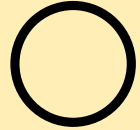


 APISARA YUTTHAROT

The Impact of Social Changes on Media Development





Agenda

Definition

Social Factors Influencing Media

Impacts on the Media Landscape

Case Study: TikTok

Future Trends in Media

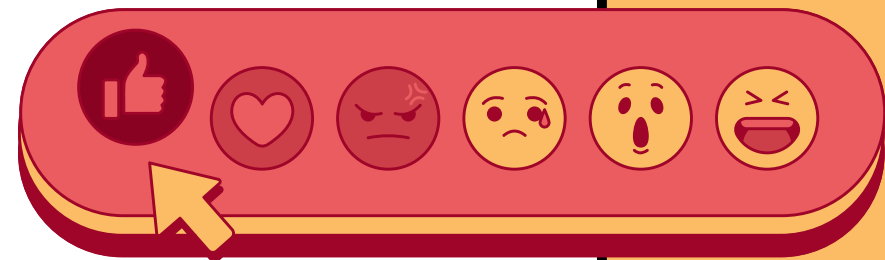


🪐 Definition 🪐

Social Change

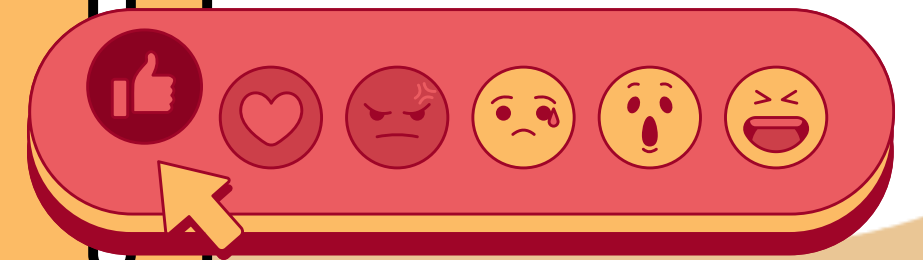
- The Royal Institute (2006) defines social change as the adjustment of social organizational structures, institutions, or patterns of social roles. This change may be progressive or regressive, permanent or temporary, planned or occurring naturally, and may be beneficial or harmful.
- Rujh Hareungsong (2013) states that social change refers to alterations in social systems, processes, and patterns, including customs, family structures, or governance systems, which can occur in all aspects of society. These changes may be progressive or regressive, temporary or permanent, resulting from deliberate planning or occurring naturally, and may have either positive or negative impacts on society.

🪐 Definition 🪐



Social Change

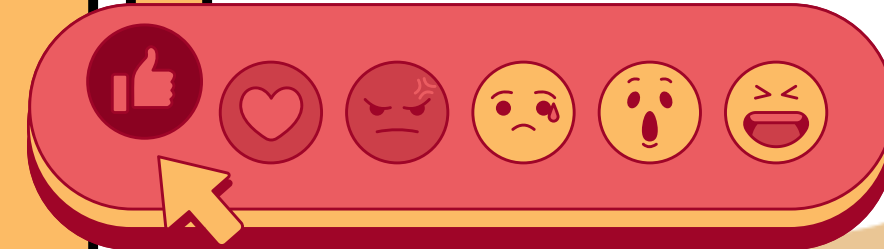
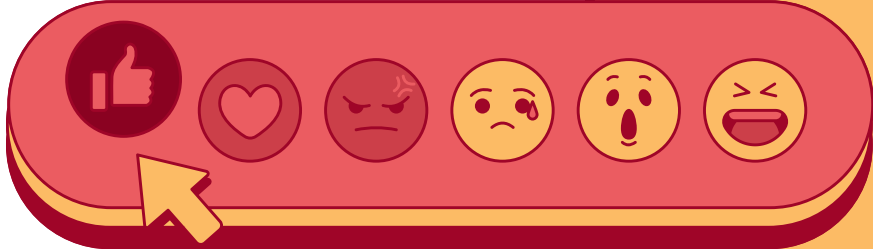
- Suttinan Suwanwichit (2024) defines social change as the determining factors of direction and characteristics of society in each era, which profoundly affect the structure and lifestyles of individuals within that society. These changes can arise from multiple factors such as technological development, economic shifts, political transformations, and globalization trends, all of which impact the behaviors and values of society members.
- Rogers (1995) states that social change refers to the process where alterations occur in the structure and function of a social system. When new ideas are invented, diffused, and either accepted or rejected, leading to social consequences, it signifies that social change has taken place.



🪐 Definition 🪐

Social Change

- In conclusion, social change refers to alterations in social structures, systems, or patterns, which may occur in institutions, social roles, traditions, family structures, or governance systems. These changes may be progressive or regressive, temporary or permanent, and may result from deliberate planning or occur naturally. Social change can have both positive and negative effects. Additionally, change is related to the invention of new innovations that diffuse throughout society and are either accepted or rejected, resulting in structural and functional transformations of the overall social system.





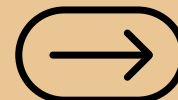
Social Change Process



- Sociologist William Ogburn (as cited in Rujh Hareungsong, 2013) discussed three social change processes through which technology can lead to change: **invention, discovery, and diffusion.**

1. Invention

- Ogburn states that new invention is the combination of existing elements and tools to create something new. While we often think of invention in terms of physical objects, such as computers, there are also social inventions like capitalism and bureaucracy. Social inventions can have far-reaching consequences throughout society.





Social Change Process

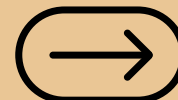


2. Discovery

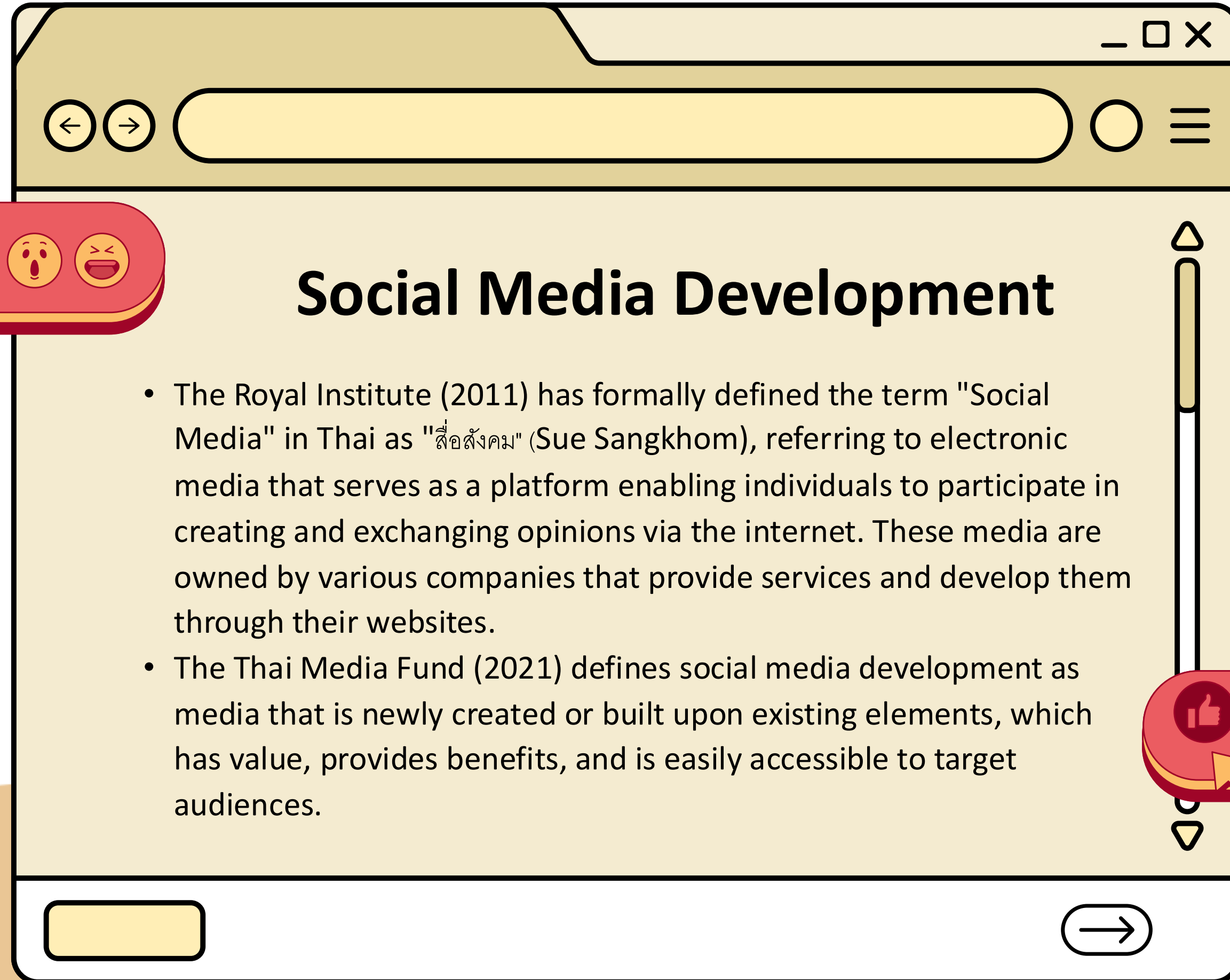
- Discovery is a new way of perceiving reality. Generally, reality already exists, but people only just find it for the first time. For example, Columbus discovered North America, which had such enormous consequences that it changed history. However, this example illustrates an important principle: for a discovery to bring about widespread change, it must occur at an appropriate time. In fact, the Vikings had discovered America before Columbus, but their discovery did not have the same consequential impact as Columbus's discovery.

3. Diffusion

- Diffusion is the spread of an invention or a discovery from one area to another, influencing human relationships. For example, Thailand's adoption of electricity, water supply systems, telephones, railways, etc., resulted from receiving Western culture, as these were not invented by Thai people themselves.

