

The Role of Social Media that Affects the Election of Members of the House of Representatives in 2023, Thailand

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ABSTRACT

This research article aims to study the role of social media in affecting the election of members of the House of Representatives in 2023, Thailand in 2 aspects: (1) the ability to access the use of social media (2) Role and influence on people's political awareness and participation before the election during the campaigning period of political parties and after the election by collecting information from related documents, including documents, research reports, articles in magazines, journals, newspapers, information from internet websites.

The research results found that (1) the Ability to access the use of social media Thai people have internet access of 61.2 million people in 2023 an increase of 13.7 million people from 47.5 million people in the previous five years. Thai people's access to the internet has expanded from 2019 (67%) rising to 85% in 2023. The cause is from both the private sector and service providers expanding their coverage areas throughout the country including government policies that distribute the internet to remote or marginal areas that are more accessible. This causes the use of social media to be high as well. There are 52.3 million social media users.

The Facebook and Line applications are still popular social media namely Facebook (93%) and Line (88%). TikTok started gaining strength in the last 1-2 years, increasing from 2020 at a proportion of 36% to almost 80%. In the last two years, the number of social media users in the age range of 34-44 years, 45-54 years, and 55 years and over has increased significantly.

The data transmission speed of the Internet network is also an important factor affecting Internet access, both fixed broadband internet and mobile internet usage, which increased to 39.5/13.4 Mbps (Information as of April 2023). Compared to all over the world Thailand has home internet speeds ranked 4th in the world and 15th for mobile internet (Information from Ookla Speed Test). The behavior of Internet users in Thailand in 2023 found that on a weekday, internet usage averages 11 hours and 23 minutes per day, an increase of 1 hour 31 minutes from last year, on holidays, internet usage is 11 hours and 29 minutes per day, The internet user Gen Y (age 20-39) used the internet the most at 12 hours 26 minutes, followed by Gen Z (age 20 and under) at 12 hours 8 minutes, while Gen X (age 40-55 year) amount 10 hours 20 minutes, as for baby boomers (aged 56-74 years), their internet usage was 8 hours and 41 minutes, respectively, from this behavior it may be an additional factor to increase even more the number of people using social media. (2) Role and influence on people's perception and participation in politics before the election during political party campaigning and after elections. Thai political parties in 2023 have a total of 67 parties. In the election of 2023, Thai political parties use social media it is more than ever compared to the election of 2019.

The benefits of social media in politics especially during the election campaign period

1. Make it possible to know political movements with each other in real-time 2. Politicians can express themselves, especially their clear political vision and ideology, through social media without limitations of time and place and without having to rely on mainstream media. 3. Able to expand the scope of relationships between citizens and politicians from the online world to the real world more easily. The 2023 election has received a lot of attention from people all over the country especially trending on social media with mentions of the 2023 elections political parties, and policies, including prime minister candidates. This election the top 5 political parties that are mentioned and

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receive the most attention are 1. Move Forward Party 2. Pheu Thai Party 3. United Thai Party 4. Bhum Jai Thai Party 5. Palang Pracharath Party.

Keywords: *Social Media; Members of the House of Representatives; Elections.*

INTRODUCTION

The elections for members of the House of Representatives in 2023 in Thailand on the past 14 May 2023 it is considered an important election in Thailand that reflects change in both economic, social, and Thai politics caused by the new generation There are 11 million people eligible to vote in this election for the first time or accounting for approximately 20% of the country's more than 50 million voters and is mainly driven by new media such as social media. Therefore, there are important changes from this election. is the use of social media to drive the issues that each political party wants to communicate to the people. The increase in the new generation having the right to vote this time is an important factor in deciding the election results. The information from the Office of the Election Commission of Thailand found that more than 75 percent of people came to exercise their rights in this election.

