

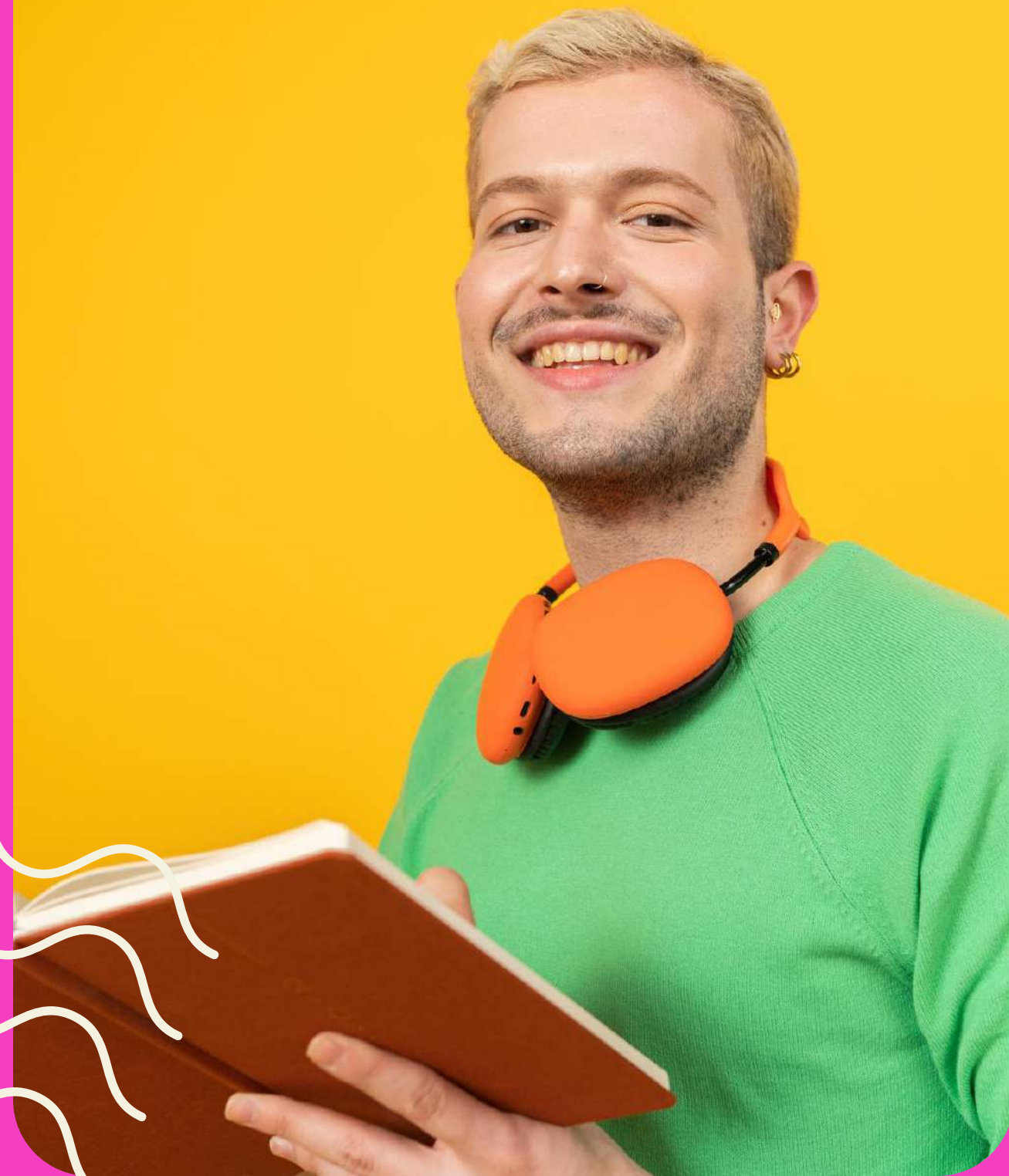
**The Influence of Audiences**

**on Media Production**



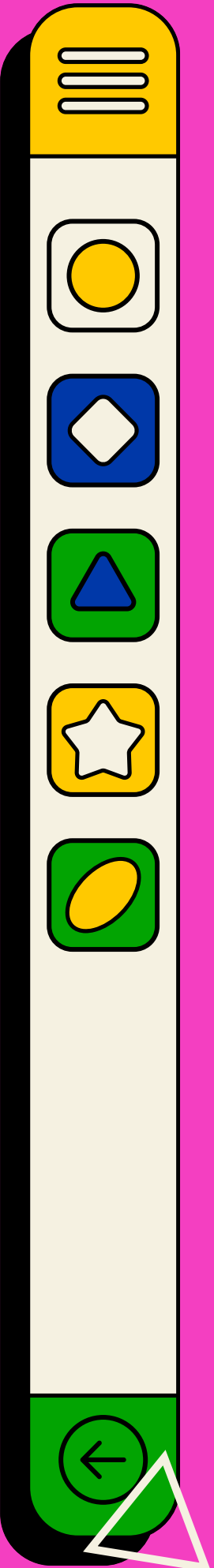
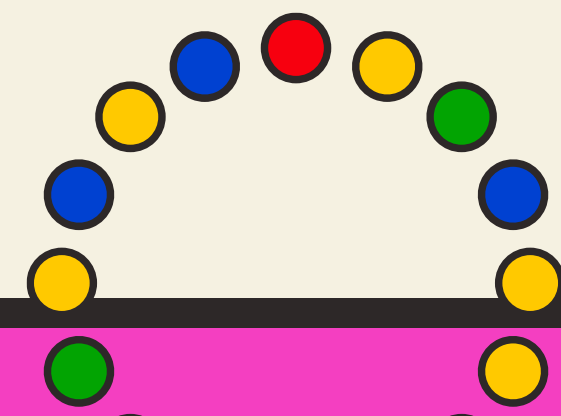
**APISARA YUTTHAROT**

29 March 2025



# AGENDA

- 1 Definitions
- 2 The Relationship Between Audiences and Media Producers
- 3 The Influence of Audiences on Media Production
- 4 Impact
- 5 Future Trends



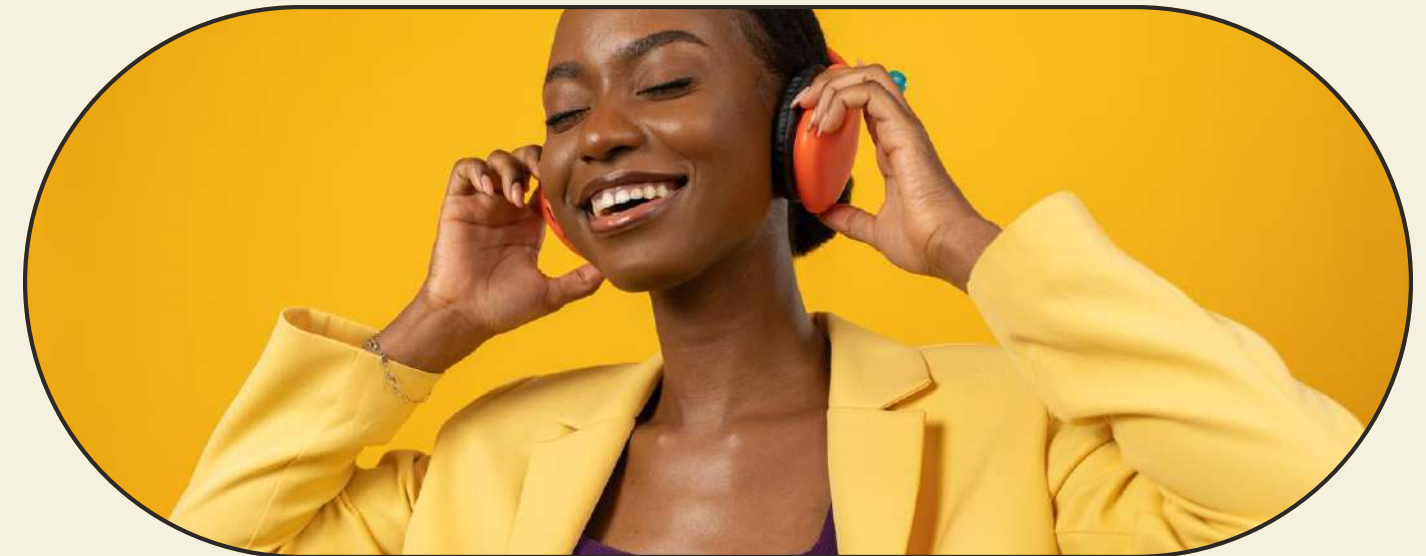


# Definitions



# Audience

**McQuail (2010)** states that Audience refers to a group of individuals who receive messages from media, whether television, radio, newspaper, or digital media. They may interact with the content or merely be recipients of information.



**Abercrombie & Longhurst (1998)** assert that audiences are not merely message recipients, but participants in creating media meaning through expressing opinions, interpretation, and generating their own content (User-Generated Content, UGC).



# Audience

**Livingstone** (2005) states that Audience refers to groups of individuals who influence media transformation in the digital era through social media platforms, algorithms, and big data.



**Bandura** (2001) states that Audience refers to a group of people who react to media content through perception, interpretation, and decisions about whether to consume it or not. Their behaviors can influence trends in the media industry.



# Audience

In conclusion, Audience refers to groups of individuals who receive messages or consume media content, whether television, radio, films, social media, or other media. Audiences can play roles as passive message recipients or actively participate in interpretation, expressing opinions, and creating their own content.