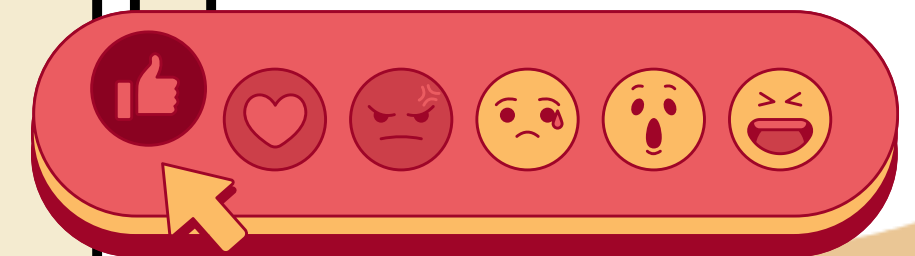
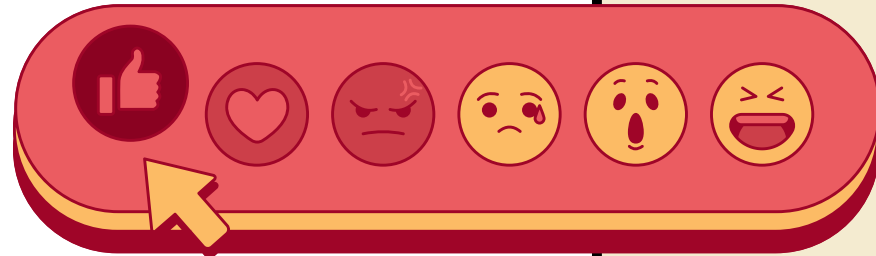


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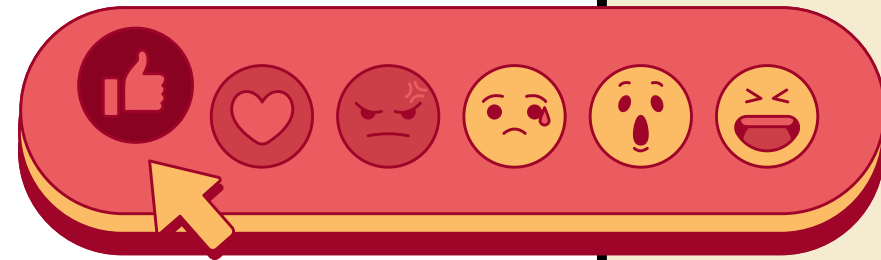


Social Media Development

- The Royal Institute (2011) has formally defined the term "Social Media" in Thai as "สื่อสังคม" (Sue Sangkhom), referring to electronic media that serves as a platform enabling individuals to participate in creating and exchanging opinions via the internet. These media are owned by various companies that provide services and develop them through their websites.
- The Thai Media Fund (2021) defines social media development as media that is newly created or built upon existing elements, which has value, provides benefits, and is easily accessible to target audiences.

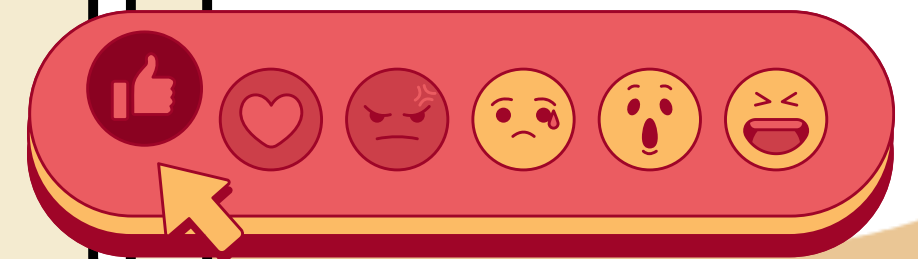


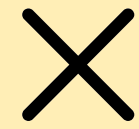
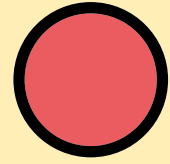
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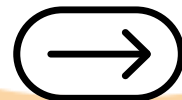
Social Media Development

- Kaplan & Haenlein (2010) state that social media development refers to the process of improving and enhancing the efficiency of digital platforms used for communication, information exchange, and interaction between users via the internet. This includes the development of technology, functional features, information presentation formats, and interactive systems to respond to user needs and social trends.
- In conclusion, social media development refers to the process of creating or improving digital media to increase efficiency in communication, information exchange, and interaction between users, with an emphasis on easy accessibility, value creation, and responsiveness to social trends.