This is the highest number of people exercising their rights ever. It shows the interest and enthusiasm of the people in coming out to exercise their rights which is not just fulfilling the duties of citizenship specified in the constitution but it is an expression of the need for change through going to the polling booth. Social media plays a role and influences people's political awareness and participation both before the election or during the campaigning period of political parties and after the election. It can be said that it is an important tool that helps create election trends and at the same time it is an area that makes political competition change from the old way whether it is the occurrence of "Natural election campaigners" or images of driving political change via Twitter hashtag recently including now there may be a trend of new stories coming in continuously.

Therefore, from the role of social media as mentioned including the novelty of Thai politics caused by the influence of the new generation and social media therefore interested in researching the topic of the role of social media that affects the election of members of the House of Representatives in 2023, Thailand.

Objectives of the research

To study "the role of social media in affecting elections members of the House of Representatives in 2023 in Thailand, in 2 aspects namely (1) Ability to access social media (2) Role and influence on people's political awareness and participation before the election political party campaign period and after the election.

RESEARCH METHODOLOGY

The research was survey research conduct research by analyzing data from relevant documents by collecting information from relevant sources including the document, research report, articles in magazines, journals, newspapers information from internet websites of the Electronic Transactions Development Agency (ETDA), Office of the Election Commission of Thailand including websites of various political parties.

RESEARCH RESULTS

The research results found that:

(1) Ability to access social media Currently, 61.2 million Thai people are accessing the internet and there are 52.3 million social media users

Facebook and Line are still popular social media. Thailand has 61.2 million internet users in 2023, up 13.7 million from 47.5 million in the previous five years. It is driven by both the operations of service providers and government promotion. Thai people's access to the Internet has expanded from 2019 (67%) to 85% in 2023 from both the private sector and service providers have expanded their coverage areas throughout the country including government policies that distribute the Internet to remote or marginal areas more accessible this causes the use of social media to be high as well, including Facebook (93%)

Line (88%) is still a popular social media for Thai people.

As for Tiktok, it started to gain strength in the last 1-2 years, increasing from 2020 from 36% to almost 80% in the last 2 years.

At the same time, the number of social media users in the age range of 34-44 years, 45-54 years, and 55 years and above has increased significantly.

In addition, the data transmission speed of the internet network plays an important role in affecting internet access either fixed broadband internet or home internet currently download and upload speeds are 204.3/175.9 Mbps as well and mobile internet usage increased to 39.5/13.4 Mbps. (Information as of April 2023) compared to all over the world Thailand has home internet speeds ranked 4th in the world and ranked 15th for Mobile Internet (information from Ookla Speed Test)

(2) Internet user behavior in Thailand

The report on survey results of Thailand Internet User Behavior 2020 from the Electronic Transactions Development Agency (ETDA) it was found that on weekdays, the average internet usage was 11 hours and 23 minutes per day an increase of 1 hour 31 minutes from last year on holidays, internet usage is 11 hours and 29 minutes per day decreased from last year by 6 minutes. When dividing internet users by generation, it was found that:

Gen Y (ages 20-39) used the internet the most at 12 hours 26 minutes secondary is Gen Z (younger than 20 years old) at 12 hours 8 minutes while the Gen X group (Age 40-55 years) 10 hours 20 minutes as for Baby Boomer (age 56-74 years) internet usage was 8 hours and 41 minutes, respectively. The reason the overall number of hours of internet use on weekdays has increased and Gen Z and Gen Y who are in school/working age are the group that uses the internet the most on average per day. This is partly due to the COVID-19 pandemic situation where there are measures to close educational institutions to teach online and most organizations have a work-from-home policy, causing many people to change their study style, work is increasingly online from such behavior, it may be an additional factor to increase the number of social media users.

Internet users in Thailand are those who use the signal networks from each service provider such as True, Dtac, NT, and AIS that connect through devices such as smartphones, tablets, computers, etc. in communicating through social media, whether it is a platform or communication applications through chat, calling, or sending pictures and videos such as Facebook, Instagram, Line, Tik Tok, YouTube, or ordering things online. or follow the news through the website television or various platforms it is not limited by gender or age just having a communication device and the internet can use it.

