

Worawit Praprom 2011: Image Building through Personality Identification of Abhisit Vejjajiva via Facebook. Master of Arts (Communication Arts and Information), Major Field: Communication Arts and Information, Department of Communication Arts and Information Science. Thesis Advisor: Assistant Professor Porntip Yenjabok, Ph.D. 108 pages.

The research is a qualitative that analysis content for 1) study the prominent image 2) study the prominent personality of Mr. Abhisit Vejjajiva on Facebook website collect all of the messages, pictures and video which during 1 May 2010 – 30 November 2010 . To take them for discussion in the description type.

The result is 1) the outstanding was most clear is image of knowledge 2) the outstanding personality of Mr. Abhisit Vejjajiva is sincerity, with Thai Population. This the result as Facebook's member comment and click like with public messages, pictures and video so that image building through personality identification of Abhisit Vejjajiva. The Facebook member on the high rank up prominently. As a result, a lot of people acceptance him.

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Student's signature

Thesis Advisor's signature