the communications content about animals. This is because it is convenient to pass on content and initiate contact among animal lovers to a wider audience. Assistance for animals can be done in a timely manner. However, traditional media such as television and newspaper have no importance in the communications about animals. The negative content about animals being abused are usually seen on Facebook. The issue would be intensified and eventually picked up on television and newspaper. This has been confirmed by a top executive of a leading Thai newspaper. Another issue that confirms this is the demand for the law protecting animal welfare. The drive for the law started on Facebook and spread to television and newspaper. All of the news outlets helped to make the demands and reiterated the importance of the law. It is not the interest of any particular group and was not limited only to Facebook or any social economic strata. Thai people of all ages in every part of Thailand were reached through television and newspaper even though they had less access to Facebook. Eventually, the National Legislative Assembly could no longer ignore the demands of the public passing the Animal Welfare Act in December 2014. From this study it can be said that the success is the result of support of new media in driving the social movement. It stimulated the acknowledgement that citizens had to be responsible and come out to perform their duty.

2) Leading countries in the developed world such as the United States, England, Germany, France, Italy, Australia, and Japan all are leaders in the culture of keeping pets for a long time. They take care of the physical and mental health of animals and provide enrichment activities that help to reduce the stress in animals. They acknowledge the right of animals, which makes them more advanced than Thailand in this regard. The way Thais care for their pets such as cats, dogs, and even elephants

needs improvement. Elephants have been raised as domesticated animals in countries like India, Myanmar, Laos, and Cambodia as well. However, Thailand is still the leader in the care for these animals. Part of the elephants in Thailand are in the tourism industry. In Thailand these animals are regarded highly because they are the national symbol and have played an important role in liberating the nation from its enemies since times past. Elephants are also important because Thailand has a strong base of elephant lovers (Saengduean Chailert, Chairmen of the Elephant and Environment Conservation Foundation). They have participated in social movements helping animals for many decades. Bringing elephants to the concrete streets for money has reduced significantly. Also, the abuse of elephants in tourism where they have to carry hundreds of kilograms of load has also reduced. The training for show using the mahout's blade hurting elephants has also significantly reduced. This has been replaced by allowing tourists to enjoy the majesty of elephants in their packs walking happily in the forests without any restraints. This also makes the tourists happy. The case study reiterates the importance of the social network as the most important initiator of the movement. It outlines the strategy for the social movement with the network society as the backbone in communicating through online social media. An important issue is that almost all of the people in the social network of elephant lovers are animal lovers from all over the world including many from developed countries. This is because the Thai animal lovers group have the vision in using new media to invite and bring together animal lovers groups from developed countries. This could be done easily because these countries have an existing culture of loving animals as friends living together in this world. They respect animals and acknowledge equality. As a result, the network could be expanded without any physical and distance limitations through the force of globalization.

Another fascinating aspect is the leadership of animal lovers group created by people around the world in particularly those in developed countries. They have knowledge and developed beliefs that are not easily persuaded. It would be interesting to examine how the elephant lovers network society leaders in Thailand used new media to create content that generated feelings. It is also interesting to study the timing, frequency, and communications strategy. The examination of these topics would be an interesting case study that could be adapted for the development of persuasive communications in other contexts. The application can be used for tourists by the

Tourism Authority targeted to audiences from developed countries as described in the following section.

1) The findings derived from observation at the events and fairs in department stores attended by animal lovers show that most participants are aged 30 – 40 years. This is similar with the respondents, who participated in the quantitative and qualitative studies. The researcher observed that these new generation group are starting to have financial stability so they keep pets. These people tend to be single or nuclear family; thus, they keep dogs and cats as their friend to reduce feelings of loneliness. It is important to acknowledge that this group has long been exposed to globalization. They are open to new ideas including the culture of keeping pets from the West, which respects them as a member of the family. This has replaced the traditional value of Thais keeping dogs to keep watch in the house.

2) Thai Rath is the initiator in presenting content about animals through the story of the stray dog, Khemkang (Strong) six years ago on Thairath Online. The management decided to test the content and found that it was very well received by Thai people. Many followed the content therefore Thai Rath decided to continue publishing content about cats, dogs, and elephants. Since then newspapers and other media have presented content about animals. Thai Rath management believed that the interest in derived from the pity people felt for stray dogs that have been hurt. The Thai people followed the news with interest hoping that the veterinarians could save the dog. However, eventually Khemkang succumbed to its wounds and died (story behind). This is coupled with the fact that Thais are very kind and feel compassion for animals. The communications in the global era has made Thais love animals even more and giving them importance. Another observation is that content about animals on television usually is in sync with coverage on online social media. When the content is created in cooperation with the Animal Protection Foundation, it becomes all the more effective. Traditional media such as television is very effective in building the buzz associated with the content.

3) The findings from this research show that a large number of Thais abandon their dogs. This information comes from the Animal Protection Foundation based on the dogs they rescued. It shows that the owners do not genuinely love the animals. The researcher posits that these people raise dogs just to communicate a certain

characteristic to society such as being a modern person, who has adopted the Western idea of loving animals, or simply showing off their status as seen in the middle class. This is because some people believe that people who can keep dogs have to be financially stable. Sometimes they want to project an image of being a kind hearted person by adopting cats or dogs.

### **6.3 Research Limitations**

This research examined learning and attitude change is based on human psychology. Upon statistical analysis that was modified to improve model fit to the empirical data. This is not an easy task because the concepts studied are based on the complexity of human psychology.

