

Sirinya Suriyarungson 2012: Online Conflicts: Schemes and Conflict Solution on the Website pantip.com. Master of Arts (Conflict Management), Major Field: Conflict Management, Faculty of Social Sciences. Thesis Advisor: Assistant Professor Sowatree Nathalang, Ph.D. 146 pages.

The objective of this research is to analyze the schemes, causes and ways to resolve conflicts on the website pantip.com. The research is conducted with qualitative method using content analysis, participant observation on the online webboard of pantip.com and in-depth interview with staff of pantip.com and 26 members of pantip.com's webboard.

The result from the study reveals that in the thread which show the conflict has 3 types of comments. Firstly, it is to show satire which has a direct effect causing conflicts, using words or sentences to refer the negative meaning. Secondly, it is to show a moderate opinion, showing the role to suppress or manage conflicts and thirdly, the comments that have no direct effect to the conflict.

The form of using language is a colloquialism, emphasizing emotions and using words which easily refer to the negative meaning. Characters sizes and colors are also affected.

The types of conflict managing behavior are consisted of competitive behavior, which is the most found, avoiding behavior, compromising behavior and collaborating behavior. The conflict arisen from the example threads is caused by recognition and interpretation data in different ways. The cause of the conflict is mainly influenced from the mass media. There are two guidelines of managing those conflicts: the internet service provider's guidelines to keep up the community as well as to arbitrate and the judicial proceeding in case that the conflicts are beyond the internet service provider's capacities.

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Thesis Advisor's signature