Overview of Internet usage statistics around the world in 2022 overall, the overall statistics of Internet usage around the world in 2022 found that the current world population is 7.91 billion people the growth rate is 1.0%, and more than 57% live in urban areas and more than 2 out of 3 use a mobile phone (Smartphone) and it was found that at the beginning of 2023, the number of internet users around the world increased to 4.95 billion people. This puts internet access at 62.5% of the world's total population.

Thailand, overview of Internet usage statistics of Thai people 2022 Overall, Thai people spend an average of 7 hours and 4 minutes per day on the Internet by people who live in the Bangkok area Internet usage is up to 10 hours and 5 minutes in the northeastern region The time spent on the internet is not much different in the central and northern regions the average time is 6 hours 59 minutes, 6 hours 45 minutes, and 6 hours 17 minutes, respectively. The southern region used the internet the least, with an average of 5 hours and 35 minutes. The generation that used the internet the most in 2022, Gen Y (age range 22-41 years) has returned to dominate the statistics of Thai people's internet use in 2022 which took 8 hours 55 minutes followed by Gen Z (those younger than 22 years old) which used the internet at 8 hours 24 minutes followed by Gen X (age range 42-57 years) 5 hours 52 minutes and Baby Boomers and up (age range 58 and up) 3 hours 21 minutes.

The occupations that spend the most time on the internet is very interesting new information from a survey of internet user statistics in Thailand 2022, it was found that a group of government officials ranked number 1 with the most internet usage compared to other occupations it was at 11 hours 37 minutes. The information reflects interest including the readiness of government personnel to elevate work to the digital age even more with increased work via electronics the second is the group of students the time spent using the internet was 8 hours 57 minutes next, there is a group of freelance occupations who spend 7 hours and 40 minutes using the internet next will be the business owner. or personal business, which spends 7 hours and 29 minutes using the Internet, and the last group is employees/private employees who spend 7 hours and 6 minutes using the Internet.

The top 10 activities of online society people in order are:

No	online social activities	Percent (%)
1	Consult and receive medical services (book an appointment, and consult a doctor)	86.16%
2	Communicate	65.70%
3	Watch TV programs/clips/watch movies/listen to music	41.51%
4	Watch live broadcasts to purchase products and services. (Live Commerce)	34.10%
5	Make financial transactions	31.29%
6	Read posts/news/articles/books online.	29.51%
7	Receive and send emails	26.62%
8	Online shopping	24.55%
9	Work/meet online	20.67%
10	Play online games	18.75%

The results of the survey of internet use in 2022 of Thai people, Thai people spend up to 1 in 3 of their time per day on the internet Bangkok area still holds the title of high internet usage champion. Gen Y has returned to dominate internet usage statistics, overtaking Gen Z as well, and equally interesting is the government official occupation group it uses the internet the most compared to other occupations and an activity that many people didn't expect is that Thai people will spend the most time on the internet to consult and receive medical services which may be caused by stress, pressure during the recent COVID-19 pandemic including other social problems this causes an increased impact on the body and mind.

(3) Mobile phones are the main device for surfing websites.

Currently, almost 70% of Thai people use mobile phones to surf the website. It shows the popularity of Thai people in using mobile phones as the main device for using the internet and surfing websites and includes other activities. The top 3 websites that Thai people like to visit the most are Google which has nearly 900 million views per month the duration of each visit is nearly 11 minutes and has an average of 8.4 page views per visit. YouTube and Facebook, have 400-500 million views per month which social a Popular place to watch videos like YouTube It has an average visit duration of over 24 minutes per visit and has an average number of pages viewed of 13.5 pages per time. Social media, Thai people have user's social media: 52.3 million users in 2023 representing 1 in 4 of the total population increase of 2.5% from 2019 in the past 5 years the group aged 45 years and over, proportion increased the fastest. It is noted that users of social media at present there will be a higher proportion of women than men. This is different from the past 5 years when these proportions were quite similar. It was found that users aged 35 years and above are a group with a significant increase in the proportion of users in the past 5 years. Note that the duration of use on the average social media day was shortened by nearly 30 minutes, from 3 hours 11 minutes in 2019 down to 2 hours 44 minutes in 2023 partly, there may be an important cause from the increase in users in the age group of 45-54 years or 55 years and over there may be a period spent using social media per day is shorter than younger users. About the use ICT of by people in Thailand in 2021 (Q4)

Thai people may have a desire to spend time with social media decline and come meet and spend more time with the people around them after the COVID-19 pandemic began to subside.