### **6.4 Research Recommendations**

From the discussions presented in the previous section, topics have been identified to provide directions for future research as follows:

1) Raising dogs communicates the personal identity of the owner (communicates the identity as a modern civilized person living in the globalized age through love for animals or as a good kind hearted person who has compassion for animals adopting cats or dogs). A study could compare the differences between those who live in Bangkok and the other provinces on how they differ in this regard.

2) Exploring how middle-class people raise dogs to improve their livelihood and secure financial security.

3) The leaders of the elephant lovers group have been very successful in developing their network gaining reputation at a global level. It would be interesting to explore their communications strategies. This would include the choice of media used, characteristics of the content and images, creating a feeling of empathy, selection of communications timing, frequency of communications, and phases of communications. Analysis of the differences in communications strategy could be made based on the geographic location of the target such as the Americas, Europe, and Middle East.

4) Explore how communications content about animals creates quality citizens.

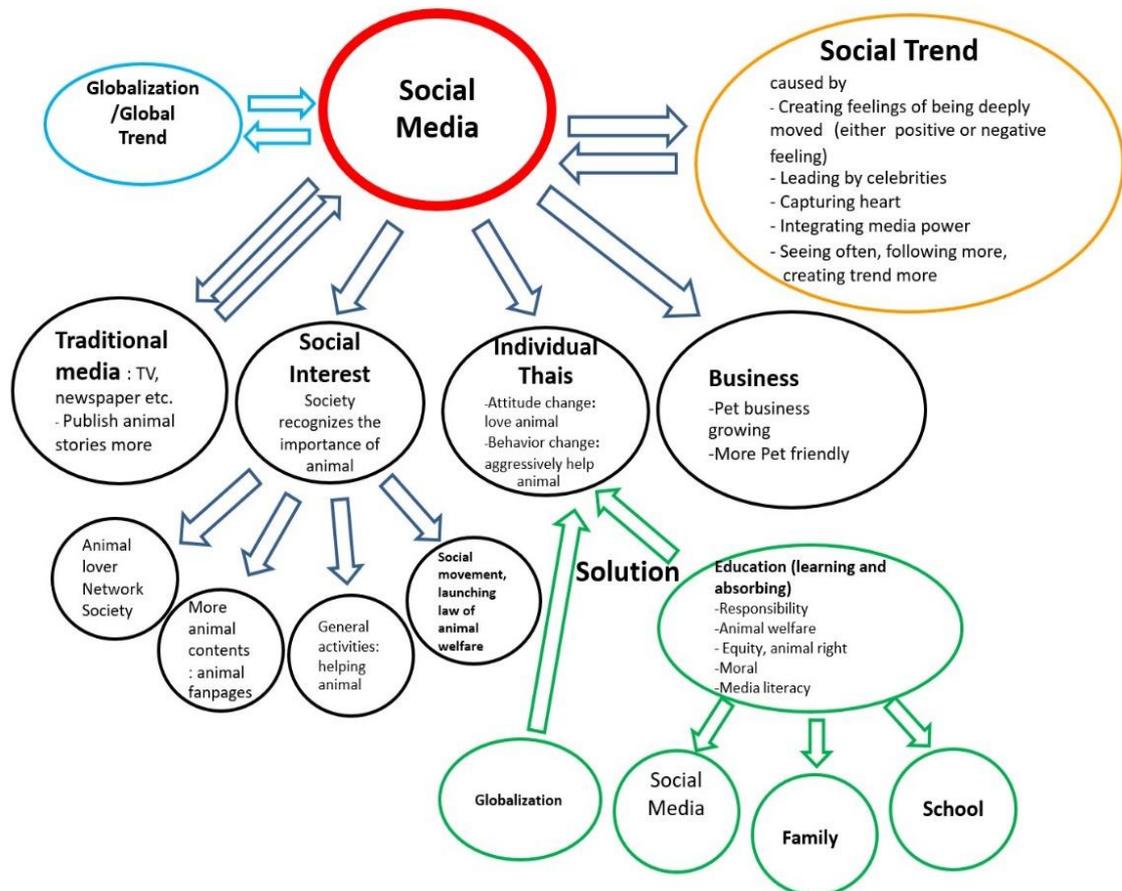
5) Explore how telling a back story (story behind) showing the transformation of before and after creates persuasion. In addition, it would be interesting to study the reasons the message becomes persuasive.

## **6.5 Research Implications**

The researcher decided to work on this topic studying communications content about animals on online social media because this new media has an impact on driving changes in society and at the individual level. In particular online social media has created and strengthened the group animal lovers. From a small group of people, it expanded to become a movement that encompassed Thailand. They communicated through online social media and took five years since, the advent of online social media in Thailand to become a force persuading and building compassion for animals. This has led to the growth of a new group of animal lovers that came together growing rapidly. They became a force that is determined to improve the livelihood of animals that cannot fight for their own rights. As numerous contents continued to reinforce their dissatisfaction, they were determined to improve the welfare of animals that have long been neglected. Before the spread of online social media, the fight for the passing of the Animal Welfare Act continued for over 10 years. However, it was not successful because it was unable to garner popular support. However, with the prolific use of online social media in Thailand, the network society of animal lovers grew quickly. As a result, they were successful in passing the first Animal Welfare Act in Thailand. This law became the frame primarily for the protection of animals, which is something seen in only few developing countries. In addition, this drive was pushed by the people, there was no power or influence outside of the system to promote the law. In fact, the law even went against the big businesses that made their profits from animals. In addition, the animal lovers fought with their bare hands. They did not have money to promote their cause. They relied only on online social media as their only weapon to raise the awareness regarding the importance of animals. This has resulted in the victory in passing the first animal welfare protection act, which is no easy feat. It has been done for the benefit of Thai people. It is found that the government agencies tasked with the responsibility of protecting animals has been perceived in this study as less effective.