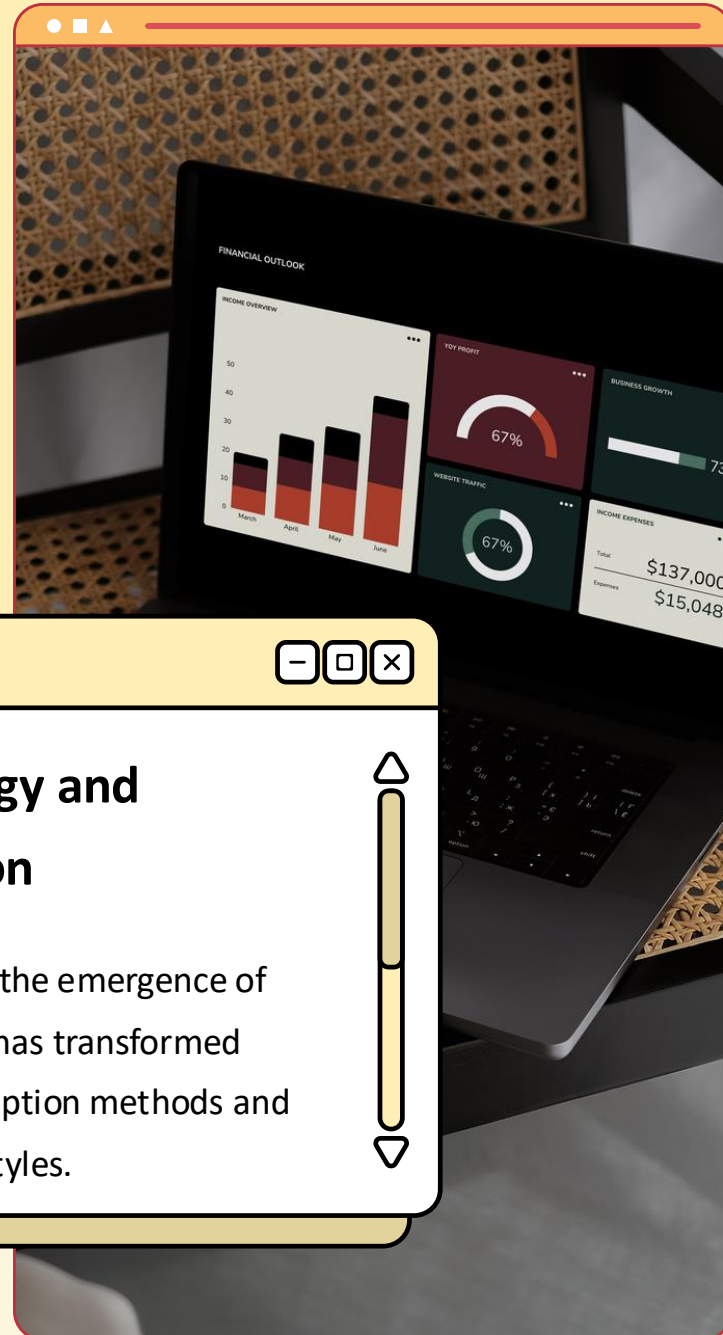




Social Factors Influencing Media

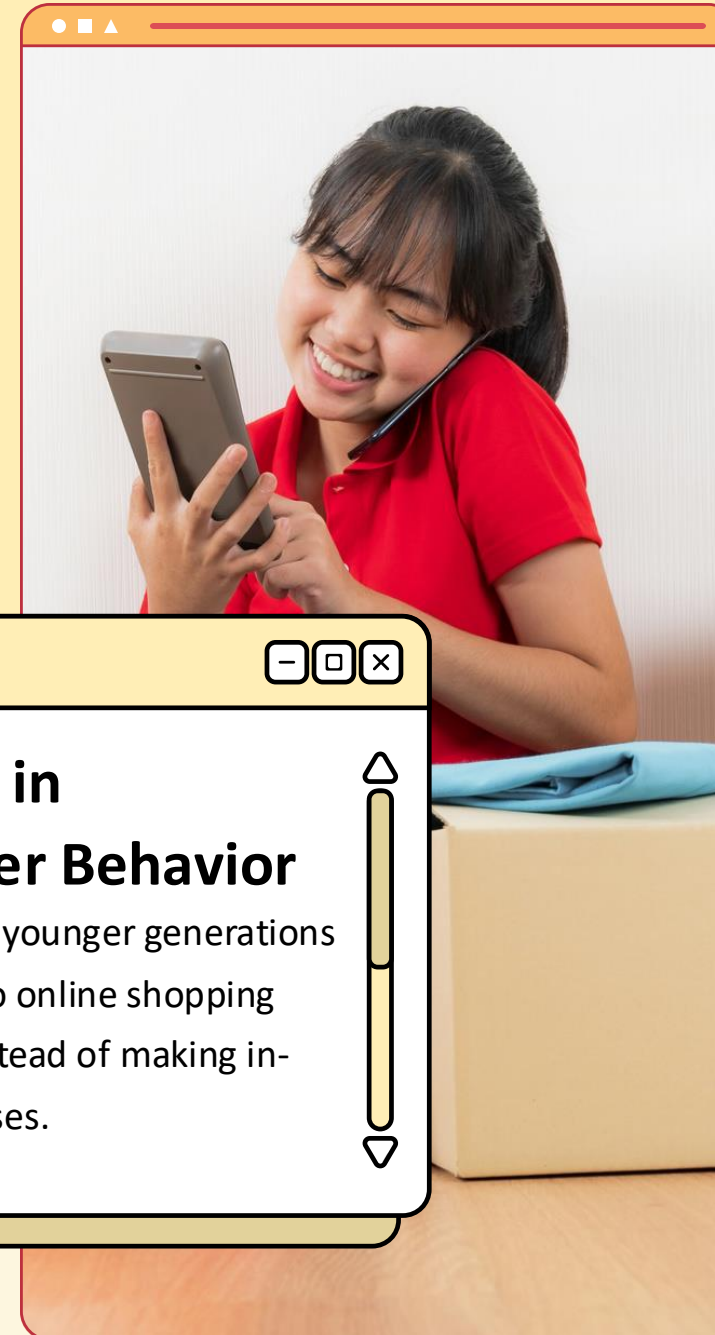


Social Factors Influencing Media



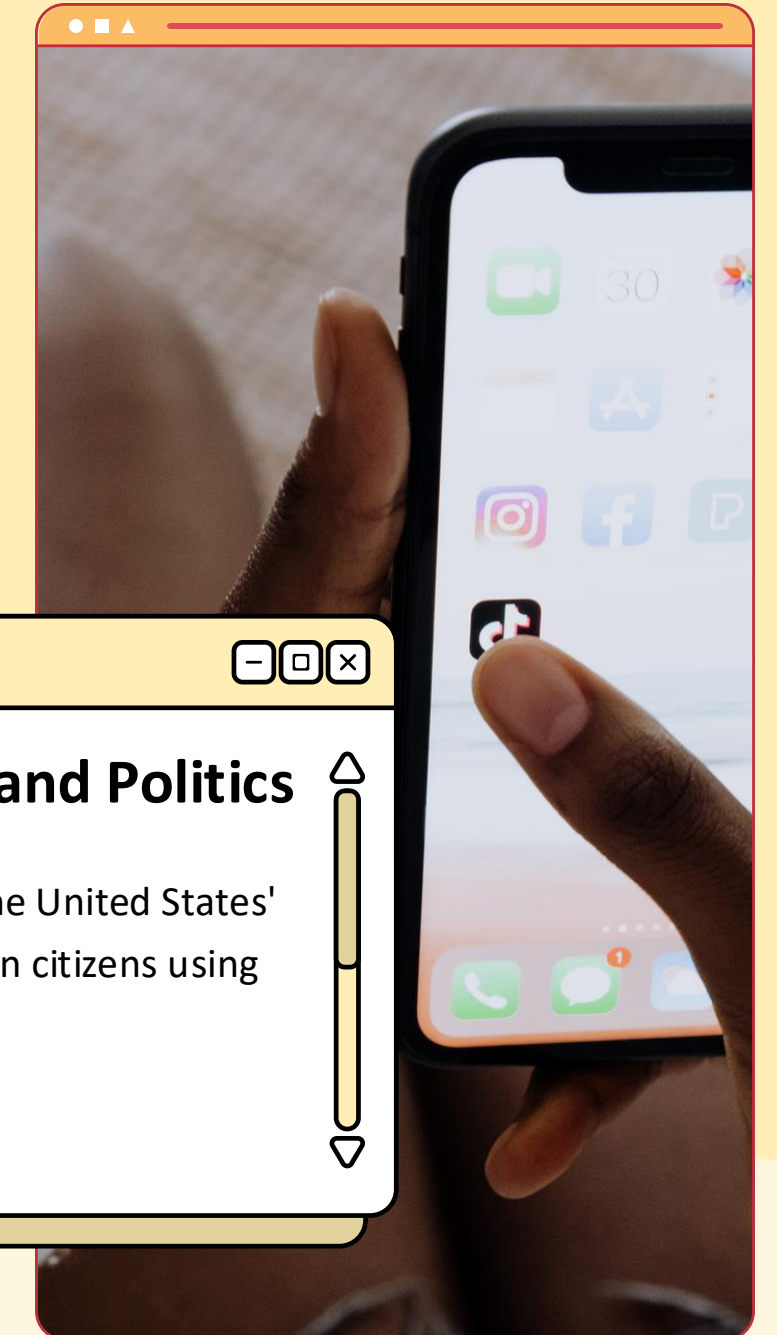
Technology and Innovation

For example, the emergence of social media has transformed news consumption methods and people's lifestyles.



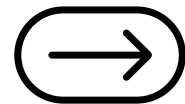
Changes in Consumer Behavior

For example, younger generations are turning to online shopping platforms instead of making in-store purchases.



Economy and Politics

For example, the United States' potential ban on citizens using TikTok.

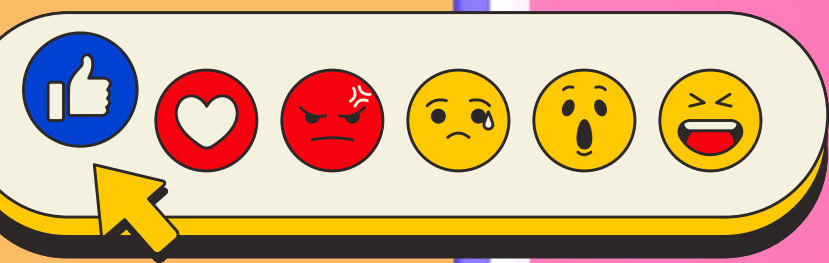


1. Technology and Innovation



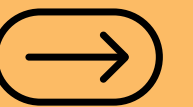
Technology and innovation are crucial factors that transform communication patterns and methods in society. New technologies have significantly altered media production, distribution, and consumption, including:

- Social Media
- AI
- Streaming

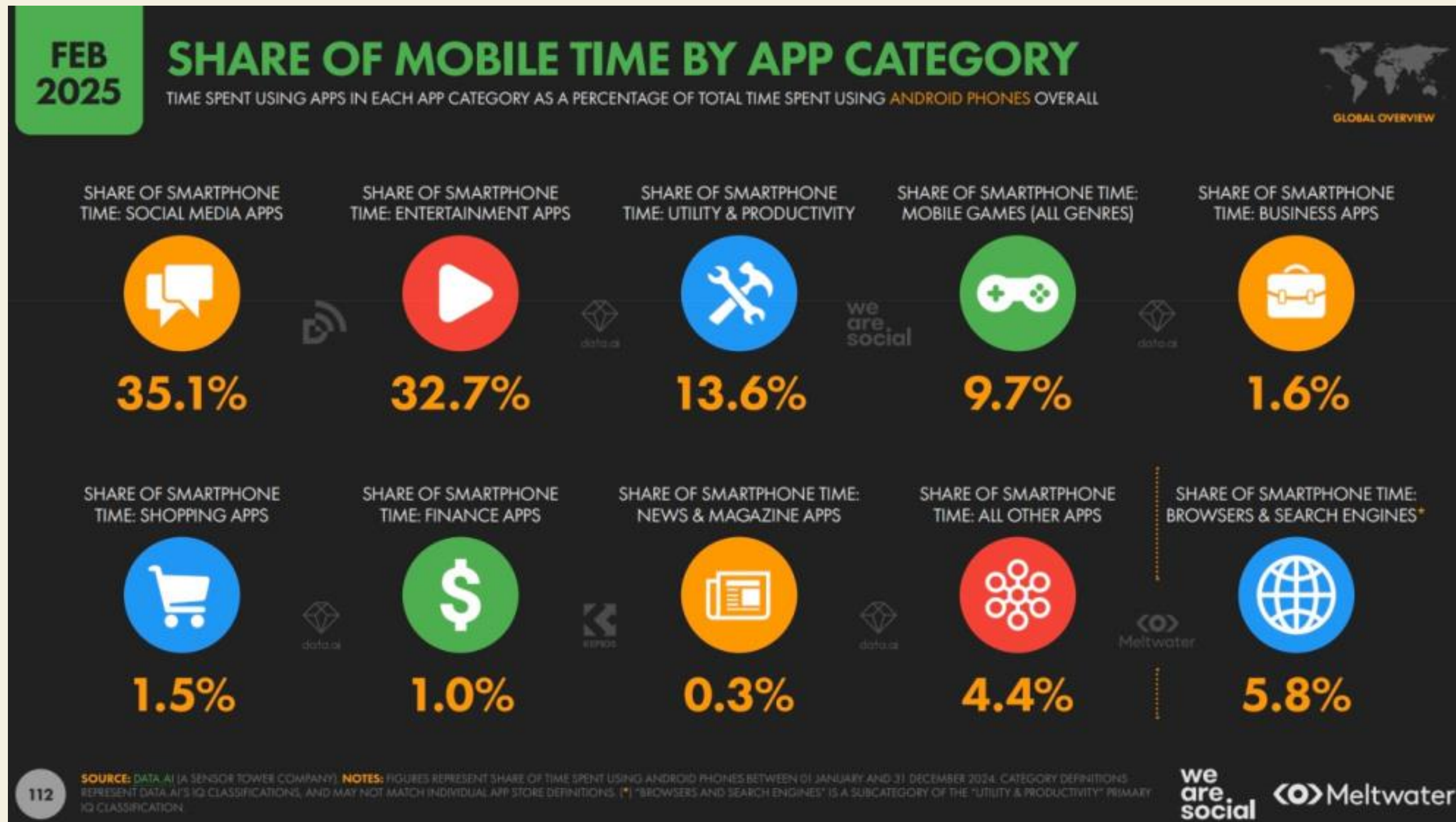


Social Media

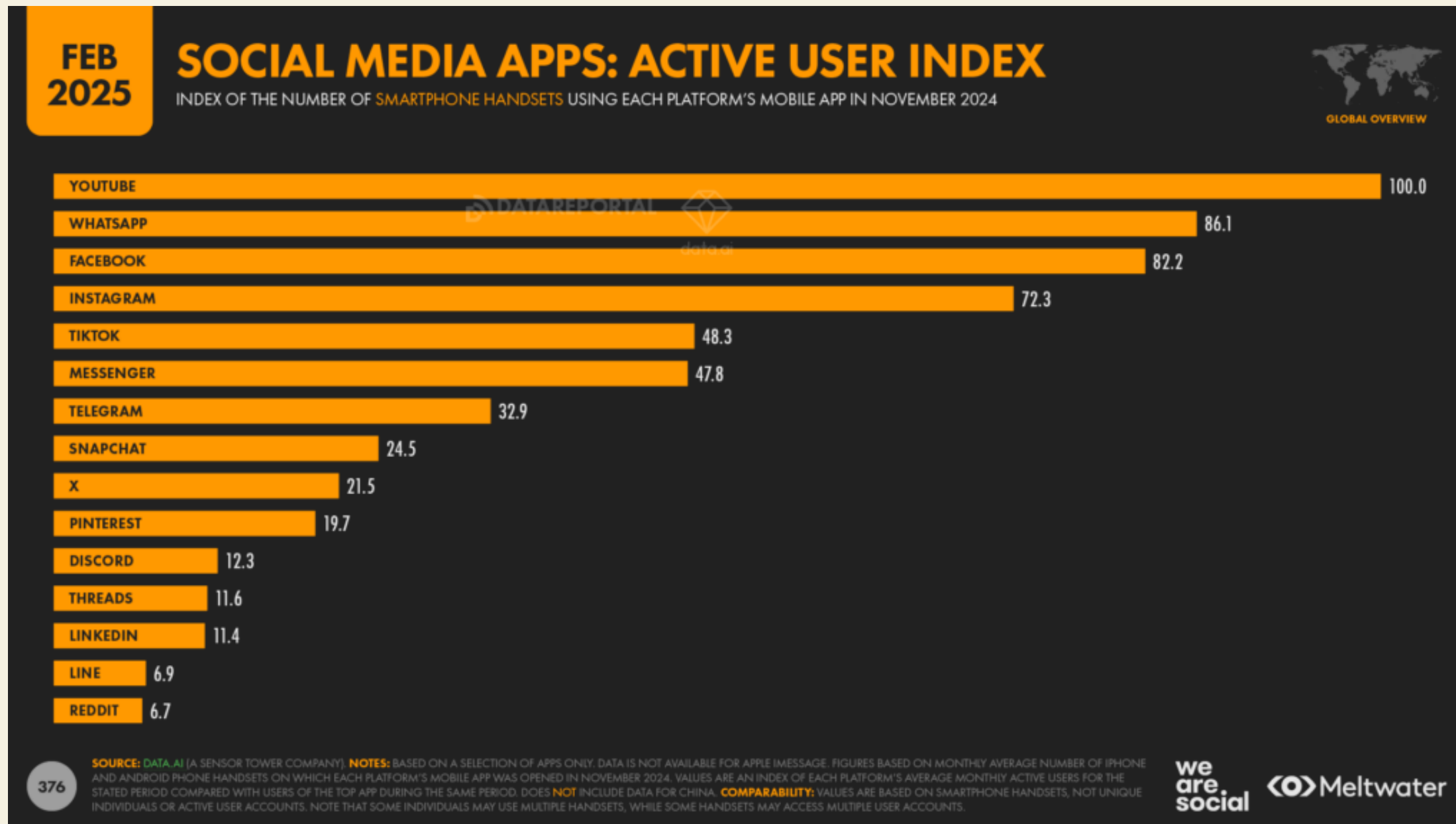
- The emergence of platforms such as Facebook, X, Instagram, and TikTok
- Enabling consumers to receive information in real-time without relying on traditional media like television or newspapers