Survey results of the National Statistical Office about the use ICT of by people in Thailand in 2021 (Q4) from a survey of approximately 22.6 million households, it was found that households with computers: 5.8 million households (25.8%) there are 20.1 million households connected to the internet (88.7%) and there are 21.9 million households with mobile phones (96.7%) people have cell phones there is a computer and an internet connection. The results of a survey of approximately 64.0 million people aged 6 years and over found that there are 54.6 million internet users (85.3%) mobile phone users 60.6 million (94.7%) and 55.5 million people with mobile phones (86.7%)

2. Role and influence on perception and political participation of the people before the election political party campaigning via social media.

In the election 2023, Sunday 14 May 2023 voters must mark their choice on ballot number of 2 ballots to select a member of the House of Representatives of electoral district division form (purple card) and party list member of the House of Representatives (green card).

Thai political parties in 2023 have a total of 67 political parties, voters must vote for the party on the green card which is a voting card for the House of Representatives of party list member type only 1 number can be selected for the 2023 election, there are political party numbers as follows:

No.	Party name	No.	Party name	No.	Party name	No.	Party name
1	NEW PARTY (N)	18	CHARTTHAIPATTA NA PARTY (CTPP)	35	ACTION COALITION PARTY (AC)	52	CHAT RUNG RUEANG PARTY (CRR.)
2	NEW DEMOCRACY PARTY (NDP.)	19	THAI NETWORK PARTY (THN.)	36	PHEU CHART THAI PARTY (P.C.T.P)	53	SOCIAL POWER PARTY (P.P.S.)
3	FAIR PARTY (FA)	20	CHANGE (CH.)	37	PALANG PRACHARATH PARTY (PPRP)	54	PARADONRAPHA B PARTY (PDP)
4	THE PARTY OF THAI COUNTIES (PTC)	21	THAIPAKDEE (TPD)	38	PUE THAI RUMPHLANG (PTRL.)	55	THAI PROGRESS PARTY (TPG.)
5	PLUNG SUNGKOM MAI (P.S.M.)	22	UNITED THAI PARTY (UTN)	39	NEW DIMENSION PARTY (ND.)	56	THAI POPULATION PARTY (TPPTP.)
6	THAI TEACHERS FOR PEOPLE PARTY (T.T.P.P.)	23	RUAM JAI THAI PARTY (R.J.T.)	40	PEOPLE PROGRESSIVE PARTY (PRA)	57	POWER THAI PARTY (PWTP)
7	BHUMJAITHAI PARTY (BJT)	24	For the Nation Party (FNP)	41	THAI MORALITY PARTY (THMP.)	58	THAI SOCIAL DEMOCRATIC PARTY (T.S.D.P.)
8	NATION BUILDING LABOUR PARTY (NLP)	25	THAI LIBERAL PARTY (TLP)	42	THAI CIVILIZED PARTY (TCL.)	59	SAVE THE NATION PARTY (SNP.)
9	POWER PARTY (P.)	26	DEMOCRAT PARTY (-)	43	COOPERATIVE POWER PARTY (CO.P)	60	NEW ASPIRATION PARTY (NAP.)
10	THAILAND 'S FUTURE PARTY (TF)	27	NEW PALANGDHARMA PARTY (NPD)	44	RAT WITHI PARTY (RWT)	61	KLONG THAI PARTY (KTP)
11	PRACHACHAT	28	THAI PROMPT	45	THE NEW WAY	62	PALANG THAI