Therefore, this study proposes the importance in the use of online social media in creating a persuasive drive to bring people together. It is important to divide the responsibility in making the demands in a unified manner and not giving up even if it takes decades to be successful. It is important to continue the dedication to the completion of the goal, even if it does not provide any personal gain. It is a sacrifice to help animals with a pure intent. It is among the first social movement in Thailand that is in line with the global trend that recognizes animals as equals. Humans have started to acknowledge that we are living in this world together and need a symbiotic relationship. Since, we are stronger we need to help the weaker, which in this case are animals. Making a sacrifice is a good fulfilling feeling that would make society a good place to live in. This strategy can be applied to other campaigns initiated by the government to lead the public to believe and have values resulting in harmony.

The analysis of the impact of communications about animals on online social media could be adapted for beneficial application as presented in the following figure. At the center of the model is communications through online social media.



**Figure 6.3** Presents Summary of Study “The Influences of Communications about Animals on Attitude and Behavior Changes of Social Media Users”

From the figure it can be concluded that when communications through online social media is always in line with globalization, there would be give outcomes as presented in the following section.

1) Society has awareness and recognizes the importance of animals resulting in better care. This has resulted in behaviors that lead to social movements that may be driven by social interest. The social drive becomes stronger when it is reinforced by social interest leading to clear results as presented as follows:

(1) Growth of social network of animal lovers who are devoted to help and fight for animals

(2) Communications about animals usually start with Facebook. The relationship occurring between content about animals and receivers through their personal accounts take place often on Facebook fanpages.

(3) General activities of animal lover groups (Activity) include helping animals by foundations and volunteers.

(4) Social movement demands for change on issues that are important to the lives of animals, society, and environment. This includes making demands for the passing of the Animal Welfare Act of 2014.

2) Thai people attitude changes at the individual level - This might be result in new attitudes that are different from existing beliefs. It might also mean the intensification of existing beliefs considered from feelings and behaviors such as the love for animals. These people, who give importance to animals, volunteer to help animals a change from not paying any interest or helping before.

3) Other media especially traditional media- When online social media communicate about animals, traditional media such as television and newspaper also followed the trend presenting animal contents as well. This has resulted in new columns about animals. Thus, it enhances the content of the online social media or sometimes reflect differently. As a result, arguments would break out in the online realm that became social issues.

4) Social interest issues are different from social awareness, which is the opinion of most people in society that drives a certain issue. Sometimes arguments would occur on social media resulting in a more intense issue. The factors result in strong social issues that intensifies as it progresses.

5) Businesses related to animals have grown resulting in new businesses driving economic growth. Many businesses have also become more pet friendly.

At the individual level Thai people may be developed to express for love for animals. This is important to ingrain the importance of rights and equality. They need to be treated like humans to be happy and safe in this world together. It is important to show more compassion, morals, and responsibility towards and animals. In addition, it is also important to be media literate when it comes to content about animals. It is possible to educate people through many different channels that can be easily presented in the following figure.



citizen. The interaction and exchange of ideas would be positive, creative, and peaceful. This would result in a positive atmosphere in the communications channels. That is to say, when individuals have positive interactions through online social media, family, and school, positivity would be reflected within those very contexts as well. This positivity in turn would be reflected to society, family, social trends, and the country. The end result would be a creative, peaceful, safe, and well-ordered nation that is poised for development. A good environment would create a new generation of quality citizens, who are resistant to the risk factors. This would lead to the eventual growth of the country. This means that the development of the people, citizens, or employees in small organizations within social networks would lead to positive results. This is because the quality of society is determined by the quality of its people. Quality can be in terms of physical and mental characteristics such as positivity. Being positive is a valued quality for society. Thus, it can be said that citizens determine the characteristics and direction of the network society or the country. Quality citizens are priceless assets that cannot be valued in terms of money. This is because they open endless earning opportunities. The development of human capital is very important. For instance, China has risen to the ranks of power today resulting in the drive for economic development in many other Asian countries including Thailand. Thus, it is the responsibility for the Thai government to develop human resources to cope with the economic development in the region.

Most of the government projects are designed to develop people. In this era of unlimited connection, these projects can easily become successfully and effectively implemented through viral communications. This results in more awareness of the content. The message of the projects can be made known to a majority of the people becoming a trend. Consequently, it would lead to interest that would lead to the rapid success of the project. However, social interest is the result of many different factors, as identified in this research regarding content about animals. The development of social trends have been summarized in the following section.

- 1) Creations of feelings of being deeply moved both in the positive or negative sense have been used by foundations aimed at helping animals. They create content that are designed to impress the audience so that they would share it. The sad condition of animals subject to cruelty makes society sad because they cannot fend for

themselves. This has led to the signing of petitions to demand maximum punishment for those who hurt animals.

2) Inviting celebrities such as actors/actresses, singers, models, politicians, and artists to make demands for animal welfare. This is because their views would be of interest to the public.

3) Tie-in with content that is of interest in Thai society. For example, Thai people like to project characteristics such as kindness, which is an important trait of Buddhists. Another issue can be the projection of success or wealth or intelligence, which are characteristics admired by Thais. An alternative strategy is to present the distinctive Thai identity of compassion of the people and fine artistic styles evidenced in beautiful temples and handicrafts.

4) Integrating media power for public relations combines all online social media and traditional media especially television presenting content about animals. The news presentation drives awareness to become a social movement that could become quickly successful. An example is the passing of the Animal Welfare Act 2014. All media including all television channels supported the online social media to increase the frequency of the messages. This intensified the demands eventually leading the National Legislative Assembly to pass the Animal Welfare Act 2014.