- Social media remains the primary app category at 35.1%
- Entertainment apps for movies and music follow closely at 32.7%
- Browser and search engine apps receive less attention with only 5.8% usage



ที่มา : รายงาน Digital 2025, DataReportal (2025)

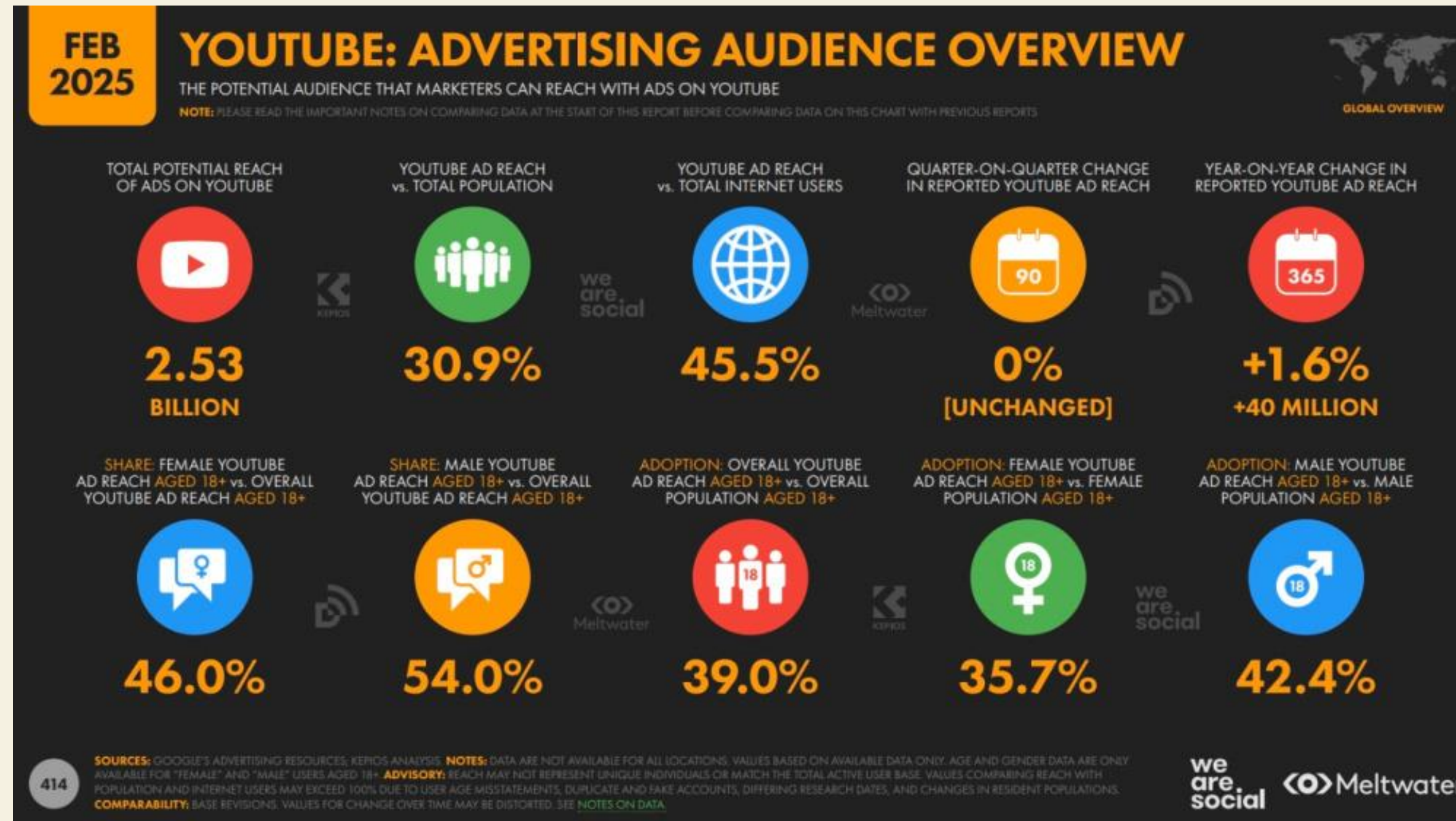


- YouTube has the highest user rate at 100%
- WhatsApp ranks second with 86.1%
- Facebook is in third place with 82.2%
- Instagram is in fourth place with 72.3%
- TikTok ranks fifth with 48.3%

ที่มา : รายงาน Digital 2025, DataReportal (2025)

Major Social Media Platforms

- **YouTube** reaches approximately 2,530 million people worldwide
- For YouTube searches, music-related queries account for up to 100%
- While movie searches make up 63%
- Other video searches represent 42%



Major Social Media Platforms

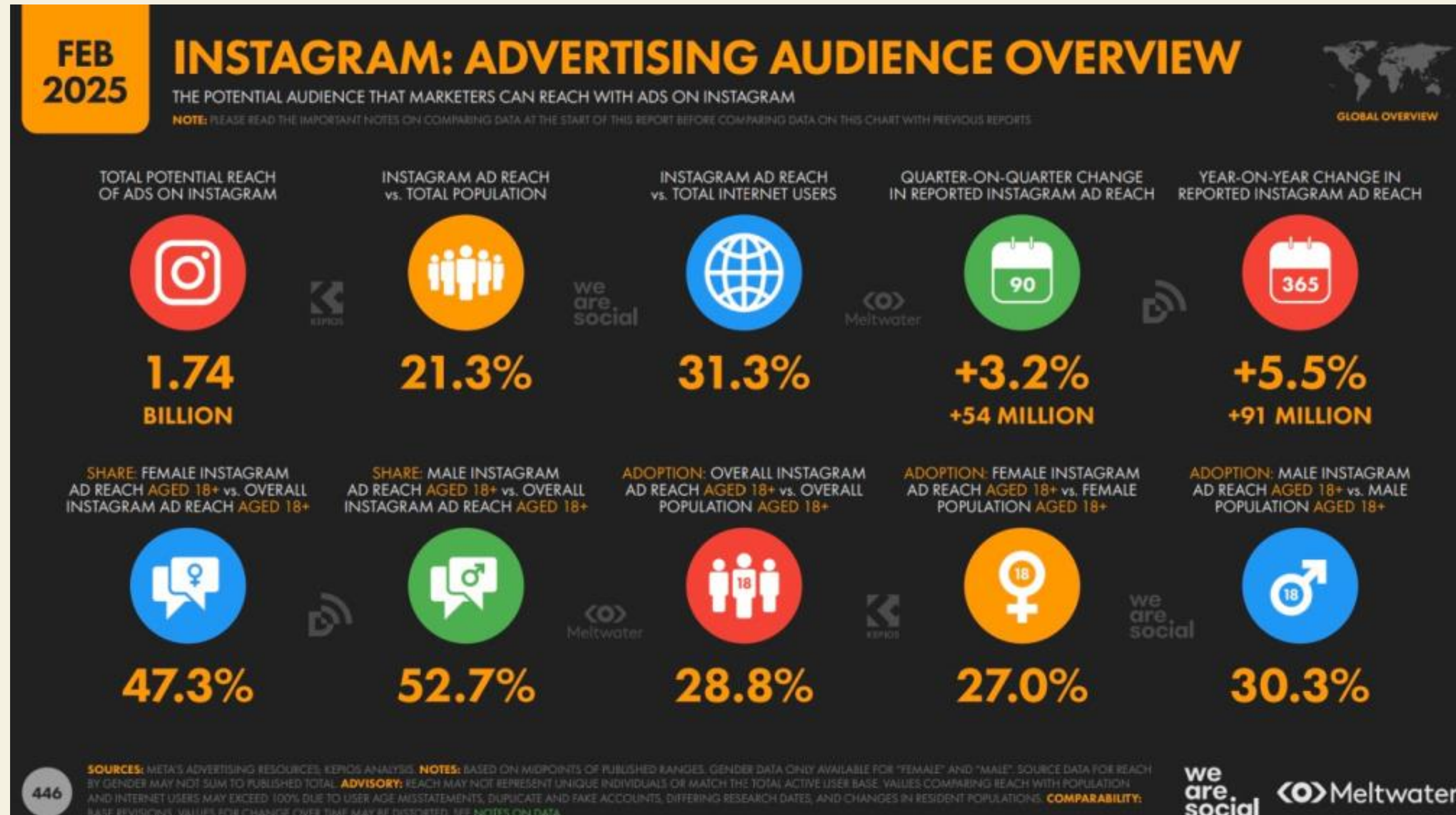
- **Facebook** reaches approximately 2,280 million people
- The average posting rate on Facebook is 1.73 posts per day
- Most posts are image-based, accounting for 37.3%
- This results in an engagement rate of 0.07% for image posts on Facebook