- Abercrombie, N., & Longhurst, B. (1998). Audiences: A sociological theory of performance and imagination. SAGE Publications.
- Bandura, A. (2001). Social cognitive theory of mass communication. *Media Psychology*, 3(3), 265-299. [https://doi.org/10.1207/S1532785XMEP0303\\_03](https://doi.org/10.1207/S1532785XMEP0303_03)
- Livingstone, S. (2005). Audiences and publics: When cultural engagement matters for the public sphere. Intellect Books.
- McQuail, D. (2010). *McQuail's mass communication theory* (6th ed.). SAGE Publications.



# Media Production

**McQuail** (2010) states that media production refers to the process of creating content for various platforms such as television, radio, film, print media, and digital media, with a focus on communicating with a broad audience.

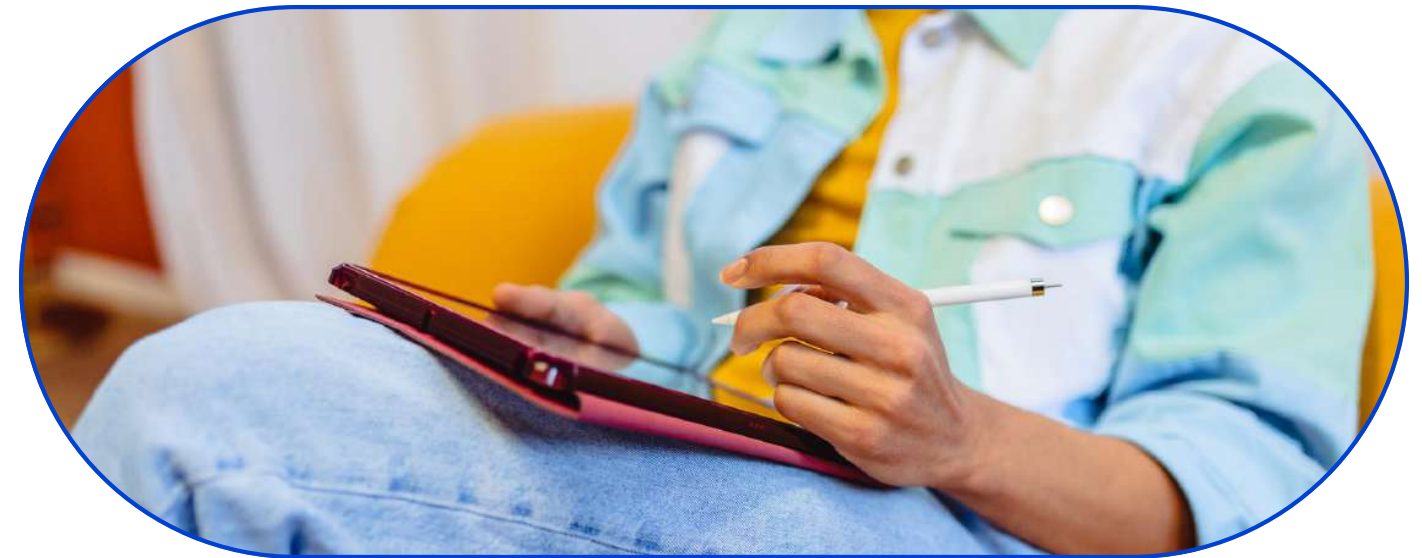


**Zettl** (2017) states that media production refers to a process that encompasses planning, content development, creation, editing, and market distribution, which involves producers, directors, writers, and related team members.



## Media Production

**Pavlik & McIntosh (2019)** state that media production refers to the process of creating content for various platforms such as television, radio, film, print media, and digital media, with a focus on communicating with a broad audience.



**Keval (2018)** states that media production is not merely a technical process, but also reflects and influences culture, society, and the identity of groups of people.



# Media Production

In conclusion, Media Production refers to the process of creating and disseminating media content in various formats such as television, radio, film, newspapers, websites, and digital media. It encompasses planning, content development, filming, editing, through to distribution to audiences.

- Keval, J. K. (2018). *Digital media and society: Transforming economics, politics, and social practices*. Palgrave Macmillan.
- McQuail, D. (2010). *McQuail's mass communication theory* (6th ed.). SAGE Publications.
- Pavlik, J. V., & McIntosh, S. (2019). *Converging media: A new introduction to mass communication* (6th ed.). Oxford University Press.
- Zettl, H. (2017). *Television production handbook* (12th ed.). Cengage Learning.

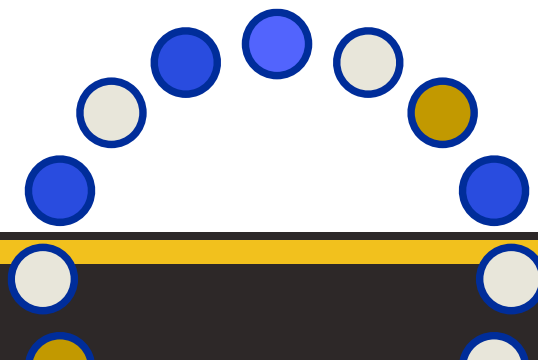


# **The Relationship Between Audiences and Media Producers**



# There are 2 characteristics

- Traditional approach: Before the emergence of social media
- Digital era approach: After the widespread use of social media





# Traditional Approach

- The traditional era or conventional format of mass communication, where media producers such as television stations, newspapers, film studios, and radio stations.
- Controlled the entire content production process, from planning and story selection to content distribution.
- While the audience functioned merely as "passive receivers" (Passive Audience) with no direct influence on the production process.



# The Relationship Between Audiences and Media Producers

## Key Characteristics

### 1. One-Way Communication

- Message transmission occurred only from media producers to audiences, without channels for audience feedback
- Examples include television news, radio, newspapers that disseminated information without opportunities for direct audience participation





# Key Characteristics

## 2. Media Producers as Content Gatekeepers

- Producers determined which news should be disseminated, which stories had value, meaning audiences had very little influence on these decisions
- For example, news editors decided which events deserved to be presented through media

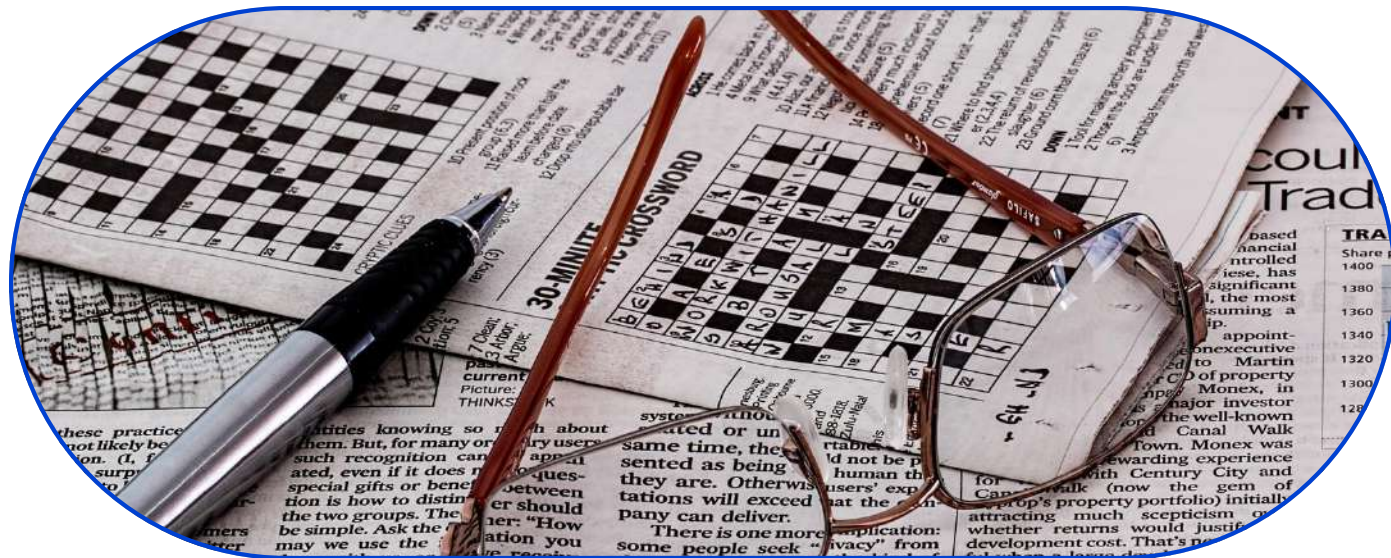


# The Relationship Between Audiences and Media Producers

## Key Characteristics

### 3. Audience Role as Message Recipients Only (Passive Audience)

- Audiences were like empty vessels receiving information directly without questioning
- For example, early advertising focused on instilling values without allowing audiences to criticize
- This included government policies communicated through media, establishing social guidelines solely through government channels, without opportunities for audience feedback

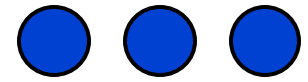




# Key Characteristics

## 4. Content Distribution through Mainstream Media (Mass Media Distribution)

- Information dissemination relied on major platforms such as television, radio, cinemas, and print media
- Audiences had no power to select content or determine media directions