Globalization leads to faster changes. Many issues come crashing in therefore, it is important to make communications stand out so it would be considered by the target audience. A message that does not stand out would be lost in the large flow of daily information. In addition, Thais like novelty. They are easily excited by issues and like to model their behavior on others. They also forget easily. Therefore, it is important to get the interest of the audience so they would continue to follow the issue. It has to be easy to remember to become successful. Additional factors that can build the success of the campaign can be presented as follows:

5) The campaign or public relations has to create a super emotional connection wherein the feeling reaches the peak. It would control the feelings of the target group keeping their attention. A clear example is the running campaign along the length of Thailand to provide 11 hospitals with medical equipment by Thai singer, Toon Athiwara Kongmalai and his team. This campaign captivated the nation with peak emotions. It showcased the perseverance and pain experienced by the runner as he ran

through this inhumanly long route. Even runners of world acclaim cannot complete this course without sufficient rest to restore the tired and wounded muscles. The running event shows the determination, discipline, and sacrifice often times risking Toon's life. Thais have also demonstrated their support donating the money and food to help Toon and his team. They also welcomed and provided the necessary mental support as Toon and his team passed their area. The audience saw people enjoying the event and the colorful life of Thai people in every region. It is particularly interesting because the provincial people, who are not rich, are happy and can enjoy their life. Another good example is the series "Love Destiny", which creates a super emotional connection including humor. This series is very different from its predecessors presenting refined exquisite palaces, architecture, clothing, jewelry, and food. Every episode is well crafted through good storytelling reinforcing pride in the national Thai heritage. The story of the rescue of the 13 wild boar football players in the Nang Non Cave, Mae Sai District, Chiang Rai is also another event of super emotional connection. The feelings of the audience climbed steadily reaching a peak captivating the world eventually etching it into memory. It would be remembered for the sacrifice, risk taken, cooperation, perseverance, compassion, and assistance that Thais brought forward without the wish for any compensation. The management of the situation by Thai leaders and cooperation of the international volunteers, brought people together from all religions, languages, and skin color. Support poured in from around the world hoping to save the 13 football players. The success is a testament to the dedication, cooperation, teamwork, and bravery. Hope was never relinquished and the effort to save the 13 football players went on undeterred. The boys survived by being able to live with nature through being mindful, disciplined, polite, and grateful. The three communications contents discussed all have super emotional connection that rises to a peak.

6) Campaign or public relations material that showcase the pride in Thai heritage. Because it appeals to the nationalistic sentiment, it would be easily accessible by Thai people. This content would easily resonate driving the desire to take part in supporting the campaign resulting in a cost reduction and eventual success. One good example is the Thai series "Love Destiny". The series created a love for the national heritage, identity, and history. It became a rallying call for Thais to wear ancient Thai

costumes. Also, it led to more Thais enjoying traditional dishes and visiting historical sites. The running campaign by Toon and the rescue of the 13 wild boar footballers are also great examples of Thai identity. It shows how Thais are uniquely compassionate and kind resulting in volunteerism, sacrifice, harmony, perseverance, and the ability to keep smiling and laughing in the face of adversity. These traits are witnessed over and over, resulting in a unique expression of Thailand's national identity. The cave incident reinforces the Amazing Thailand concept, which is positive, driving a sense of pride and awe that would lead to cooperation on the projects without hesitation.

7) The stories need a turning point leading to the peak of the peak. The content should have surprise in store drawing on the audience's interest and making it memorable. For instance, the discovery of the 13 wild boar footballers by the English divers after they have spent 10 days stuck in the cave. This was very surprising because people had braced themselves for bad news. The boys were found in a calm demeanor having survived the ordeal by adapting to nature drinking clean water from the walls of the cave and meditating. They gained wisdom in saving their bodies' energy as a way to wait out the help they believed would eventually come. The boys were very strong and did not give up hope because they trusted that Thai people would come together to help. They knew their family would not abandon them. Their amazing story did not only impress Thais but audiences the world over, who were captivated by their plight. "Love Destiny" is another peak in peak story. The protagonist, Karakhet has always known that her friend Ruengrit harbored feelings for her. When she travelled back in time and met him again as Muen Sunthorn Tewa, the audience were captivated crying with her as she went through her discovery of true love. The audience followed her story out of interest. Thus, it can be said that using peak on peak storytelling technique would enable the audience to easily understand the content and engage with it effectively.

8) People hunger for good stories in society. The campaign or public relations content should have a positive message. It should have a back story with a happy ending. With this formula the project would attract interest and succeed easily. This is especially true if the issue is about the positive characteristics of Thai people like the desire to help those in need, compassion, and harmonious cooperation to assist those in crisis. People, who had money gave money, those who had grain gave grain.

People gave whatever they had such as time, money, physical and mental support, and even sacrificing their lives, in order to be part of the effort. Thailand is well known in the world for its strong volunteerism. When needed help would flow from every part of the country as witnessed during the funeral of King Rama IX. Thais from across the country became volunteers to assist in the ceremony. During the major flood of 2011 and the breaking of the Sapien-Sanamnoi dam in Laos, people volunteered to provide assistance. The best example is the rescue of the 13 wild boar footballers, which united the country. People were ready to provide assistance to fellow Thais. This feeling of comradery stems from respect for the monarchy and a common ancestry that has united the nation. This type of content would be attractive and engaging to people throughout the nation, who would provide their full support.