	PARTY (PCC.)		PARTY (TPM)		PARTY (TNW)		RAK CHART PARTY (PTRC.)
12	THAIRUAMTHAI PARTY (TRWT.)	29	PHEU THAI PARTY (PT)	46	THINKAKHAO CHAOVILAI PARTY (TKCV)	63	THAI CITIZEN PARTY (TCP)
13	THAICHANA PARTY (T.C.N.)	30	NEW ALTERNATIVE PARTY (NEWA)	47	THAILAND TOGETHER PARTY (TTP)	64	ZENDAI PARTY (ZDP)
14	CHARTPATTANAKL A PARTY (CPK)	31	MOVE FORWARD PARTY (MFP.)	48	FOR THE THAI FUTURE PARTY (FTF)	65	CHANGE FUTURE PARTY (CFP.)
15	GREEN PARTY (GREEN)	32	THAI SANG THAI PARTY (TST)	49	THAI FOREST CONSERVATION PARTY (FCP)	66	DEMOCRATIC FORCE PARTY (DF)
16	SIAMESE POWER PARTY (SPP.)	33	THAI TO BE ONE PARTY (ONE)	50	THAI PEOPLE POWER PARTY (PLPT)	67	THAI SMART PARTY (TSMP)
17	EQUALITY PARTY (EQP.)	34	THE LAND OF DHARMA PARTY (LDHP.)	51	COMMONERS PARTY (CMP)		

Reference: (1) <https://www.thairath.co.th/news/politic/2693257> (2) <https://party.ect.go.th/>

SOCIAL MEDIA AND THE 2023 ELECTIONS

Election 2023 in the world of social media after being increasingly used as a tool for campaigning by Thai political parties compared to "Election 2019" and the temperature of Thai politics will reach the "breaking point" from the effort to use "strategy to divide the divisions" to find political supporters through social media. In the middle of the voting commotion including Thai people, what methods should there be for dealing with this matter?

Professor Pansak Aphakhajorn, an independent academic Technology and communication gives perspective through conversation with the "Thairath Online Special News Team" Among the various issues are: social media and campaigning for Thai political parties the first point is the benefits of social media in politics especially during the election campaign period,

1. Make it possible to know each other's political movements in Real Time.
2. Politicians can express themselves, especially their own clear political vision and Ideology through social media without limitations on time and place and there is no need to rely on mainstream media.
3. Able to expand the scope of relationships between citizens and politicians from the online world to the real world more easily."

Social media and the election battle of 2019 VS 2023: If comparing the elections between 2019 and the 2023 elections one thing must be accepted first that is, people today use social media significantly more than in the last election. They also tend to use social media to find political news instead of using more mainstream media as well because of this the politicians as of 2023 Therefore, it is necessary to turn to social media almost every platform is a tool for political campaigning along with visiting the area and giving a speech to have more contact with the people.

Then the information from the field visit will be shared on social media and switch to removing content shared on social media announcements to the public to expand public awareness about policy and political stance which is sometimes almost real-time.

The 2023 elections clearly show that various political parties used social media in political campaigns much more than in the 2019 election because it is easy to observe last election received political content, and policy content in the form of hate speech between political poles according to various groups not so much on social media which is different from the 2023 content has been shared content election in many such ways.

THAI POLITICS THROUGH SOCIAL MEDIA IN THE 2023 ELECTION:

The first thing that is very clear is a conflict of policies used in campaigning because it is in the manner one party does it, another party will not do it or the old policy made but the new policy may not be desired or if the original policy was made, I would like to continue doing it must be better or maybe not doing it at all, etc. This issue is considered a signal to the people there is quite a lot of confusion because do not know when something will stop or will things that have been done be canceled. including the new policy that is coming, will it be good or not?

Secondly signs of integration of political groups more clearly through social media which is different from before but nowadays, if we look at various groups on social media platforms, we will see a phenomenon the political divisions are clear.

Thirdly If observing current political party campaigning there will be discourse that divides people into groups like choosing sides to attract their masses and at the same time oppress with something superior opposite side which the results obtained will make those more likely to support themselves have more confidence as for those who are still hesitating might change mind come to live on own side, etc.