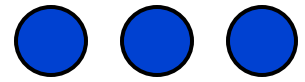


## The Relationship Between Audiences and Media Producers

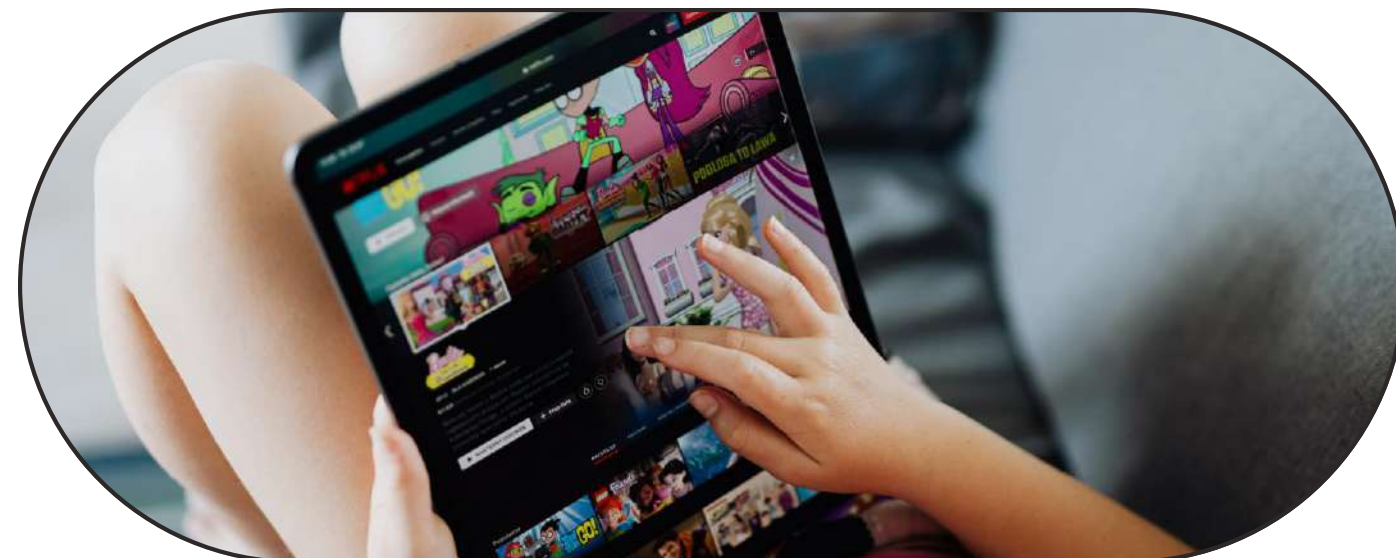


# Digital Era Approach

- In the digital era, the relationship between audiences and media producers has transformed
- Whereas media producers in the past were the sole controllers of content and distribution, while audiences were merely recipients without influence
- Digital era audiences can participate and have increased roles in terms of expressing opinions, sharing content, and creating their own content

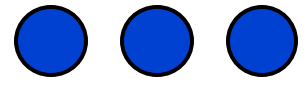


# Key Characteristics



### 1. Audience Engagement

- Audiences can express opinions or interact with published content through comments on various platforms such as YouTube, Twitter, or Facebook
- Audience criticism can push media producers to accept suggestions or improve content based on audience feedback
- For example, audiences can express opinions about series finales and films, and these opinions may influence decisions regarding the creation of subsequent seasons or sequels



## The Relationship Between Audiences and Media Producers

# FAST & FURIOUS

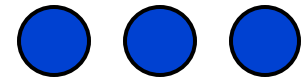
- Referenced from Tomatometer
- website scores Has 10 main installments
- 1 spin-off



# DISNEY'S SNOW WHITE

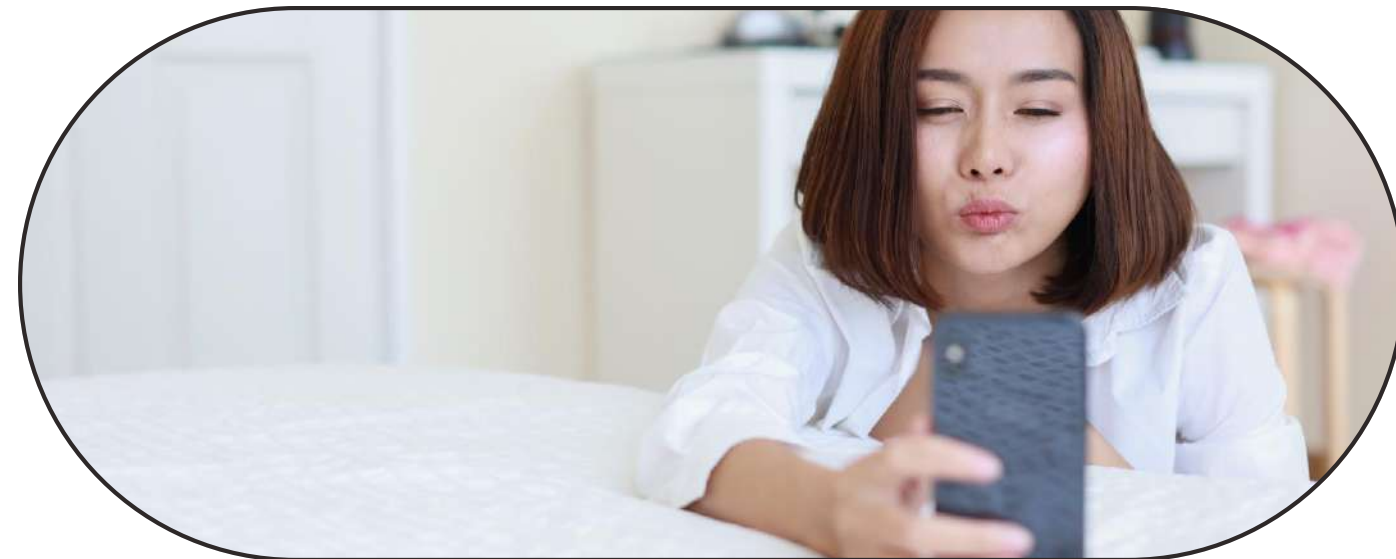
- Referenced from Tomatometer website scores
- Production budget of 240 - 270 million US dollars
- Latest total revenue of 87.3 million US dollars





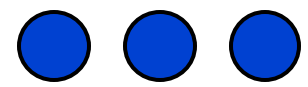
## The Relationship Between Audiences and Media Producers

# Key Characteristics



### 2. Sharing and User-Generated Content

- Digital era audiences can share content they enjoy across various social media platforms, enabling rapid and widespread information distribution
- They can create their own content and share it with others through various platforms, such as product review videos or memes, which may gain acceptance or become major trends on social media
- For example, viral clips on TikTok can make content achieve peak popularity in a short period of time



## The Relationship Between Audiences and Media Producers





# **The Influence of Audiences on Media Production**

## The Influence of Audiences on Media Production

- Audiences affect producers' decisions through:
  - Media consumption behaviors and market demands
  - Expressing opinions, ratings, and view counts
  - Statistical data



# 1. Media Consumption Behaviors and Market Demands

- Refers to how audiences select content types and methods of media consumption
- Such as watching TV programs through digital channels or choosing to view series via various streaming platforms like Netflix
- Monitoring these behaviors enables producers to analyze and respond to audience demands
- If audiences tend to increasingly watch certain types of series during a particular period, such as fantasy or sci-fi series, media producers may decide to produce more of this content type to attract viewers

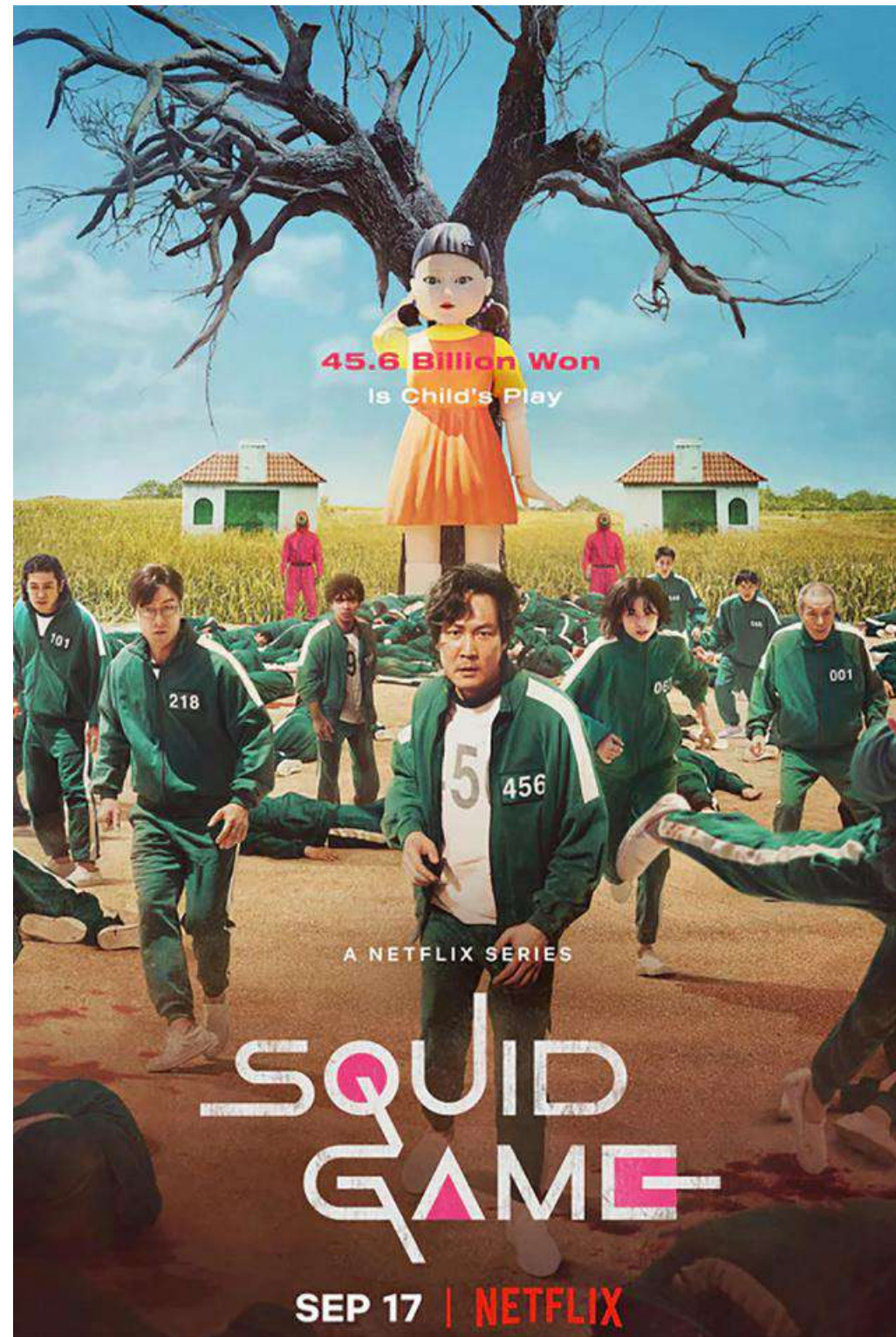
## Korean Series

- The growth of K-pop and Korean series over recent years is partly due to strong fan bases and responses from international audiences, which have encouraged Korean producers to increase production of content suitable for foreign fans
- For example, Squid Game, which gained immense popularity in many countries, with international viewers playing a crucial role in driving the series' success, resulting in consideration for filming Season 3
- Analysis of data from streaming platforms such as Netflix and reception from global audiences has led to adaptation in Korean series production to meet global market expectations