9) The campaign or public relations has to be novel, meaning it is the first ever to happen. This would greatly impress the audience. It can be observed that social trends that are of interest to a broad section of the public have to create a sense of awe. For instance, the magnificent funeral rites of King Rama IX, Toon's running campaign, "Love Destiny", rescue of the 13 wild boar footballers, tsunami on the Andaman coast in 2004, the flooding of 2011, and the overnight success of singer Pek, Palitchoke, among a certain target group. All of these incidents have a common start. They are all novel, first time events in Thailand or globally. It can maximize interest levels, create nationwide awareness, as well as cooperation that is built from excitement. As a result, the campaign would be successful in achieving its set goals.

10) The campaign content verges on impossible or beyond expectations in an amazing way. This would lead to the audience being captivated. The success would come along with smiles and tears of joy. These events are rare. One example is Toon's running campaign to raise money to buy medical equipment for 11 hospitals throughout Thailand. Throughout his run, the public was captivated and supported Athiwara Kongmalai on his long journey from Betong on the southern most tip to Mae Sai, Chiang Rai, the northern most tip. It is very long journey that internationally acclaimed runners do not even attempt. Such running is also dangerous because there is a risk of organ failure due to over exertion. Finally, Athiwara made it to Mae Sai, within the time frame he has set. It was a great accomplishment. Another emotionally charged event is the rescue of the 13 wild boar football players. The eventual rescue of

all 13 lives from the Nang Non Cave, is not an easy task. They had to fight with the elements of nature by being harmonious. The rescue mission was done with careful planning. There were practice runs to boost the team confidence. The rescue team overcame numerous obstacles successfully earning it a place in global history. Another amazing incident that is akin to a miracle is the success of the Leicester City Football Team winning the English Premier League after successfully upgrading the team from the Championship League within a period of only five years. The team went through many changes after Vichai Sriwatanaprapha, Thai billionaire bought the team. Leicester City won the Premier League, the highest league victory in the club's 132 years history. The odds for Leicester City winning the Premier League in the season of 2015-2016 was 1 to 5,000. Many of the legal gambling houses in the UK had to pay up huge sums of money to those who bet on the team. The rise of Leicester City became a miracle story. The team under the management of Vichai Sriwatanaprapha became a tale of inspiration, that nothing was impossible. Everything can be accomplished if there was enough dedication, the will to fight, and perseverance. This victory grabbed the attention of people and became a global conversation topic.

In reality Thai people have a very high potential. The people are kind, compassionate, have a sense of volunteerism, cooperative, polite, and respectful. Yet, Thais are very resilient through the strength in the institutions of nation, religion, and monarchy. Any communications that understands this insight stimulating the right issue at the right time would witness the unlimited potential of the Thai people. It is an amazing feat that the world has witnessed time and again.

The study titled, "Influence of Communications about Animals on Attitude and Behavior Changes of Social Media Users", has presented multiple recommendations regarding successful communications campaigns. This is particularly useful for campaigns designed at building character, morality, values, and persuasion that would lead to the drive for public action. In the actual implementation of these recommendations, it is expected that there would be other factors that lead to an easier path to success. This would be highly beneficial in terms of saving cost, time, and energy making future research building on this study a worthy endeavor.

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## **APPENDICES**

**APPENDIX A**

**QUESTIONNAIRE**

**In Depth Interview – Question Guideline**

**“The Influences of Communications about Animals on Attitude and Behavior**

**Changes of Social Media Users”**

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**Section 1 Personal Information**

- 1) Name and family name
- 2) Sex
- 3) Age
- 4) Educational level
- 5) Marital status
- 6) Occupation and position
- 7) Income

**Section 2 Questions**

**Part 1 Learning**

- 1) What do you learn from content about animals on social media?

**Part 2 Attitude**

- 1) Do you have attitude change (feeling and behavior) from frequent exposure to content about animals on social media? And how much?
- 2) Do you have learning first and follow by attitude change after frequent exposure to content about animals on social media?
- 3) What do you feel after frequent exposure to content about animals on social media?
- 4) What behavior do you have after frequent exposure to content about animals on social media?

**Part 3 Network society of animal lovers**

- 1) What motivation does lead you to join network society of animal lovers?
- 2) What type of content does lead you to join network society of animal lovers?
- 3) How your network society of animal lovers does expand the group (either your facebook, office or neighbor groups)?
- 4) What activities do you join in network society of animal lovers?

**Part 4 Social movement of network society of animal lovers**

- 1) What problems of animal welfare do you want to beg for urgent setting up as first social policy or law? And why?
- 2) What problems of animal welfare do you want most to beg for setting up as social policy or law? And why?

**Part 5 Changes in Thai society**

- 1) What changes in Thai society do cause from content about animals in social media (either pictures of lovely animal or hurt animal)?

**Part 6 Behavior of exposure to content about animals on social media**

- 1) What media do you use most often in exposure to animal content? And why is it most frequently used? Compare to traditional media (TV and radio).
- 2) What is your reason using facebook most frequently?
- 3) What type of animal content is your favorite?

**Online Questionnaire**  
**“The Influences of Communications about Animals on Attitude and Behavior**  
**Changes of Social Media Users”**

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**Note**

- Contents about animals on social media in this research mean, photographs or videos about animals in particular dogs, cats, elephants, pandas, and wildlife. These include images of positive feelings (such as affection, loveliness and humor), negative feeling (such as wounded, abused and abandoned animals), animal rescue, donation for animals and activities that pets involve.

- In questions below, please select answer that matches your opinion or behavior most from 5 levels of below answer

1 = strongly disagree

2 = disagree

3 = neutral

4 = agree

5 = strongly agree

- For 2 levels of answer which are

1) No

2) Yes

Please select only one of answer that matches your opinion.