ที่มา : รายงาน Digital 2025, DataReportal (2025)

Major Social Media Platforms

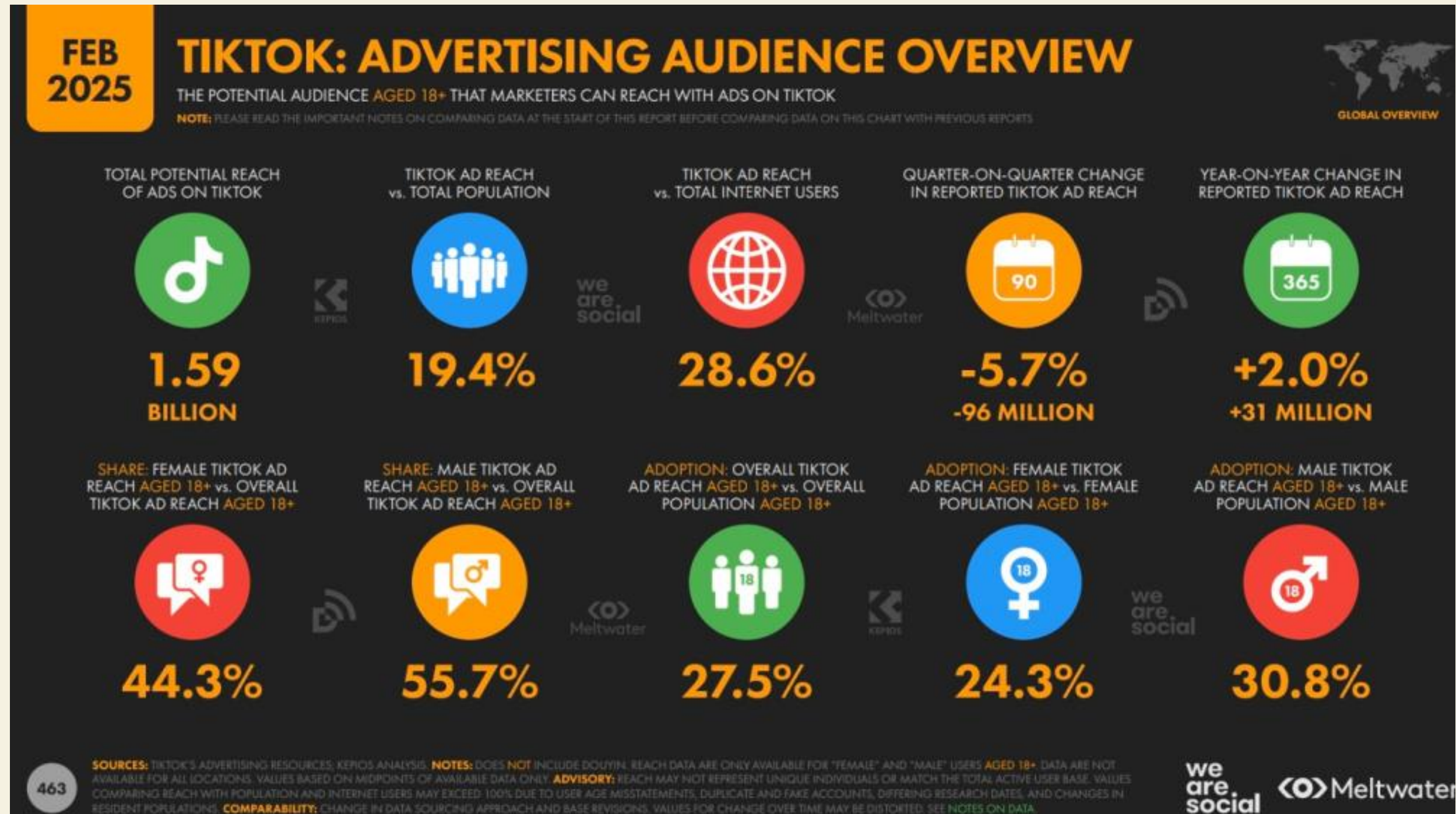
- **Instagram** reaches approximately 1,740 million people
- Image posts account for 37.5%, while video posts make up 41.6%



ที่มา : รายงาน Digital 2025, DataReportal (2025)

Major Social Media Platforms

- **TikTok** reaches approximately 1,590 million people
- The most followed TikTok account has 162.4 million followers
- The most used hashtag is #CAPCUT with 7,200 million posts

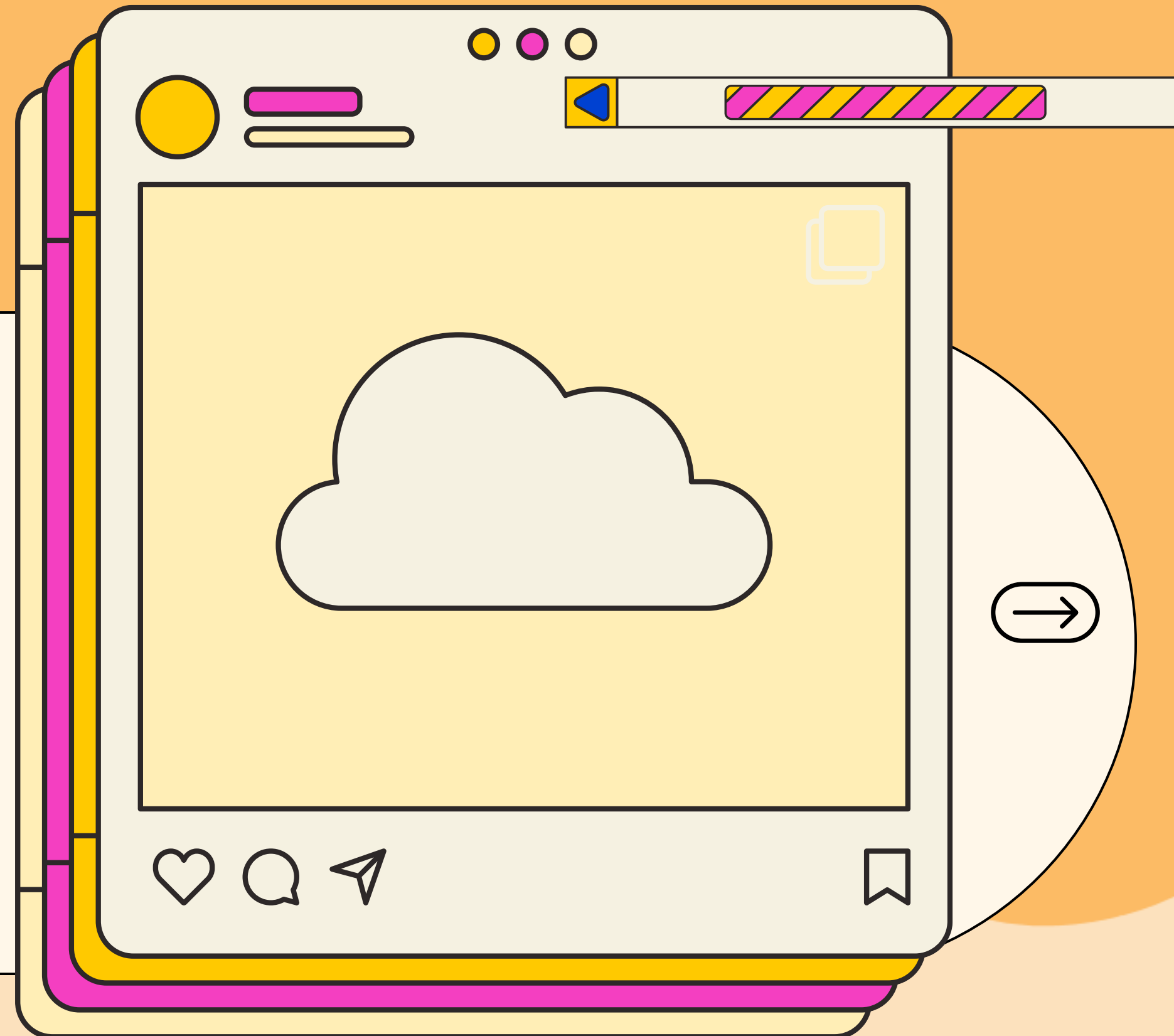


ที่มา : รายงาน Digital 2025, DataReportal (2025)