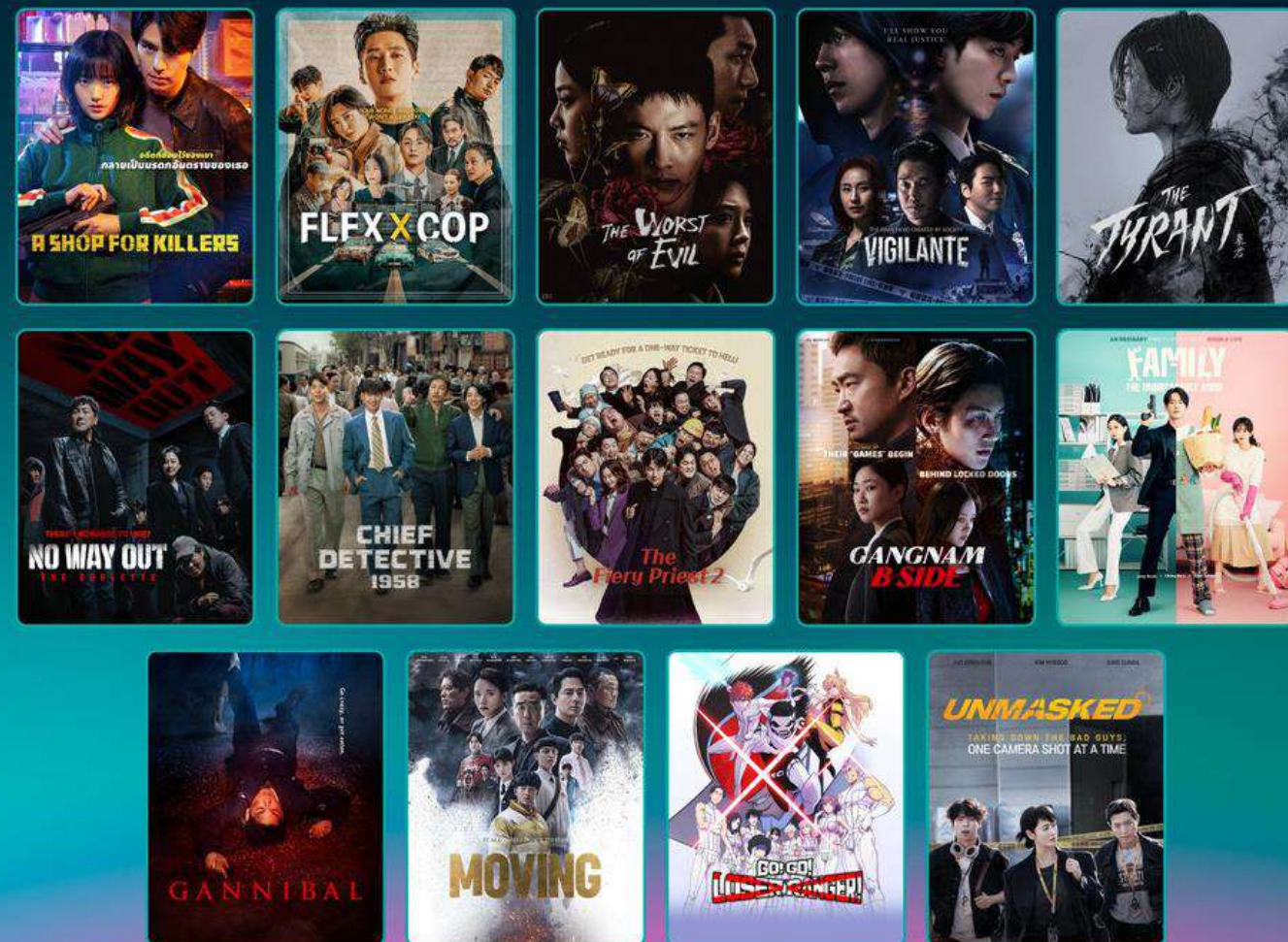


# Squid Game

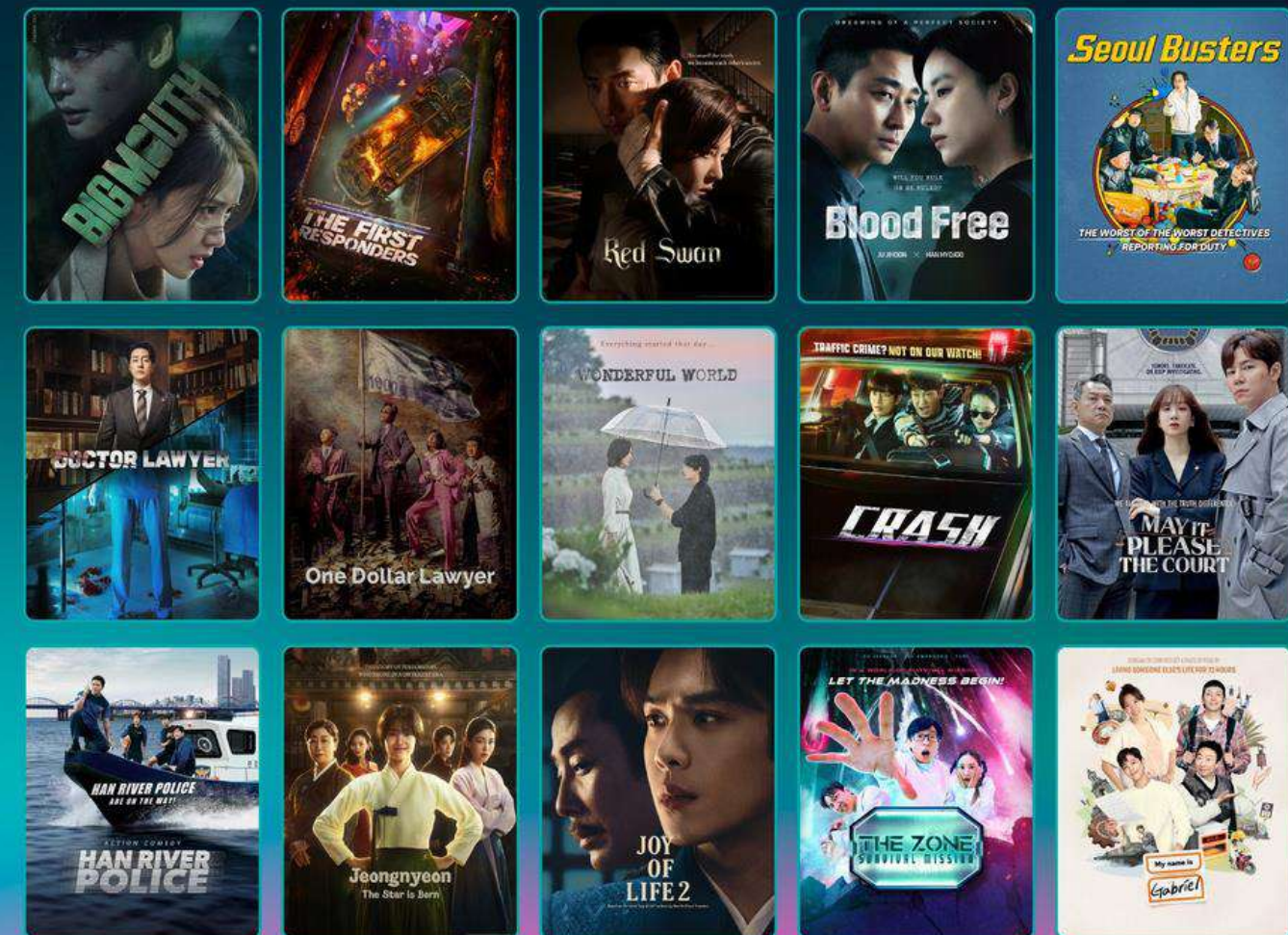
## The Influence of Audiences on Media Production



★ สายบู๊ແລກ ★  
★ ทุกซัดจำกัดความมันส์ ★



★ สายสนุกครบรส ★  
★ กลมกล่อมทุกความรู้สึก ★



## 2. Expressing Opinions, Ratings, and View Counts

- Audience feedback through various channels such as social media comments or content reviews via platforms like IMDB, Rotten Tomatoes
- Enables media producers to receive direct suggestions and opinions from audiences, which can be used to improve or modify future content production
- For example, audience criticism of series or films, such as criticism of Game of Thrones Season 8, which allowed producers to hear fans' voices and led to discussions about changing production approaches in subsequent seasons
- Another example, viewers may express opinions through social media by using specific hashtags or organizing online campaigns, such as #ReleaseTheSnyderCut from fans that influenced producers' decisions