- This questionnaire has 7 parts and 15 questions, it is designed for 15 minutes to complete.

Sincerely thank for your kind cooperation

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and Management Innovation)

National Institute of Development

Administration (NIDA))

Tel: 081-8193996 Facebook: vilai.vit

## Part 1 Learning

(1) Strongly disagree (2) Disagree (3) Neutral (4) Agree (5) Strongly agree

### What do you learn from content about animals on social media?

1) Knowledge about science including physical and mental health, care, food, illness, treatment, reproduction, breed, and behavior of animals.

2) Valuing life, every life has value, every creature loves its life, every creature knows pain, and have needs

3) Understand life, birth, aging, illness, and death

4) By observing animals, they understand themselves and others

5) Familial love, the love of parents towards offspring

6) Humans are not the only creatures on the planet. We need to live with other animals in harmony to keep a balanced ecosystem.

7) Sense of responsibility to animals and society

8) Care for animals and people around

9) Evolution of raising dogs in Thailand from just being guards of the home to becoming members of the family leading to better welfare of these animals.

10) Viewing content about animals lead to gentleness and empathy toward other.

11) Viewing content about animals lead to stronger feelings of love toward animals, compassion, and providing assistance.

12) There is a marked increase in the products, tourist destinations, hotels, department stores, swimming pool, restaurants, and grooming for pets.

13) There is a marked increase in media content about animals.

14) Pets such as cats and dogs help to reduce stress and provide relaxation to owners.

15) Network society of animal lover has grown continuously and has movement all the times, especially working hand in hand on animal welfare and rescue seriously and obviously.

16) There are people who gain benefits from animals.

17) Media literacy which is we should analyze and evaluate social media content whether it is credible or not.

18) Expression of opinions about animals on social media is clear, fierce, and rapid because there is less consideration than in the past.

19) Social media communications about animals have much increased the effectiveness in animal rescue.

20) Others (please specify) .....

**Part 2 Attitude**

\* Attitude is the feeling that a person has towards an object and stimulate action or behavior.

(1) Not change (2) Little change (3) Neutral change (4) Much change (5) Extremely change

**1) Do you have attitude change (feeling and behavior) from frequent exposure to content about animals on social media? What level?**

(1) No (2) Yes

**2) Do you have learning and following by attitude change from frequent exposure to content about animals on social media?**

(1) No (2) Yes

**3) What feeling do you have from frequent exposure to content about animals on social media?**

- (1) Animal love
  - (2) Humor
  - (3) Touch
  - (4) Happiness
  - (5) Sadness
  - (6) Sympathy
  - (7) Anger
  - (8) Others (please specify) .....
- (1) No (2) Yes

**4) What behavior do you have from frequent exposure to content about animals on social media?**

(1) Expressions such as Like, Comment, Share, and Posting content

- (2) Taking part in signing petition to help animals
- (3) Posting to seek assistance
- (4) Making monetary donations to help injured animals
- (5) Making food and stuff donations for dogs and cats
- (6) Going out to request assistance from police and the Livestock

Department

- (7) Going out to the location to assist the animal as soon as possible
- (8) Signing up for membership on pages about animals by “Liking” or “Following”
- (9) Joining events about animals
- (10) Seeking out more information about caring dogs or other pets
- (11) Take good care and take dogs and cats to the veterinarian for medical check-up regularly
- (12) Others (specify) .....

**Part 3 Network society of animal lover**

(1) Strongly disagree (2) Disagree (3) Neutral (4) Agree (5) Strongly agree

**1) What factor does motivate you to join network society of animal lovers?**

- (1) Want to have new friends who also love animals
- (2) Want to have friends who join activities about animals so they can go together and help each other
- (3) Want to have friends to share information and experience in caring for animals
- (4) Want to take part in helping animals
- (5) Like the activities in network of animal lovers to help society and make merit
- (6) Like the determination, strength, and cooperation in helping animals and driving for solutions by the network society of animal lovers.
- (7) Others (please specific) .....

(1) Strongly disagree (2) Disagree (3) Neutral (4) Agree (5) Strongly agree

**2) What type of content does lead you to join network society of animal lovers?**

- (1) Picture or clip of cute animals
- (2) Picture or clip of funny animals
- (3) Picture or clip of animals that are touching such as the love of mother and offspring, love in the group, and assistance or protection of their group.
- (4) Picture or clip of hurt animals that needed assistance in terms of money or blood donation
- (5) Picture or clip of network society of animal lovers or foundations to help animals
- (6) Picture or clip of animals and their owners doing activities together as a group
- (7) Picture or clip of animals that ended happily such as helping wounded dogs to get treatment eventually getting a new home (Before & After)
- (8) Signing petitions to help animals
- (9) Others (please specify) .....

(1) Strongly disagree (2) Disagree (3) Neutral (4) Agree (5) Strongly agree

**3) How your network society of animal lovers does expand the group (either your facebook, office or neighbor groups)?**

- (1) Page or group of animal lovers who communicate very impressive content such as animals doing funny things. This would lead more animal lovers to continuously join the group.
- (2) Page or group of animal lovers who communicate about the benefits, disseminating information, sharing experience about raising animals, and presenting hotels and restaurants that allow pets.
- (3) Page or group volunteers who help animals such as requesting blood donation for sick dogs.
- (4) Group members have nice disposition, culture, and ethics. They help each other.

(5) Page or group of animal lovers who communicate stories and pictures that are touching or dramatic making it appealing.

(6) Page or group of animal lovers who communicate unique stories that are inspiring such as Thai dogs helping to heal autistic children so they can live normally in society.