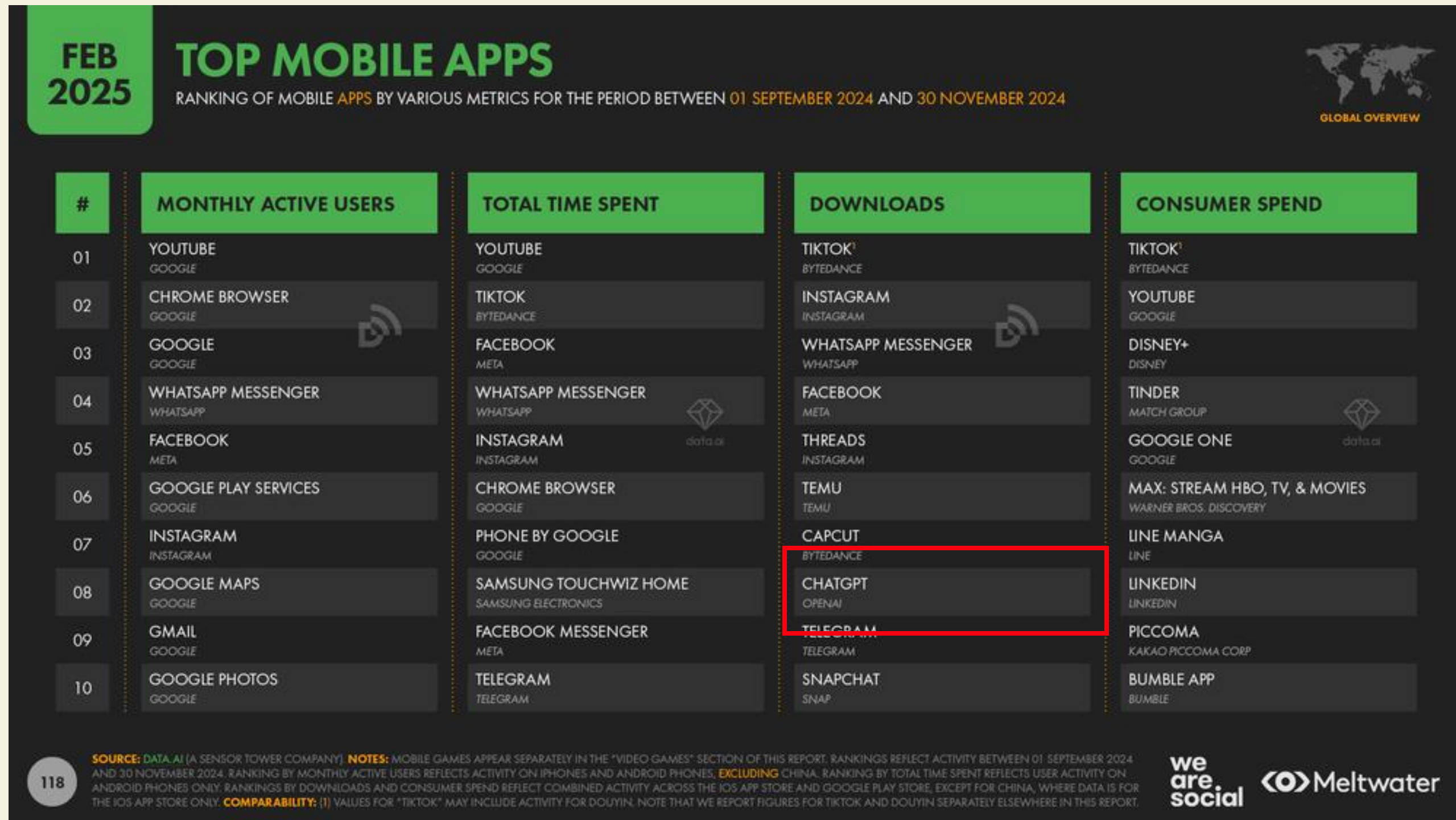


AI & Algorithm

AI Technology & Algorithms can filter and present content that matches users' interests, resulting in each person receiving different information according to their usage behavior.



- ChatGPT is one of the most downloaded AI applications in the world, ranking 8th
- The ChatGPT mobile app had the 5th highest increase in downloads in 2024
- It ranks 3rd among apps for which users pay for advanced AI services from ChatGPT

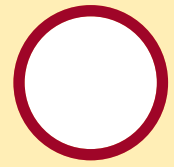


ที่มา : รายงาน Digital 2025, DataReportal (2025)

- AI usage impacts content production
- For example, TikTok Survey Results 2025
- Findings show viewers prefer AI-generated content 1.4 times more
- This leads algorithms to select more AI-created content for viewers



ที่มา : What's Next 2025 | Trend Report, Tiktok (2025)



Streaming

Enabling viewers to access content anywhere and anytime, instead of having to wait for programs scheduled by television stations.



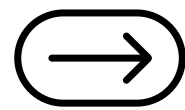
Streaming Trends Strong in 2025





- Netflix 🚀 (280 million accounts) - Market leader, growing 16% since 2023
- Prime Video 📺 (200 million accounts) - Previously surpassed Netflix in America in 2022
- Disney+ ✨ (159 million accounts) - Strong from day one, with immediate registration of 10 million users
- iQIYI (120 million accounts) - Popular in ASEAN, with free usage reaching 500 million people/month
- WeTV 🏠 (110 million accounts) - Dominates the Chinese market but has limited service areas
- Max 🤝 (77 million accounts) - Partners with Disney+ and Hulu to expand user base

ที่มา : Brand Inside (2025)



2. Consumer Behavior Changes



Current changes in consumer behavior reflect how younger generations increasingly rely on online shopping platforms, which stems from several factors:



1. Convenience

- Purchasing products through online platforms can be done anywhere, anytime, without leaving home or visiting physical stores, making it convenient and time-saving, especially in an era when people lead busy lives
- Applications are user-friendly, allowing immediate purchases via mobile devices

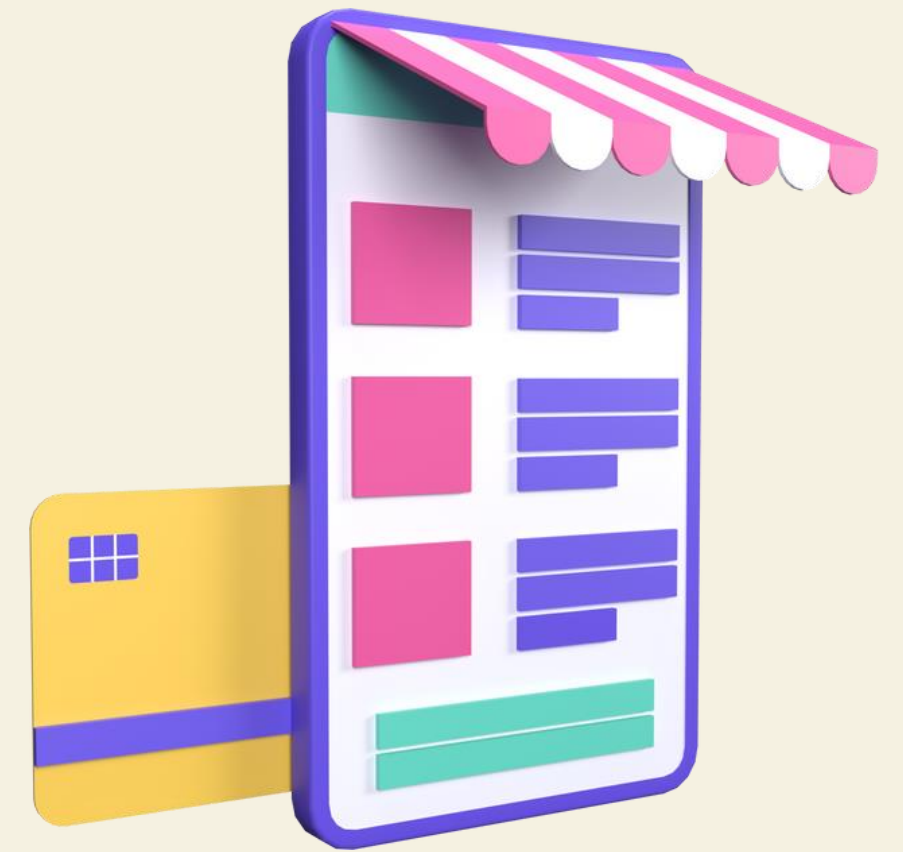


Online



2. More Options and Greater Variety

- Online platforms typically offer a wide range of products to choose from, sometimes including items or brands not available in general retail stores. Price comparison is also easier, which enhances convenience in purchasing decisions.



3. Convenient Payment and Delivery

- The ability to pay through secure online systems and access fast delivery services enables consumers to complete transactions smoothly.



4. Marketing and Special Promotions

- Online platforms frequently offer promotions or special deals, such as discounts or promotional events that encourage consumers to purchase products at reduced prices. These strategic offerings serve as effective attention-grabbing mechanisms.

- The number of individuals purchasing consumer goods online exceeds 2.5 billion people worldwide.
- This figure has increased by 200 million people (+8.5 percent) within the past 12 months.

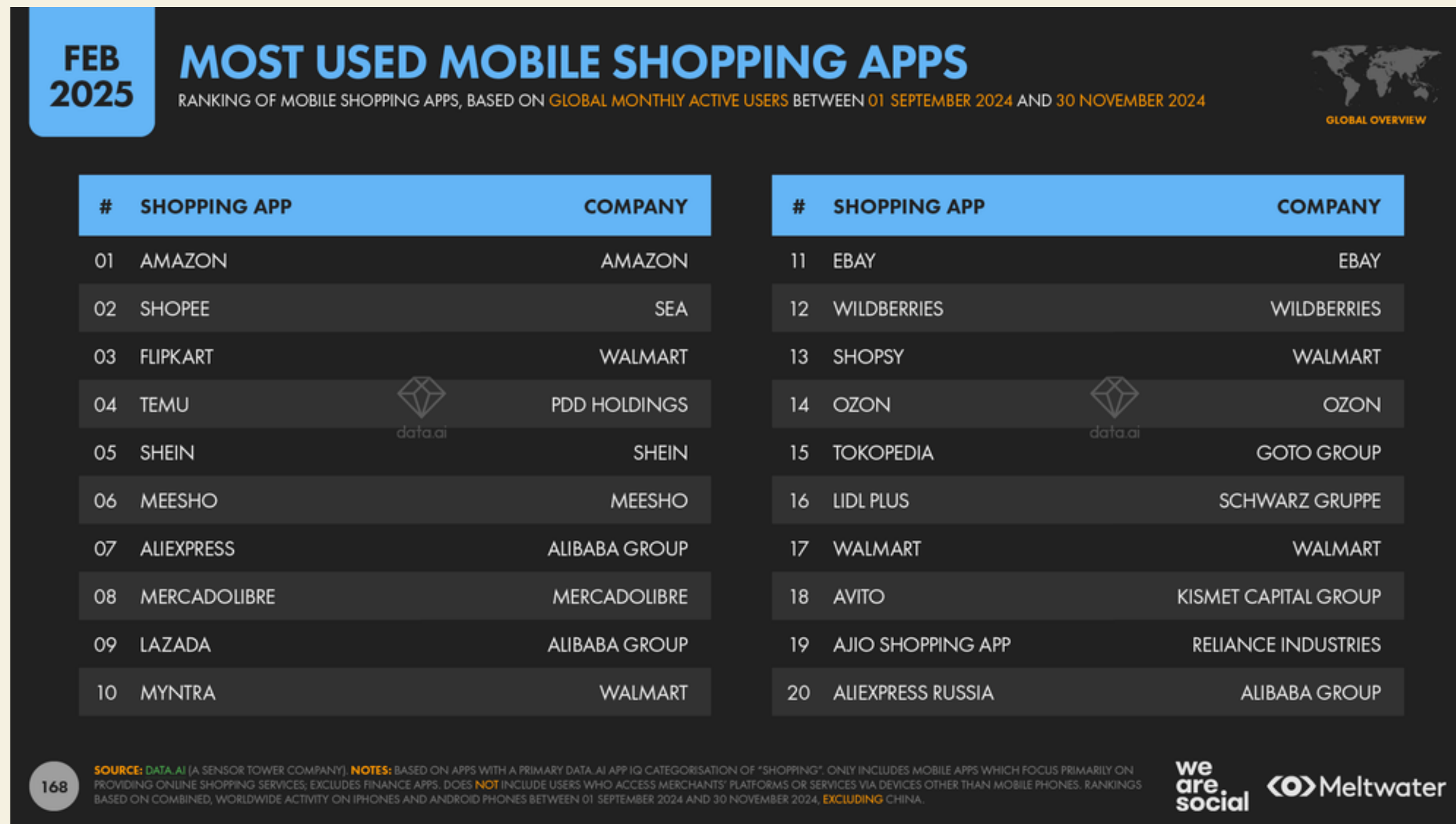


- Nearly 55.8% of online purchases occur on a weekly basis.
- This indicates that a significant proportion of online shoppers regularly purchase consumer goods every week.