## The Influence of Audiences on Media Production

Game of Thrones SS 8



The Influence of Audiences on Media Production



#ReleaseTheSnyderCut



## Low Ratings May Lead to Cancellation

- Ratings and view counts are important indicators for media producers when deciding whether to expand a product or cancel any project in cases where ratings are low or views don't meet expectations
- For example, Firefly (2002), despite being appreciated by some audience groups, was canceled shortly after airing due to low ratings
- And Sense8 (2015-2018), a Netflix series praised by fans, was canceled after Season 2 due to low ratings and high production costs
- Decisions to cancel or create content based on ratings or view counts help producers adjust plans and determine production strategies according to audience interests in the market to avoid losses



### 3. Statistical Data

- Statistical information or data derived from analyzing audience behavior through digital data collection, such as tracking viewing, clicking, content selection choices, and demographic information like age, gender, location, or occupation, plays a crucial role in media producers' decision-making
- For example, streaming platforms like Netflix or Spotify use statistical data to recommend content that matches viewers' interests by observing viewing behaviors and using algorithmic data to curate programs that viewers might enjoy
- Another example is the use of Analytics Tools or other data analysis instruments to collect information on website visits or application usage, enabling producers to adjust content according to behavioral data, such as if viewers in a particular area show interest in a specific type of content, producers can modify content or promotions to target that audience

# ANALYTICS TOOL

BY FANPAGE KRAMA

## Metrics Overview

 Adjust



Name	Page Performance Index	Fans	Follower Growth (in %)	Post interaction rate	Posts per day	Reach per day	Interactions per impression
 <b>Eyeta</b> @eyetaeyeta	30%	1.3M	0.076%	0.47%	2.5	☆	☆
 <b>Gamgy makeup</b> @gamgymakeup	1.0%	784k	-0.082%	0%	0	☆	☆
 <b>Soundtiss</b> @soundtissmakeup	6.0%	890k	0.026%	0.22%	1.0	☆	☆

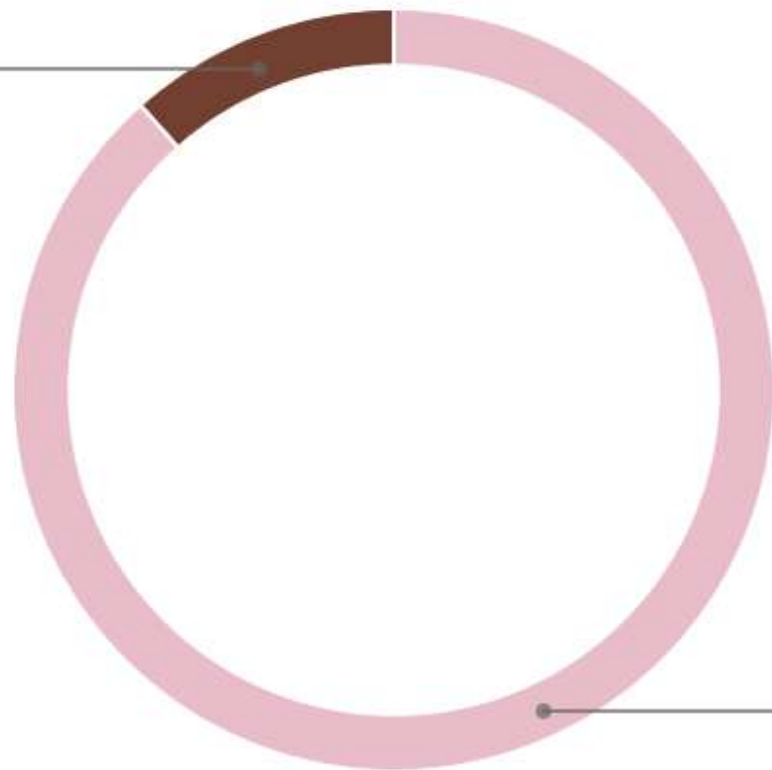
# ANALYTICS TOOL

## BY FANPAGE KRAMA

### Share of Interactions

Which profile got the most interactions on their posts?

Soundtiss  
11.6%

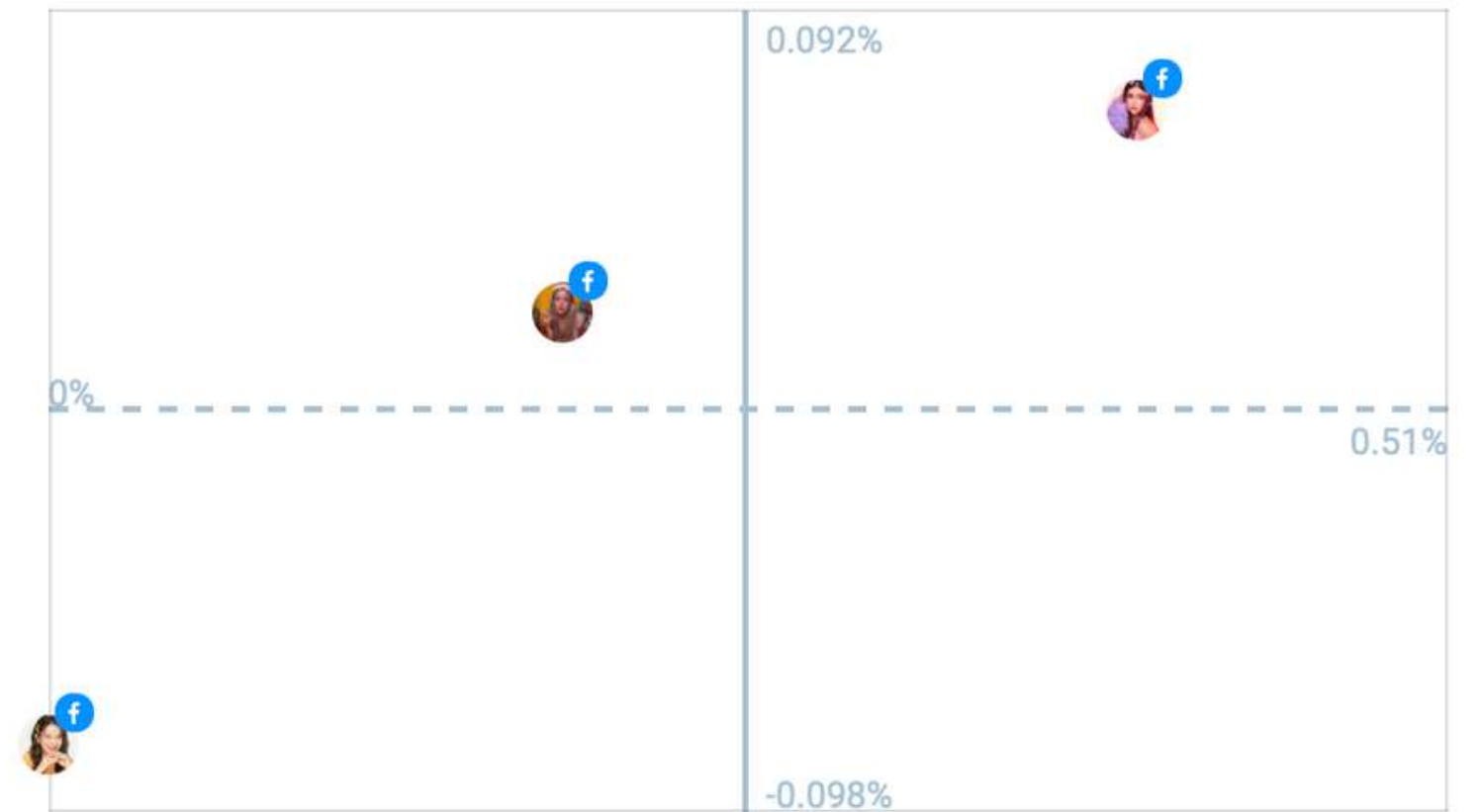


Eyeta  
88.4%

### Follower growth and engagement

Adjust

The further to the right a profile is, the higher its post-interaction. The further up, the faster the profile grows. The most successful profiles can be found at the top right.



--- Post interaction rate — Follower Growth (in %)

## Summary

- In the digital era, audiences are no longer merely message recipients but can influence producers' decisions through consumption behaviors, expressing opinions, and statistical data that can be used to improve or determine future media production approaches
- Media producers can use this information to make their produced content more relevant and responsive to audiences
- Such as creating series or films that align with the interests of different audience segments to produce quality media that meets viewer demands and generates profit