(7) The stand point of the group is the same as that of members.

(8) Set up meetings of members foster a strong relationship in the group

(9) Page or group of animal owners who raise the same breed of dogs or like the same breeds

(10) Others (please specify) .....

(1) No (2) Yes

**4) What activities do you join in your network society of animal lovers?**

(1) Expressing opinions such as Like, Comment, Share, and Post content

(2) Donate money, food, medication, and necessary facilities for pets

(3) Do payment for treatment of wounded animals

(4) Seeking donations or running auctions to gather money to take care of stray dogs and cats

(5) Joining activities such as running marathons to gather funds to help stray cats and dogs and wandering elephants.

(6) Take injured cats and dogs to the veterinarian (might pay or not pay for the treatment)

(7) Finding homes for stray cats and dogs that have been abandoned

(8) Making appointment and going out with friends and pets in the network society of animal lovers

(9) Joining activities with celebrity cats and dogs at department stores

(10) Filing police reports to help mistreated animals

(11) Signing petitions to help wounded animals or fighting for better animal welfare

(12) Others (please specify) .....

**Part 4 Social movement of animal lover network society**

(1) Strongly disagree (2) Disagree (3) Neutral (4) Agree (5) Strongly agree

**1) What problems of animal welfare do you want to beg for urgent setting up as first social policy or law?**

- (1) Prevention and reduction in the number of stray animals quickly
- (2) Campaigning for Thai people to adopt stray dogs instead of buying puppies
- (3) Setting standard for developing businesses of dog breeding farms to reach international levels to ensure prevention of cruelty.
- (4) Determining exclusive government staff and agency in charge of animal welfare to help mistreated animals instead of the Livestock Department and police. For instance, the animal cop can be established to quickly and effectively help animals in a timely manner.
- (5) Determine taxes that have to be paid by pet owners and necessary registration with government agencies to protect pet abandon and enhance responsibility of owners.
- (6) Determine policies that support the importance and acknowledgement of responsibility to animals that should be incorporated in school curriculum and taught in the family.
- (7) Others (please specify) .....

(1) Strongly disagree (2) Disagree (3) Neutral (4) Agree (5) Strongly agree

**2) What problems of animal welfare do you want most to beg for setting up as social policy or law?**

- (1) Prevention and reduction in the number of stray animals quickly
- (2) Campaigning for Thai people to adopt stray dogs instead of buying puppies
- (3) Setting standard for developing businesses of dog breeding farms to reach international levels to ensure prevention of cruelty.
- (4) Determining exclusive government staff and agency in charge of animal welfare to help mistreated animals instead of the Livestock Department and police. For

instance, the animal cop can be established to quickly and effectively help animals in a timely manner.

(5) Determine taxes that have to be paid by pet owners and necessary registration with government agencies to protect pet abandon and enhance responsibility of owners.

(6) Determine policies that support the importance and acknowledgement of responsibility to animals that should be incorporated in school curriculum and taught in the family.

(7) Others (please specify) .....

### **Part 5 Social change**

(1) No (2) Yes

#### **1) What changes in Thai society do cause from content about animals in social media (either pictures of cute animal or hurt animal)?**

(1) Post, comment, and share content about begging to help animals

(2) The growth in pages about animals such as cats and dogs

(3) Thai people love animals more and there are more people taking care of cats and dogs.

(4) Thai people changed their values to raise dogs as a member of the family needing care instead of just letting them guard the house as in days past.

(5) The growth of business about animals that could create substantial income. These include pet food and accessories, animal hospitals, pet farms, and pet grooming. There is significant growth in this business segment.

(6) There are lots of new businesses and products about animals such as hotels for dogs, swimming pools, cafés, dog spas, taxi for dogs, and organic shampoos for cats and dogs etc.

(7) There are higher standards for pet care. Veterinarian services have higher quality than before. Hospital equipment has high technology almost comparable to that of treatment for humans. In addition, there are also better pet foods changing from pellets to kibble that has complete nutrients which can be used as medical food.

(8) There are more frequent activities such as dog shows in department stores.

(9) Accept and allow animals to go to public areas such as department stores and restaurants.

(10) Provide knowledge and sharing experiences in caring for pets. There are more people willing to learn more about these issues.

(11) There are more frequent meetings between group members in the network society of animal lovers.

(12) There is a rapid growth and expansion throughout the country of the network society of animal lovers.

(13) Content about animals on social media has determined the direction of the news especially in traditional media such as television and newspaper. These media now present more content about animals.

(14) Network of animal lovers have social movement activities resulting in changes in society.

(15) Passing of the Animal Welfare Act of 2014

(16) There is a growth in the number of foundations that protect animal welfare.

(17) Civic groups have strongly worked together to help mistreated animals quickly facilitating by social media.

(18) Fooling others into losing money by posting lied pictures of injured animals seeking donations

(19) Celebrities use dogs and pets to build their image

(20) Uplift the compassion and responsibility towards animals and people. Therefore, society would change in terms of thoughts and behaviors in helping animals and raising the compassion, which sets a good example stimulating more people to do good.

(21) Take part in signing petitions to help animals obviously much more.

(22) Others (please specify) .....

**Part 6 Media exposure**

(1) No use (2) Low frequency of use (3) medium frequency of use (4) high frequency of use (5) Use almost all day

**1) How about your media selection and frequency of use in following media?**

- (1) Facebook
- (2) Line
- (3) IG
- (4) Pantip.com
- (5) Sanook.com
- (6) Kapook.com
- (7) TV
- (8) Newspaper
- (9) Thairathonline
- (10) Khaosodonline
- (11) Others (specify) .....