Fourth, a phenomenon called politicians compete to do good because we usually don't see politicians come out to the people or come out and show signs of being humble towards the people often in the last 4 years but during this time, it came out to the people especially including a very humble demeanor until it may cause some people there was doubt in his stance.

Fifth, there are signs of attacks and retaliation between politicians and supporters either policy or personal matters. more on social media until it seems that the temperature of Thai politics is starting to become increasingly hot.

Sixthly, spreading rumors fake news, and various distorted news. It has begun to spread more on social media which is sometimes heavy to the point of many distorted until it's hard to distinguish between truth or lies. These things seem to come back every time during the election because it is difficult to filter out all these dangers in the world of social media.

Temperature of Thai politics in the world of social media: another thing that was noticed is content is released in the form of various parodies and satires distributed across various social media platforms leading to a polarizing debate and response to each other with increasingly violent emotions and words it is very worrisome because normally, if people believe these rumors, fake news, distorted news then going to correct wrong beliefs these are very difficult.

because people tend to believe that it must be like this and often view people who differ from their own beliefs as opponents or if it is too serious, might be considered a culprit even though they have been friends for a long time. This is considered a sign of negative political mood on social media platforms which is very bad. In the past, there were survey results of the PEW Research Center in the United States, it was stated that consuming a lot of political news on social media will make people feel more bored with political content in 2016, Americans' boredom with political news was approximately 37%. the liking part is around 20% but in 2019, boredom with politics increased to 46%! from the occurrence of political debates and became a feud between each other to the point of unfriend. In addition, there is another survey in the United States that indicates that supporters of Democrats and Republicans Up to about 16-17% view the opponent as the culprit and think that if it would make the country peaceful must let the other party die from the world so that the problem will be gone. This type of thing should not happen in Thailand.

NEGATIVE EMOTIONS ON SOCIAL MEDIA AND THE 2023 ELECTIONS:

In the 2023 elections, the political mood is negative on social media one interesting piece of information is that people who like to post political information on social media there is only about 20% but these people generate traffic on various platforms many times more than each other this is a result of the hot content that exchanges between them.

LISTEN TO SOCIAL MEDIA DURING THE ELECTION.

Move Forward Party (MFP) is very hot, trending among both candidates and parties.

The 2023 House of Representatives election is an important election in determining the future of Thailand. This election received a lot of attention from the people, especially in online communities or on social media. It reflects the trend of people's awareness towards the election

including the expectations of citizens who want to see change. The election results on 14 May 2023 it is proof that today the Thai social and political context has changed. We cannot ignore the voice of social listening in the online world any longer. The Dataset Company Limited collects data and analyzes it by listening to people's voices in online communities. Via the DXT360 platform by collecting data between 16 April - 15 May 2023, it was found that There were mentions and participation (Engagement) regarding the election as high as 297,603,177 times divided into mentions and engagement via the TikTok platform, 63%, Facebook 18%, Twitter 15%, Instagram 3%, and YouTube 1%.

TikTok is hot and is the channel with the highest engagement.

The Buzz comparison data (number of mentions and total engagement) on each social media channel between 16 Apr. - 15 May 2023. TikTok: has a maximum of 186,393,775 mentions and engagement (Mention & Engagement) or Buzz, accounting for 63% of the total Even though TikTok has the least number of mentions compared to other platforms, on TikTok, engagement can be created from every high participation from pressing Like, click to share the video clip including expressing various opinions (Comments) in this election can't deny that short video clips on TikTok play a very important role in being a promotional area for political parties during the election campaign in the past both positive and negative currents.

Facebook: in the Facebook channel, Buzz swept in second place at 54,729,106 times accounting for 18% because people join in expressing their opinions and press reactions overwhelmingly and want to follow channels that are a source of media from various news agencies It was found that the page "MorningNewsTV3" (Reuxng Lea Chea Ni) and the page "Sorayut Su that sana chin da, news worker" received over 8 million engagements in total over the past month for this election issue.