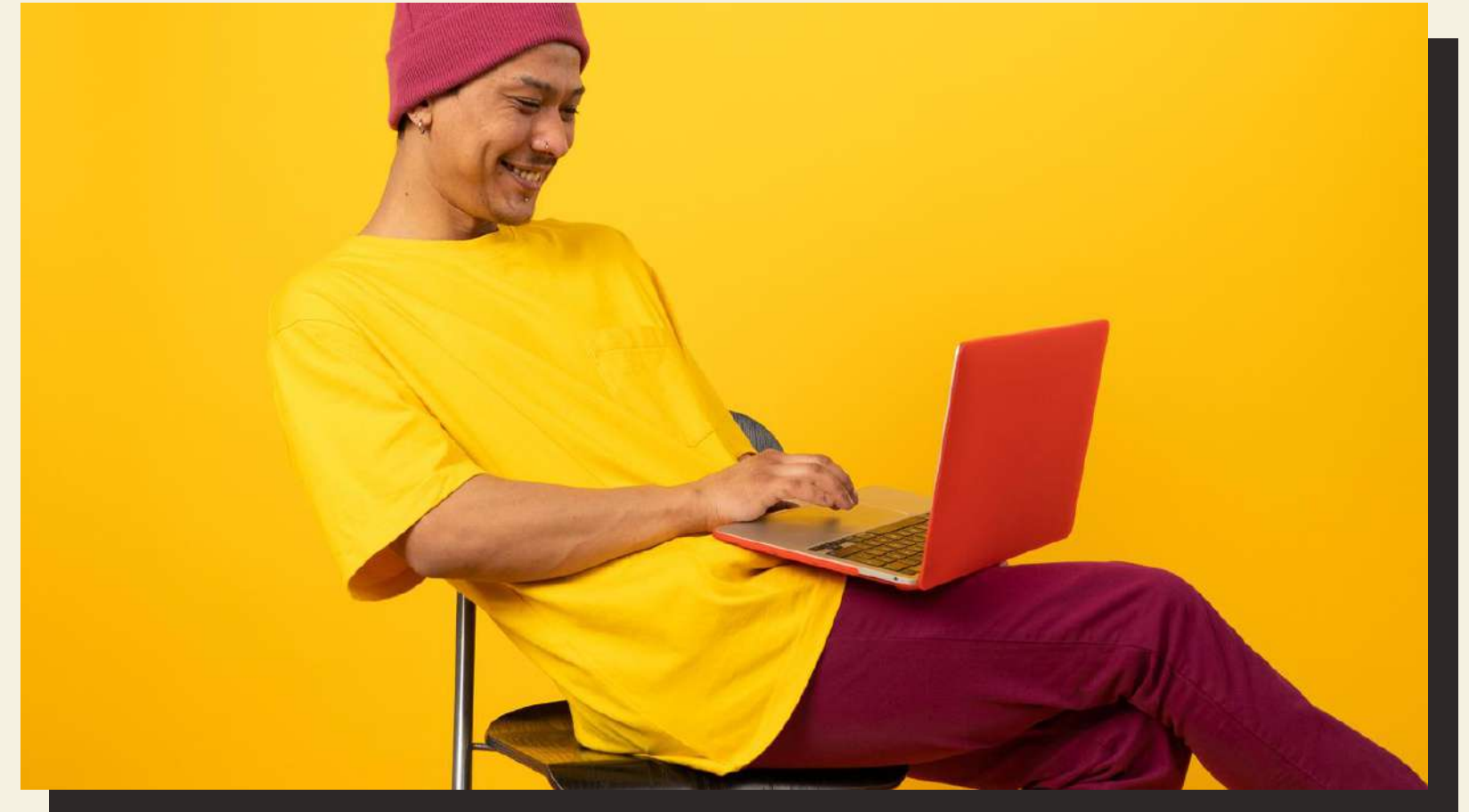


**Impact**



# Positive and Negative Impacts of Audience Influence

- The connection between audiences and media producers has become closer and more open
- The influence of audiences on media production has both positive and negative impacts
- Which can affect the media creation process in multiple dimensions, both in terms of developing content diversity and tensions that may arise from audience opinions and expectations





# Positive Impacts

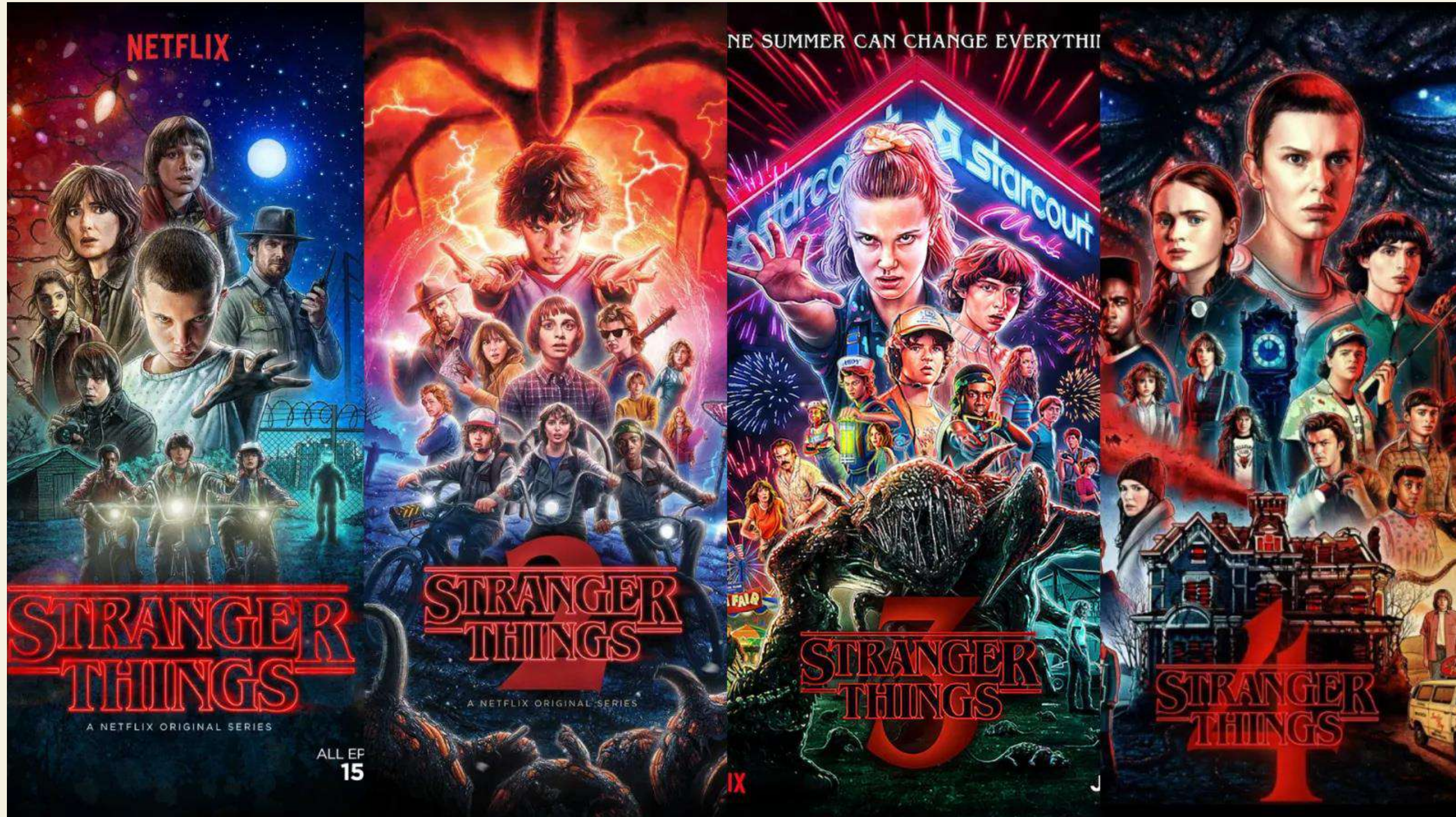






The Stranger Things series is creating Season 5

Impact





## 2. Creating Opportunities for Small Producers to Present Their Work

- The proliferation of online platforms such as YouTube or TikTok has created opportunities for small producers or independent content creators to more easily present their work to large audiences without necessarily going through intermediaries or large companies
- For example, the YouTube platform helps independent content creators present all types of work, from artistic performances and educational content to storytelling





**มิสเตอร์บีสต์**  
 @MrBeast · ผู้ติดตาม 377 ล้าน คน · วิดีโอ 856 รายการ

ไปดู Beast Games "ได้แล้ว" <https://unfur.ly/BeastGames> ...เพิ่มเติม  
[unfur.ly/BeastGames](https://unfur.ly/BeastGames) และอีก 3 ลิงก์

ติดตาม   สมัคร


หน้าแรก   วิดีโอ   Shorts   โพสต์   🔍



ผมรอดชีวิตจาก 5 สถานที่ที่อันตราย...  
 การดู 39,007,684 ครั้ง · 1 วันที่ผ่านมา

มันน่ามากที่เราทำแบบนี้

ไปหาซื้อ Feastables Creamy Peanut Butter Cups ของเราได้ที่ Target, Walmart และ 7-Eleven ทุกแห่งทั่วอเมริกา 🇺🇸  
<https://fstbls.com/5mj6dv...>  
 อ่านเพิ่มเติม




**T-Series**  
 @tseries · ผู้ติดตาม 289 ล้าน คน · วิดีโอ 2.2 หมื่น รายการ

"Music can change the world". T-Series is India's largest Music Label & Movie S...เพิ่มเติม  
[youtu.be/XjpgwSQa9B4](https://youtu.be/XjpgwSQa9B4) และอีก 4 ลิงก์

ติดตาม

หน้าแรก   วิดีโอ   Shorts  ไลฟ์สด   พอดแคสต์  เพลย์ลิสต์   โพสต์   🔍 >



**Laal Ferrari (Video): Amruta ...**  
 การดู 43,419 ครั้ง · 2 ชั่วโมงที่ผ่านมา

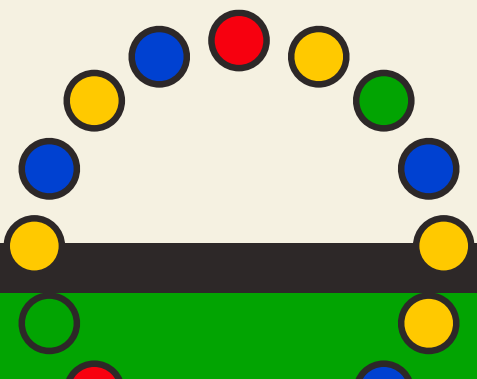
Get ready for Gedi! Presenting the New Track "Laal Ferrari" by Amruta Fadnavis. Feat. Sanam Johar & Shruti Sinha.