(1) No (2) Yes

**2) Reasons in using Facebook most frequently**

- (1) Facebook is easy to access conveniently on mobile everywhere and any time.
- (2) Facebook has fresh and updated news presented in timely manner.
- (3) Facebook has real news with no modification to make it more trustworthy because it comes from real people.
- (4) Facebook has diverse news and content.
- (5) Facebook has more news and content about animals than other media.
- (6) Others (please specify) .....

(1) Strongly disagree (2) Disagree (3) Neutral (4) Agree (5) Strongly agree

**3) Content about animals that you like to read most**

- (1) Animals in funny posts
- (2) Love between mother and offspring
- (3) Cute animals that are fat or have nice fluffy fur
- (4) Pets playing with owners
- (5) Animal before and after being saved
- (6) Background and story of animals are entertaining like a drama
- (7) Others (please specify) .....

**Part 7 Personal information**

- (1) No (2) Yes

**1) Sex**

- (1) Male
- (2) Female
- (3) Not specify

**2) Age**

- (1) 18 - 22 years old
- (2) 23 - 29 years old
- (3) 30 - 39 years old
- (4) 40 - 49 years old
- (5) 50 - 55 years old

**3) Educational level**

- (1) Junior high school
- (2) Senior high school
- (3) Diploma
- (4) Bachelor degree
- (5) Master degree
- (6) Ph.D.

**4) Marital status**

- (1) Single
- (2) Married

- (3) Divorce
- (4) Separated

**5) Occupation**

- (1) University student
- (2) Company officer
- (3) Government officer
- (4) Primary management
- (5) Middle management
- (6) Top management
- (7) Business owner
- (8) Housewife
- (9) Freelancer
- (10) Others (please specify) .....

**6) Income**

- (1) 10,000 – 20,000 baht/month
- (2) 20,500 – 50,000 baht/month
- (3) 50,500 – 80,000 baht/month
- (4) 80,500 – 100,000 baht/month
- (5) More than 100,000 baht/month





Part of Questionnaire	Examined Score by each Exp					IOC	Criteria Pass
	1	2	3	4	5		
<b>Part 3: Network society</b>							
1							
1.1	1	1	1	1	1	1	√
1.2	1	1	1	1	1	1	√
1.3	1	1	1	1	1	1	√
1.4	1	1	1	1	1	1	√
1.5	1	1	1	1	1	1	√
1.6	1	1	1	1	1	1	√
1.7 Others							
2							
2.1	1	1	1	1	1	1	√
2.2	1	1	1	1	1	1	√
2.3	1	1	1	1	1	1	√
2.4	1	1	1	1	1	1	√
2.5	1	1	1	1	1	1	√
2.6	1	1	1	1	1	1	√
2.7	1	1	1	1	1	1	√
2.8	1	1	1	1	1	1	√
2.9 Others							
3							
3.1	1	1	1	1	1	1	√
3.2	1	1	1	1	1	1	√
3.3	1	1	1	1	1	1	√
3.4	1	1	1	1	1	1	√
3.5	1	1	1	1	1	1	√
3.6	1	1	1	1	1	1	√
3.7	1	1	1	1	1	1	√
3.8	1	1	1	1	1	1	√
3.9	1	1	1	1	1	1	√
3.10 Others							
4							
4.1	1	1	1	1	1	1	√
4.2	1	1	1	1	1	1	√
4.3	1	1	1	1	1	1	√
4.4	1	1	1	1	1	1	√
4.5	1	1	1	1	1	1	√
4.6	1	1	1	1	1	1	√
4.7	1	1	1	1	1	1	√
4.8	1	1	1	1	1	1	√
4.9	1	1	1	1	1	1	√
4.1	1	1	1	1	1	1	√
4.11	1	1	1	1	1	1	√
4.12 Others							





Part of Questionnaire	Examined Score by each Exp					IOC	Criteria Pass
	1	2	3	4	5		
<b>Part 6: Behavior of</b>							
<b>media exposure</b>							
1							
1.1	1	1	1	1	1	1	√
1.2	1	1	1	1	1	1	√
1.3	1	1	1	1	1	1	√
1.4	1	1	1	1	1	1	√
1.5	1	1	1	1	1	1	√
1.6	1	1	1	1	1	1	√
1.7	1	1	1	1	1	1	√
1.8	1	1	1	1	1	1	√
1.9	1	1	1	1	1	1	√
1.1	1	1	1	1	1	1	√
1.11 Others							
2							
2.1	1	1	1	1	1	1	√
2.2	1	1	1	1	1	1	√
2.3	1	1	1	1	1	1	√
2.4	1	1	1	1	1	1	√
2.5	1	1	1	1	1	1	√
2.6 Others							
3							
3.1	1	1	1	1	1	1	√
3.2	1	1	1	1	1	1	√
3.3	1	1	1	1	1	1	√
3.4	1	1	1	1	1	1	√
3.5	1	1	1	1	1	1	√
3.6	1	1	1	1	1	1	√
3.7 Others							

## **BIOGRAPHY**

### **NAME**

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### **ACADEMIC BACKGROUND**

Bachelor of Science in Imaging and  
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Chulalongkorn University  
Master's Degree in Strategic  
Communication Management,  
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### **PRESENT POSITION**

Founder and Managing Director of  
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Part Time University Lecturer for the  
Subjects of Brand Building and Strategic  
Offline & Online Media Planning at  
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### **EXPERIENCES**

Director in Department of Client Service  
Management at World Class Advertising  
Agencies which are Ogilvy & Mather,  
FCB and Hakuhodo

Marketing Director at a Company of  
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