Twitter: received buzz at number 3, 45,026,759 times, accounting for 15% this is less than TikTok and Facebook but in terms of mentions, Twitter received the largest proportion of all channels. This is because Twitter users often express their opinions by posting tweets, which is more convenient and faster than other channels suitable for users who want to follow news and report live situations in the issue of Election 66, which is a fast trend and must be followed continuously.

Instagram: received buzz 7,468,309 times, accounting for 3%, This is because most people are interested in speeches or debates through various platforms which is suitable for viewing through video which does not quite meet the needs of the Instagram channel that is dominant in image media.

YouTube: the YouTube channel, which is considered the main channel in the video media section received the least amount of buzz at 3,985,168, accounting for 1% compared to other channels. This is because Facebook and TikTok have begun to expand in video media such as Live, short highlight clips from interviews, or debate stages which is a video medium that has a relatively short duration making it easy to access. This is different from YouTube which requires a longer viewing time.

"Moving Forward Party " social media trends are good for both candidates and parties.

The 2023 elections have received overwhelming interest from citizens all over the country

especially trends on social media that mention the 2023 elections, political parties, policies, and candidates for this election The top 5 political parties that are mentioned and receive the most attention are: 1. Move Forward Party 2. Pheu Thai Party 3. United Thai Party 4. Bhum Jai Thai Party 5. Palang Pracha Rath.

Rank	Candidate	Buzz	% Buzz
1	Pita Limjaroenrat	49,020,289	63
2	Prayut Chan-o-cha	18,706,257	24
3	Srettha Thavisin	4,945,940	6
4	Pae Thongthan Shinawatra	4,548,966	6
5	Prawit Wongsuwan	1,016,533	1

Reference: <https://www.dataxet.co/insight-social-trends-thailand-election-2023>

In addition to political parties the candidates who will become the 30th Prime Minister of Thailand also receive not allergic to each other. The names mentioned and received the most attention on social media include Pita Limjaroenrat followed by Prayut Chan-o-cha, Srettha Thavisin, Pae Thongthan Shinawatra, and Prawit Wongsuwan respectively.

Top 10 most discussed hashtags related to the 2023 elections from data analysis it was found that the most mentioned hashtags were: #Election2023 with a total of 209,639,785 buzz times. There is a growth rate from the past 30 days accounting for 513.44% followed by # Moving Forward Party with 111,426,652 buzz times it has a growth rate of 21,927.35%. and #Election2023 has 86,136,040 Buzz times has a growth rate of 5736.04%.

The "Pitha" trend peaks during 20 - 23 April 2023, from collecting and analyzing data throughout 30 days found interesting hints that during the period 20-23 April 2023 'Pitha' received the continuously increasing mentions particularly, April 22 received highest number of mentions, with more than 36,821 times. Most of these come from the issue Quick question, quick answer with 'Pitha Limjaroenrat', prime minister candidate from the Move Forward Party Pitha has shown her wit in answering questions on the program "khon Dang Nung Clear" (Celebrity Sit Clear) of Channel 8 with "Acharn Yingsak Jonglert Jessadawong" is the program operator some parts were cut and posted on TikTok for more than 3 minutes.

It is a demonstration of wit and intelligence as a result, the public admired it greatly. Overall, public opinion said that answering questions smoothly and, shows the party's stance including the ability to answer questions from "Pitha" herself at the same time, on April 23, 2023, Pitha Limjaroenrat posted on her personal Facebook topic 9 agendas for changing Thailand of the "Moving Forward Party" government. This resulted in the post receiving over 71,220 buzz views the main content talks about the Forward Agenda 9 Changes if the Move Forward Party becomes the government will use this Agenda 9 change as the flagship to change a hopeless Thailand to a country with a future along with announcing the main standpoint in joining the government of the Moving Forward Party, simply and briefly: "Mee Lung Mai Mee Rout, Mee Rout Mai Mee Lung" ("There is an uncle, without us" and "There is us, there is no uncle.") Lung: Prayut, Prawit, Anupong

Internet users follow the election results! driving views + engagement on the "MorningNewsTV3" page soars.