T-Series Presents "Laal Ferrari"  
 ...  
 อ่านเพิ่มเติม



### 3. Creating Content Diversity

- The ability of audiences to express opinions and influence produced content has led to diversity in the types and approaches of presented content
- Especially in terms of culture and perspective diversity, which makes media more varied and able to cover a wider range of audience needs
- For example, the emergence of Korean series that have gained worldwide popularity, or performances by artists from various cultures, or Chinese, Thai, and Japanese idol debuts, which receive support from fans and viewers interested in cultural diversity



● ● ● Artists from diverse cultures

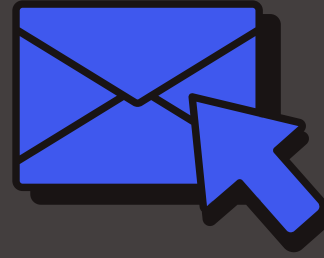
Impact



● ● ● Artists from diverse cultures

Impact





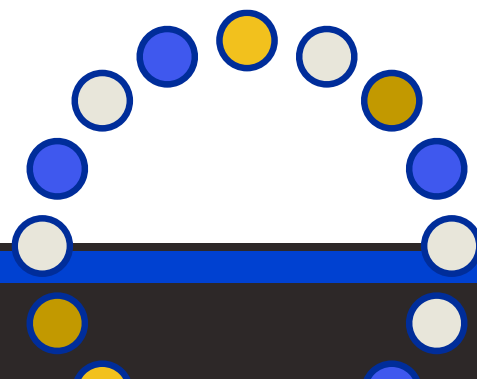
# Negative Impacts





# 1. Lack of Creativity

- When producers must respond excessively to audience opinions, adapting content to please viewers may cause content to lack the artistry and creativity it should have
- This may result in content that cannot reflect the creator's identity or lacks depth
- For example, changing content or adjusting the tone of movies or series according to mainstream audience opinions may cause the loss of artistic value and storytelling from the producer's original perspective



- ● ● BL series that are unlike their original versions, containing only love scenes while the main content disappears

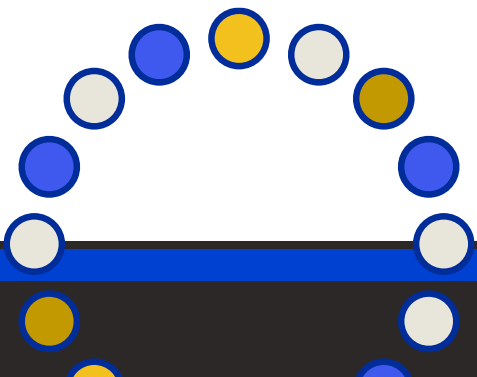
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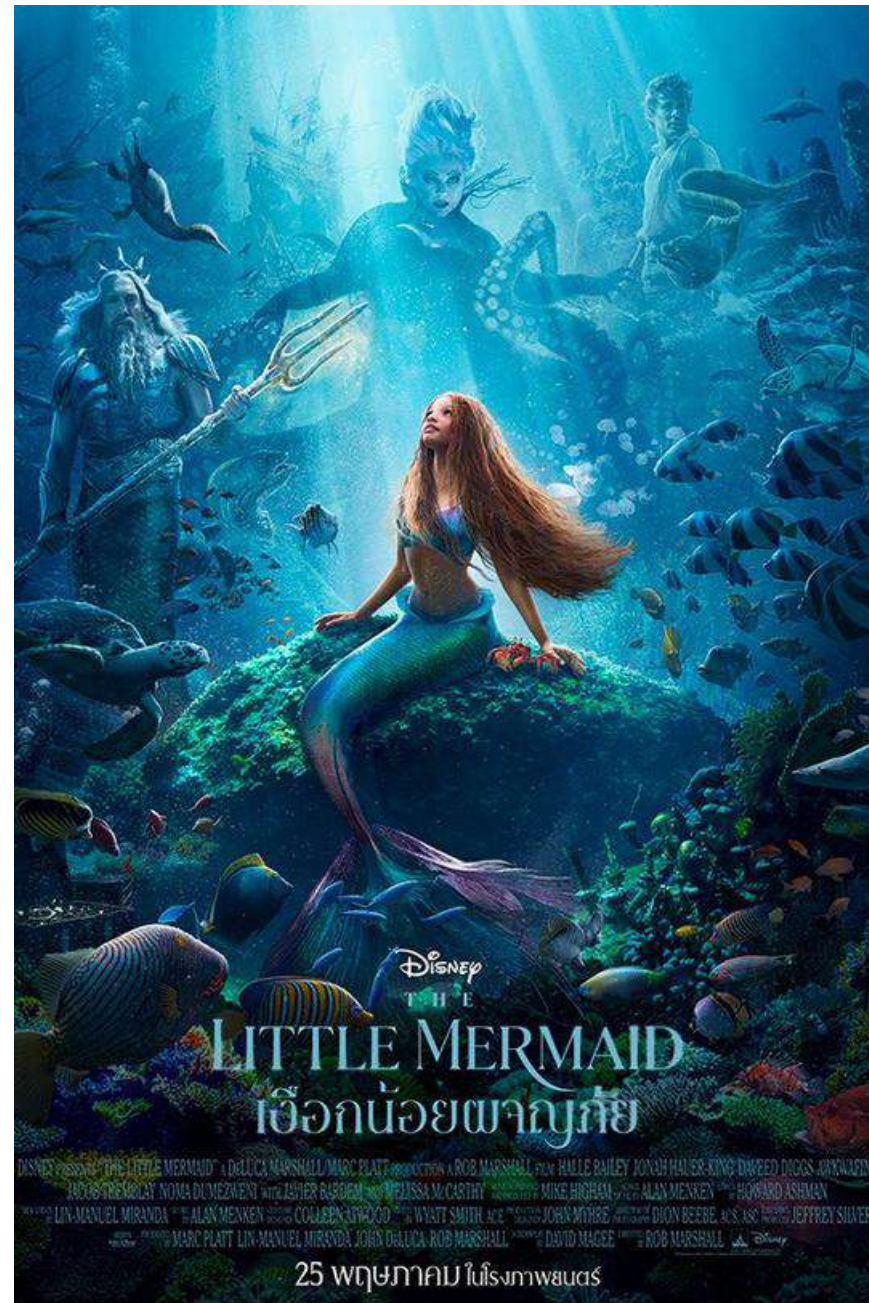
## 2. Toxic Fandom

- When viewers or fans have extreme opinions and demand what they want at unreasonable levels
- This may lead to "Toxic Fandom," which refers to groups of fans who use pressure or unfriendly opinions to change content or media producers' decisions
- For example, fans of certain movies or series may voice negative criticism toward creators when the content or storytelling approach doesn't meet their expectations, which may create tension and reconsideration of production decisions



● ● ● Movies that are unlike their original versions

Impact



# ● ● ● Movies that are unlike their original versions

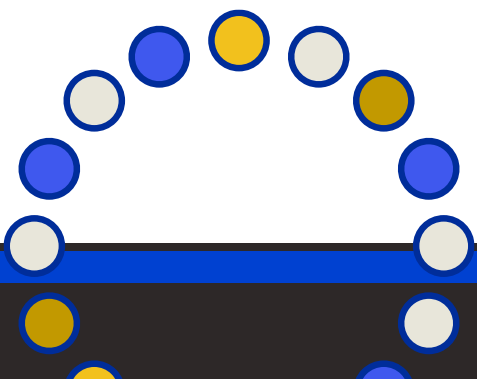
Impact





### **3. Social Media Trends May Cause Media Content to Change Due to the "Loud Voices" of Certain Groups**

- When media producers turn to social media opinions for decisions to change content or project direction, content may be altered according to the loud voices of certain viewer groups who exert heavy pressure, but do not reflect the needs of the majority of viewers





## Impact

- For example, Sonic the Hedgehog (2020): The character design was changed due to fan criticism
- When the first trailer for the Sonic the Hedgehog movie was released in 2019, many viewers heavily criticized Sonic's character design for looking strange and unlike the original video game version, causing a wave of criticism on social media
- The production team decided to delay the film's release date and redesign Sonic to more closely resemble the original game version, which ultimately resulted in the film receiving more praise after the changes





- For example, Star Wars: The Rise of Skywalker (2019): Content changes due to fan reactions
- After Star Wars: The Last Jedi (2017) was released, some fans criticized the film's content for destroying original characters and changing the storyline too drastically, resulting in heavy pressure from fans for Disney and Lucasfilm to change the approach of the next installment
- Impact: Star Wars: The Rise of Skywalker (2019) was created with more emphasis on pleasing the original fan base, leading to changes such as the resurrection of Emperor Palpatine and reducing the role of new concepts introduced in the previous film





# Future Trends



# Future Trends in Media Production Driven by Audience Behavior





# Future Trends in Media Production Driven by Audience Behavior

- Currently, audience behavior plays a crucial role in determining the direction of media production, and future trends will make audiences increasingly influential
- With technologies that enable deeper and more accurate data analysis, media producers must adapt to market demands, such as:
  - Producing content that better targets specific audiences
  - Using AI technologies and Big Data to track and predict popularity trends



# Future Trends in Media Production Driven by Audience Behavior

- Also including media production processes, such as:
  - More niche content production: Media will be developed to respond to more diverse audience groups, such as LGBTQ+ series, Asian-style films, or specialized documentaries
  - Metaverse and VR/AR Content: Virtual reality technologies will allow audiences to engage with content in new ways, such as attending concerts in the Metaverse
  - Interactive media with choose-your-own-ending formats, such as Black Mirror: Bandersnatch, which allows viewers to participate in determining the storyline