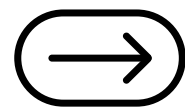
ที่มา : รายงาน Digital 2025, DataReportal (2025)

- Amazon is the world's most popular online retailer, with its application ranking highest among mobile shopping apps.
- Shopee holds the second position globally, drawing its popularity from Southeast Asian markets and Brazil.



- iPhone was the most searched product of the year.
- Samsung ranked second.
- Additionally, three different iPhone models appeared in the top 20 search rankings.
- Overall, Apple and its products occupied 6 positions within the top 20 rankings.
- iPad was also included in this list.





3. Economy and Politics



Reflects the interrelationship between economics, politics, and national security regarding incoming media platforms. For instance, the United States' decision to restrict TikTok usage among its citizens can be explained through multiple dimensions.

- TikTok, a social media platform, is scheduled to terminate its services in the United States on January 19, 2025.
- This decision stems from a U.S. Supreme Court ruling that rejected the legal challenge by ByteDance, the Chinese company owning the application, which sought to oppose the enforcement of the law banning TikTok in the United States.
- Upon consideration, the Court determined that mandating the cessation of TikTok services does not violate the First Amendment to the U.S. Constitution, which prohibits the government from restricting citizens' freedom of expression, contrary to the company's argument regarding its 170 million users.



ที่มา : BBC NEWS (2025)

1. Data Privacy Security

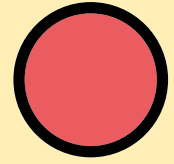
- One of the primary reasons frequently cited by the United States for prohibiting TikTok usage is concern regarding user data security.
- This is particularly significant given that TikTok is an application originating from China.
- There are apprehensions that personal data of American citizens could potentially be utilized by the Chinese government, or could be accessed by Chinese governmental agencies through TikTok's parent company (ByteDance)

2. Information Control and Political Utilization

- TikTok usage may be perceived as a tool for information dissemination or as having influence over political opinions.
- This is especially significant during periods approaching elections or in tense political situations, such as the utilization of TikTok in managing social movements or distributing information that could potentially impact political stability.

3. International Trade War and Market Share

- The prohibition of TikTok also reflects the trade war between the United States and China.
- This has implications for international business and investment, such as the restriction of technology companies from competing nations, including Huawei or TikTok, which constitutes part of the retaliatory measures in trade and technology.
- From an economic perspective, the TikTok ban may represent a strategy to protect domestic technology businesses, such as Facebook, Instagram, or YouTube, which compete with TikTok in the marketplace. By restricting access to rapidly growing platforms like TikTok, other platforms may potentially gain increased market share.



Impact on Media Landscape



🚀 Impact on Media Landscape 🚀

Advantage

1. Enhanced Access to Information and Expression

- The advancement of technology and digital platforms enables individuals to access information more easily and rapidly from any location, at any time.
- Additionally, these developments provide citizens with opportunities to express opinions and create content without the limitations imposed by traditional media formats such as television or newspapers.





ผลกระทบที่เกิดขึ้นต่อ



วงการสื่อ

Advantage

2. Expansion of Media Industry Markets

- The growth of the internet and online media usage has enabled media markets to expand to global audiences.
- The utilization of digital platforms such as YouTube, Facebook, or Instagram helps media companies reach more diverse target demographics.
- This expansion has also facilitated the emergence of new markets for advertising and content management.





ผลกระทบที่เกิดขึ้นต่อ



วงการสื่อ

Advantage

3. Creation of New Opportunities

- The evolution of digital technology and communication through social media has generated new professions, such as influencers.
- These individuals can establish influence over audiences through digital content creation or brand collaborations.
- The emergence of this profession has created opportunities for ordinary people to generate income from social media popularity.



🪐 ผลกระทบที่เกิดขึ้นต่อวงการสื่อ 🪐

Disadvantage

1. Rapid Spread of Misinformation (Fake News)

- With the growth of digital media and its easy accessibility, the proliferation of false information has become a challenging issue.
- Individuals can create and disseminate incorrect or deceptive news without verification from credible media organizations.
- The circulation of fake news can generate significant social and political implications.



🪐 ผลกระทบที่เกิดขึ้นต่อวงการสื่อ 🪐

Disadvantage

2. Privacy Invasion

- In the digital landscape, personal data collection demonstrates an increasing propensity for privacy infringement. Digital platforms inherently create vulnerabilities that can compromise individual privacy protection mechanisms.
- Online activity tracking and service usage data are systematically aggregated and leveraged for diverse purposes, such as targeted advertising, often occurring without explicit user consent or full awareness of data utilization strategies.



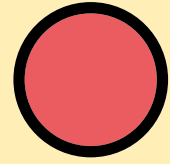
🪐 ผลกระทบที่เกิดขึ้นต่อวงการสื่อ 🪐

Disadvantage

3. Algorithmic Influence on Information Perception

- Algorithms employed in content recommendation systems across social media and digital platforms can significantly impact user perception and information consumption patterns.
- These recommendation mechanisms strategically curate content aligned with users' existing preferences and belief systems, potentially creating cognitive echo chambers that systematically limit exposure to diverse perspectives.
- Filtered information access can inadvertently reinforce cognitive biases, potentially leading to the development of skewed attitudes or abnormal value constructs that deviate from more balanced understanding.

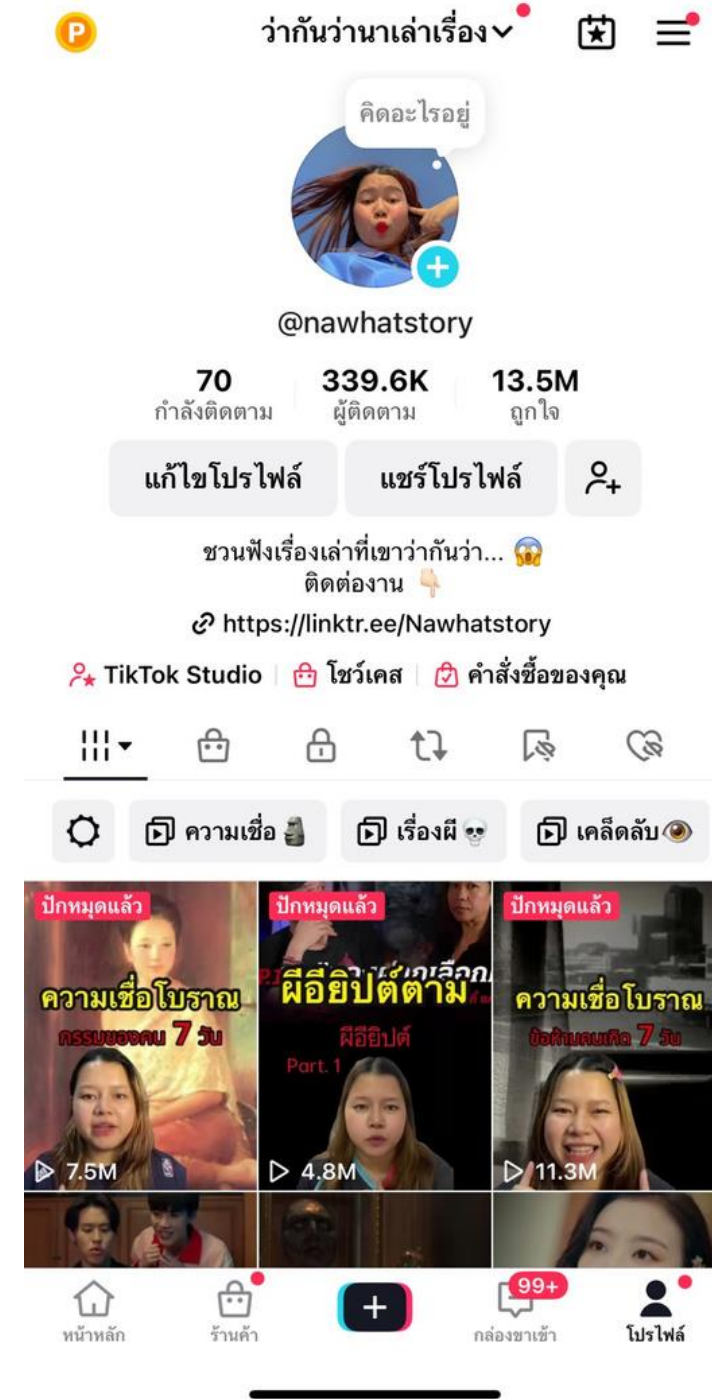




Case Study: TikTok



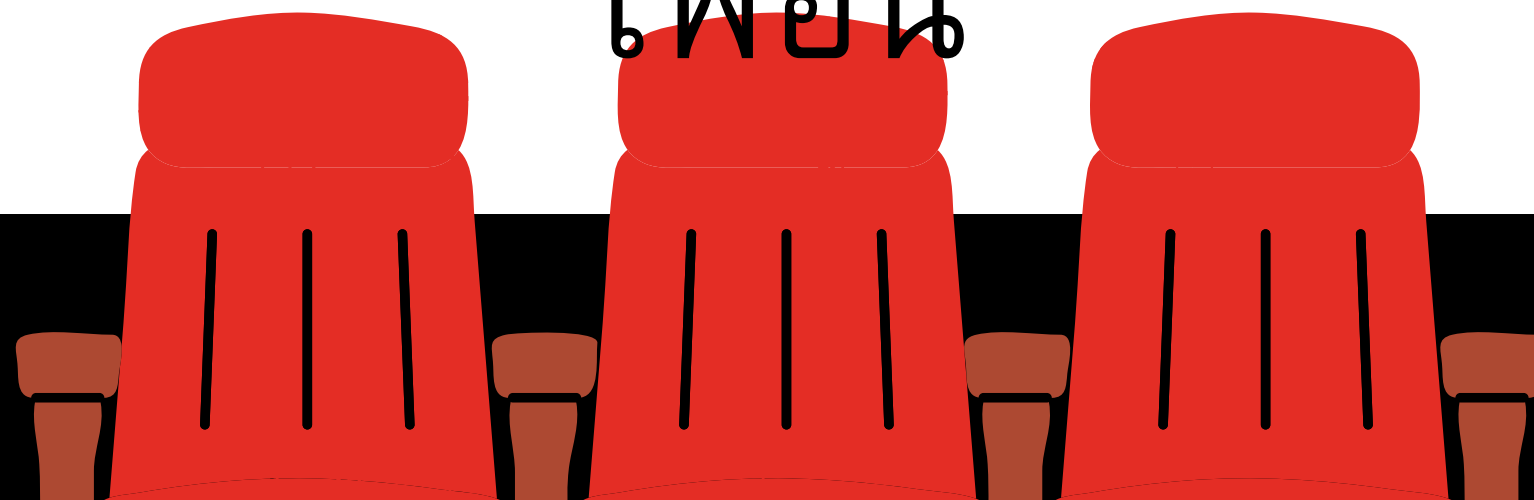
The Emergence of a New Profession: "Influencers"





