

Nonglak Ketboot 2012 : Content Analysis of 2011 Election Campaign via Facebook.com. Master of Arts (Communication Arts and Information), Major Field: Communication Arts and Information, Department of Communication Arts and Information Science. Thesis Advisor: Assistant Profesor Porntip Yenjabok, Ph.D. 135 pages.

This study is the qualitative research which purposes to study the social context and factors that influence the Facebook usage of Miss Yingluck Shinawatra and Mr. Abhisit Vejjajiva including the political communication process during the General Election 2011 duration. The concept of content analysis is used as a framework for research.

The result shows that Facebook of Mr. Abhisit Vejjajiva has better content selection and communication channel than Miss Yingluck Shinawatra, as well as less error in the content. In term of political communication, the content on facebook page of Mr. Abhisit Vejjajiva represents as the knowledge and experience politician and Miss Yingluck Shinawatra represents as the female politician with humility and aim to create harmony.

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Student's signature

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Thesis Advisor's signature