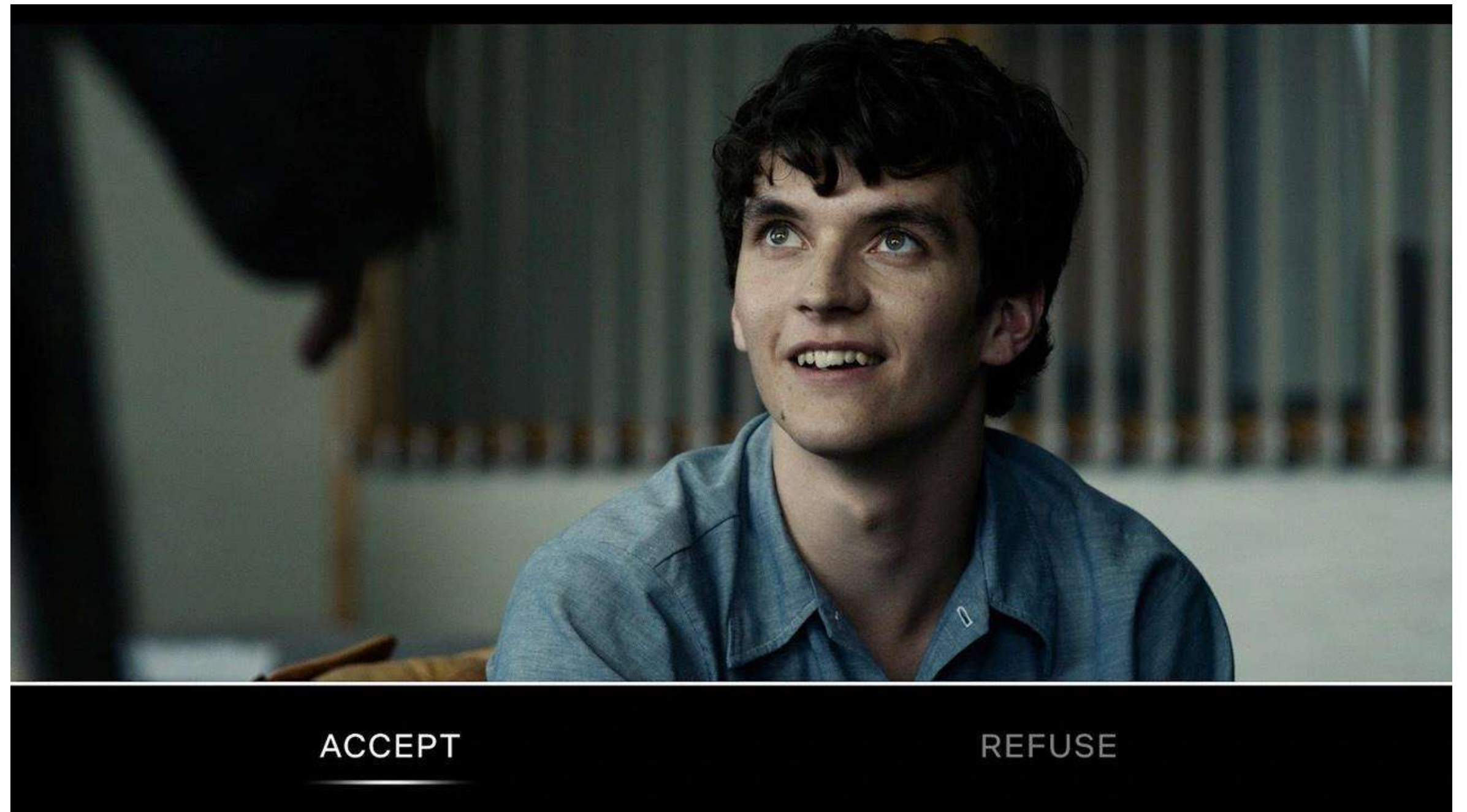
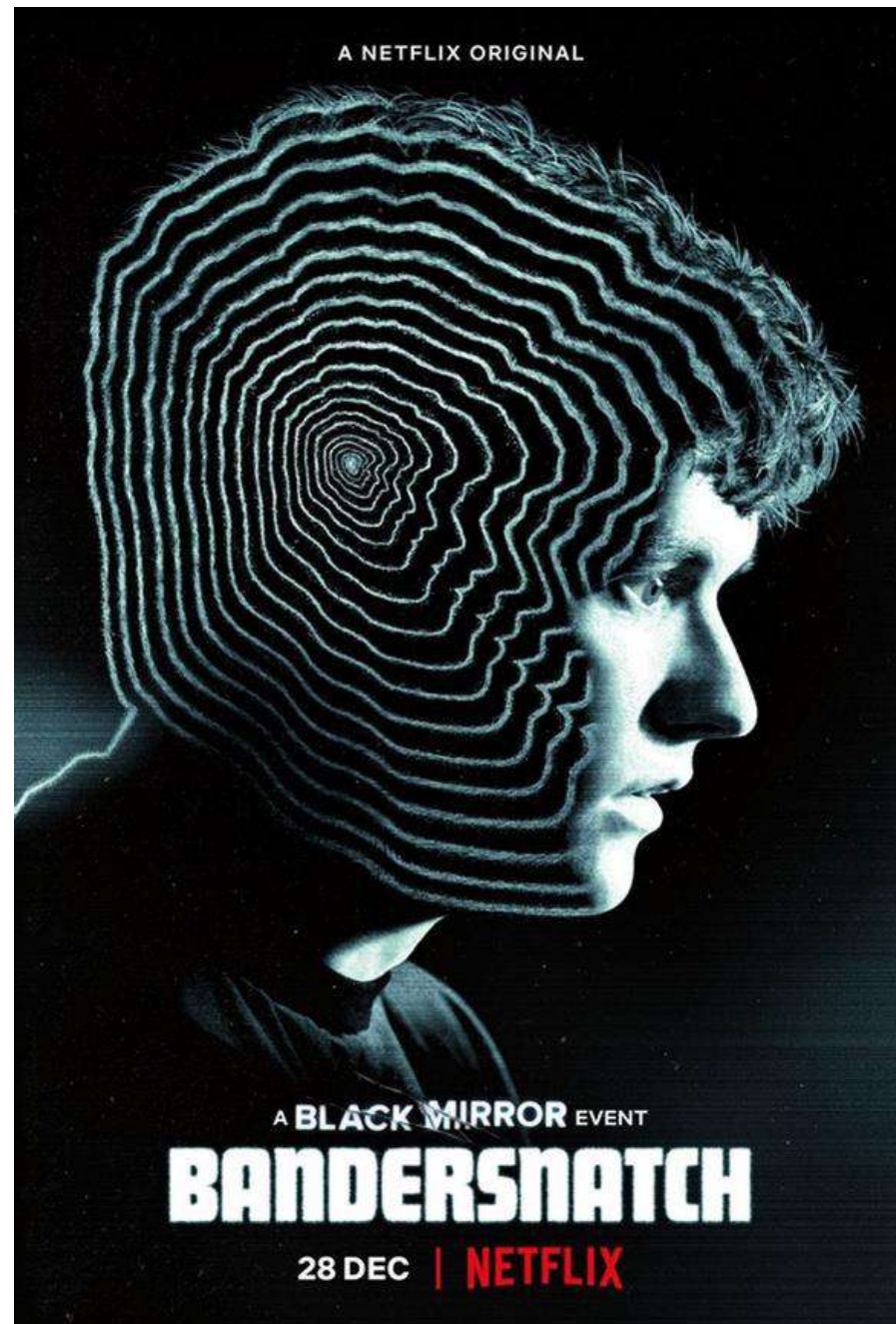
# Attending Concerts in the Metaverse

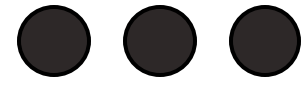
Future Trends



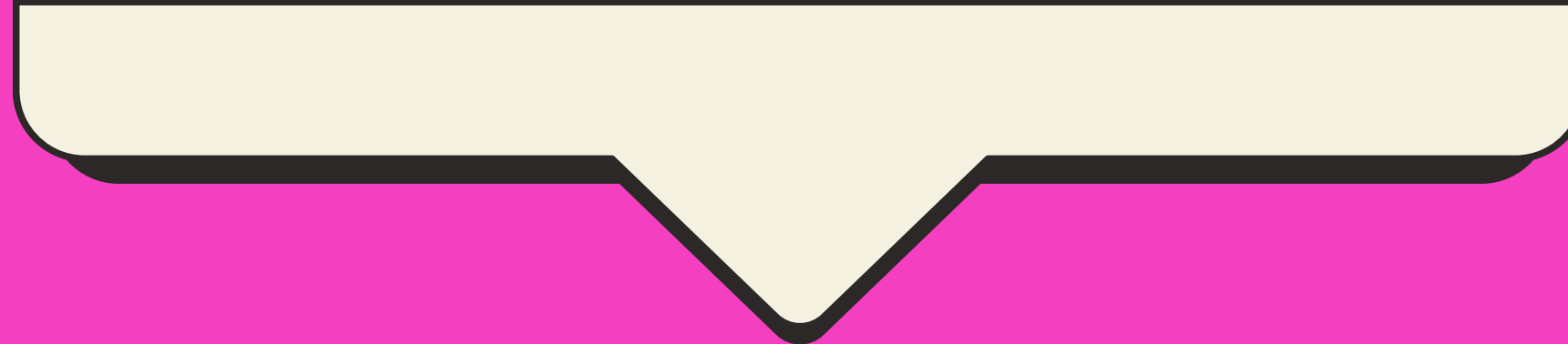
● ● ● **Black Mirror: Bandersnatch**

Future Trends





**We may be entering an era where  
audiences are not just message recipients  
but truly content determiners**



**THANK YOU**  
Don't hesitate to ask any questions.