หนูกัโรวะ

ชอบดูหนังแล้วเฝ้าท์กับ
เพื่อน



Content





ตัวอย่าง

NA WWHAT

ว่ากันว่าน่าแล้ว
ตัวเอง STORY

SAMPLE CONTENT

N



EP.188 "ของฝากเลี้
ฝึอียิปต์
Part. 1
nawhatstory · 2024-9-13
ฝึอียิปต์ตามโคตรน่ากลัว!! ...
เพิ่มเติม

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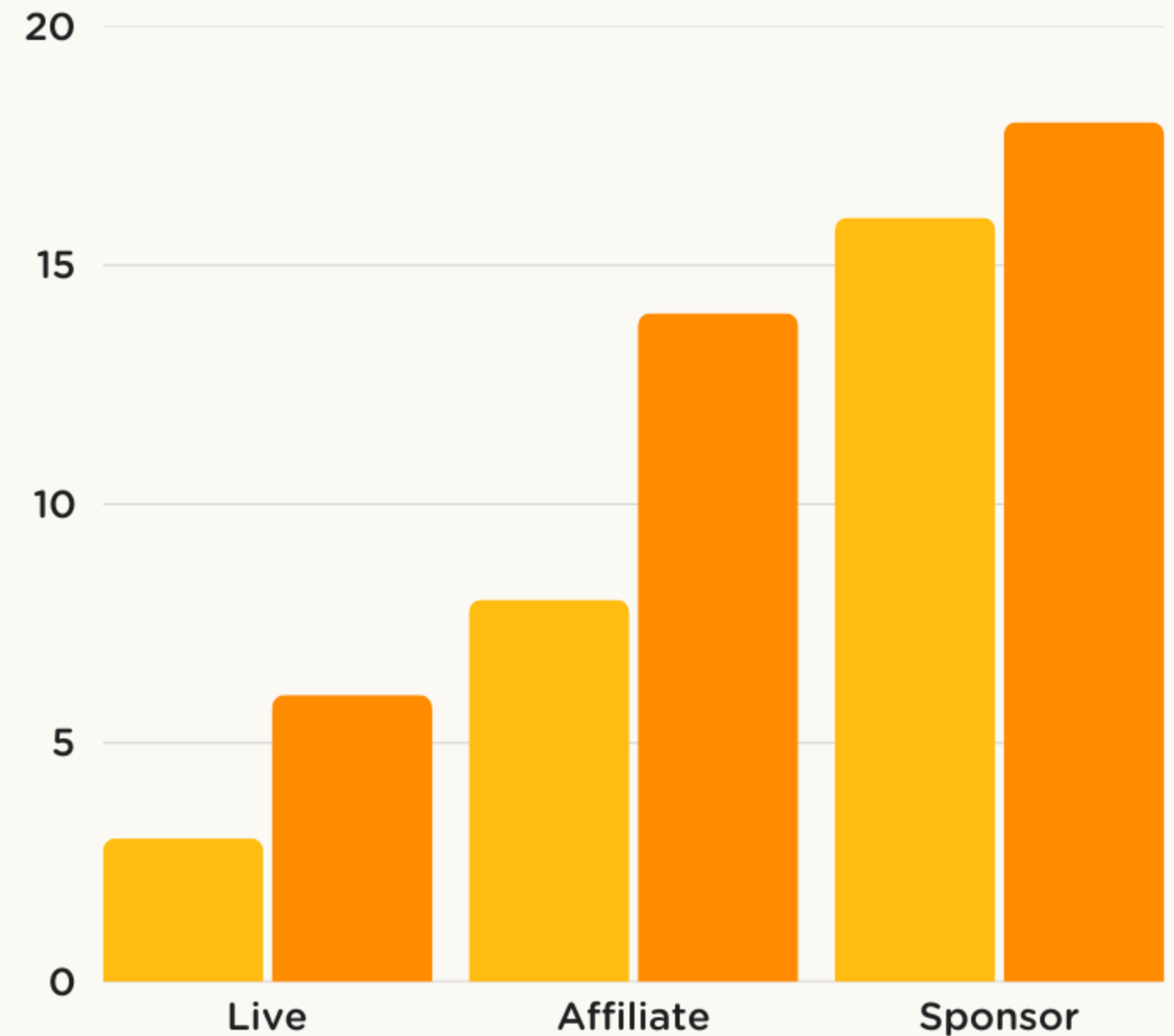


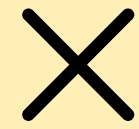
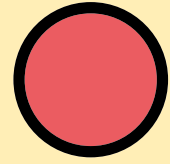
ข้อห้ามคนเกิด 7 วัน
nawhatstory · 2023-11-21
ลอยกระทงนี้ระวัง ข้อห้ามของคนเกิด...
เพิ่มเติม

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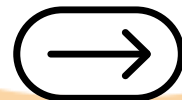
Income Generation in the Digital Ecosystem

- Live Streaming Revenue: Income generated through virtual gifts with monetary values ranging from 2 to 1,900 baht, which can be converted to direct financial compensation
- Represents an innovative micro-transaction model unique to digital content platforms
- Affiliate Marketing: Commission-based income generated through product referral and tracking mechanisms
- Monetization strategy involving strategic product placement and conversion tracking
- Sponsorship: Direct client-commissioned content creation
- Professional engagement where brands compensate content creators for targeted promotional activities





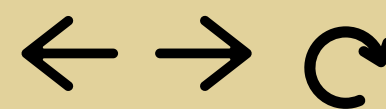
Future Media Trends



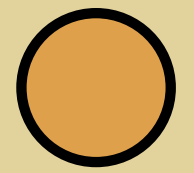
Future Media Trends

- AI and Automated News Production
- Short-Form Video Platform Expansion
- Content and Information Control Challenges





 **AI in News Production**



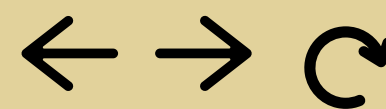
The utilization of AI in news production represents a revolutionary shift in mass media, as artificial intelligence can generate accurate and rapid news content by leveraging data from diverse sources and creating automated reports. This technological advancement introduces significant implications for journalistic practices:

- AI Applications in Specialized News Domains:

- Sports and Financial Journalism: AI systems can process information from multiple sources and generate factual news reports without human intervention
- Computational analysis enables precise, data-driven reporting with unprecedented speed and accuracy
- Automated processing of complex datasets transforms traditional reporting methodologies

- Rapid Event Reporting and Information Synthesis: AI's capability to summarize and report on emerging events with remarkable efficiency

- Instantaneous content generation based on real-time data streams
- Comprehensive coverage of multifaceted information landscapes



 **The rapid growth of short-form video platforms**



Short-form video platforms such as TikTok, Instagram Reels, and YouTube Shorts are experiencing remarkable popularity, offering users rapid and engaging content experiences. These platforms enable users to create and disseminate entertaining or informative content within extremely concise timeframes:

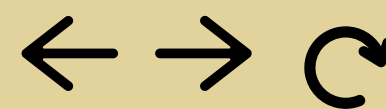
•TikTok: Evolution of a Digital Content Ecosystem

- Initially launched as a vertical video creation application
- Currently transformed into a multifaceted platform featuring diverse content categories
- Encompasses news, educational content, lifestyle segments, and entertainment
- Demonstrates remarkable adaptability in content generation and user engagement

•Platform Responses: Instagram Reels and YouTube Shorts

- Strategic developments designed to compete with TikTok's growing market dominance
- Implementing vertical short-form video creation capabilities
- Aims to retain user engagement within their respective digital ecosystems

The growth of these platforms compels mass media organizations to strategically recalibrate their content creation approaches.



 **Challenges in Content and Information Control**



The complexity of content control has intensified due to the unprecedented speed and global reach of internet information dissemination, with potential for rapid spread of unverified or harmful content:

- Misinformation Dynamics:

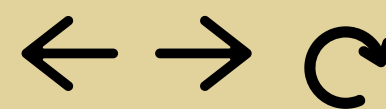
- Fake News Proliferation:

- Rapid widespread distribution of deliberately distorted information
 - Particularly critical during sensitive periods like elections or social crises
 - Potential to manipulate public perception and social discourse

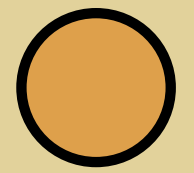
- Platform-Level Content Moderation Challenges:

- Digital Platforms' Mitigation Strategies:

- Facebook and X implementing sophisticated content verification tools
 - Developing advanced algorithmic detection mechanisms
 - Creating comprehensive policy frameworks to combat misinformation



Challenges in Content and Information Control



- Censorship and Freedom of Expression Tensions:

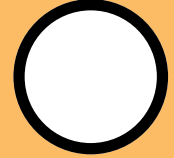
- State-Level Content Regulation:

- Some governments implementing restrictive information control policies
 - Potential suppression of content inconsistent with state narratives
 - Raising critical concerns about intellectual freedom and democratic discourse

- Technological and Legal Approaches:

- Balancing Competing Priorities:

- Integrating technological solutions with legal frameworks
 - Protecting freedom of expression
 - Preventing potential harm from malicious or misleading information
 - Developing nuanced, adaptive content moderation strategies



**Thank
You**



Q & A



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