Live posts from news program "MorningNewsTV3" unofficial election results report.

The Move Forward Party won the first day after the big election day for Thai people on 14 May 2023 through Facebook, received hundreds of thousands of engagements with over 3 million views in less than 24 hours with most citizens joining in expressing their opinions in the same direction that is, happy with the election results that will bring a new generation have an ideology to country administration and want to see the country change in a better direction.

The reason why the post received so much attention "Pitha" fever dominates every

social media channel, especially on Twitter, Move Forward Party never fades from collecting and analyzing to find insights into election issues. The trend of Thai people's awareness that has toward this election reflects the desire for change of many people. There are comments and expressions of political participation as never before on social media through various platforms and channels until it became an interesting phenomenon that voices on social media regarding the popularity of 'Pitha' and the Move Forward Party. It has been transformed into real votes for the Move Forward Party to victory in this election. All data used for analysis to find Insight on the issue of the election of members of the Thai House of Representatives election 2023 compiled from DXT360, a platform for tracking news and consumer voices (Social Listening) of Dataset Company Limited (dataxet:infoquest) data was collected between 16 April - 15 May 2023.

The election results Member of the House of Representatives in 2023 officially

No	Party	District Div.	Party list	Total
1	Move Forward Party	112	39	151
2	Pheu Thai Party	112	29	141
3	Bhum Jai Thai Party	68	3	71
4	Palang Pracharath Party	39	1	40
5	United Thai Party	23	13	36
6	Democrat Party	22	3	25
7	Chart Thai Pattana Party	9	1	10
8	Prachachat Party	7	2	9
9	Thai Sang Thai Party	5	1	6
10	Pue Thai Rumphlang Party	2	0	2
11	Chart Pattanakla Party	1	1	2
12	Thai Liberal Party		1	1
13	New Democracy Party		1	1
14	New Party		1	1
15	The party of Thai Counties		1	1
16	Fair Party		1	1
17	Plung Sungkom Mai Party		1	1
18	Thai Teachers for People Party		1	1
	Total			500

Reference: (1) <https://mgronline.com/infographic/detail/9660000048425>

(2) <https://party.ect.go.th/>

Political parties joining the government (Coalition government)

No.	Party	Number
1	Pheu Thai Party	141
2	Bhum Jai Thai Party	71
3	Palang Pracharath Party	40
4	United Thai Party	36
5	Chart Thaipattana Party	10
6	Prachachat Party	9
7	Pue Thai Rumphlang Party	2
8	Chart Pattana kla Party	2
9	Thailiberal party	1
10	Plung Sungkom Mai	1
11	Thai Local Power	1
	Total	314

Summary of results, from the study according to the research objectives, it can be concluded that (1) the ability to access social media due to the information technology infrastructure internet service, internet network and mobile telephone network operations of service providers and government promotion and support making internet access of Thai people per population expanded from 2019 (67%) to 85% in 2023 as a result, the use of social media is high as well.

There are 52.3 million social media users Facebook and Line are still popular social media.

(2) Social media has a significant impact on elections in the election of members of the House of Representatives in 2023 in Thailand Political parties use social media such as Facebook, TikTok, Instagram, Reels, Twitter, and Line Apps as tools for campaigning, propose a vision and policy there is a larger number compared to the 2019 election without having to wait for the use of mainstream media such as television programs on various channels and going to campaign areas, which may have limitations, at the same time it can also use social media to distribute, publicize, video clips from being broadcast on mainstream media or campaign activities. It can also re-publish it for the public to watch later. The political parties that are capable and outstanding in using social media there are a total number of mentions and engagement totals that involve participation from many citizens it is related to receiving very high

election results some political parties are accepted by the public election rights users and competing political parties accept that it is a political party that won the election with purity no vote buying etc.

Suggestions social media is useful and has an impact on elections political parties and the public media must be careful of slandering and attacking each other creating fake news creating hate, etc.

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