

The Process of Film Crew Development Through Short Film Camp with Community Participation

Niyom Wongphongkham, Prachya Pinkaew, Preecha Sakorn¹, Wichit Wattananon, Hawa Wongphongkham

Abstract

The research entitled The Process of Film Crews Development Through Short Film Camp with Community Participation is a mixed method research consisting of qualitative research and action research. The objectives of the research were 1) to study the social and cultural context of the Nako community, Kuchinarai District, Kalasin Province to create a set of knowledge to be passed on to the film industry 2) to create a film crew development process through the Phu Thai Short Films Camp. The research tools consisted of surveys, observation, non-participatory observation, interviews, and evaluation.

The research result showed that the context of the Nago community, Kuchinarai District, Kalasin Province can be divided into five following aspects: 1) general context 2) physical geological context 3) Nago community way of life 4) the use of innovation and technology to generate income in the digital age and 5) the film crews development process under the community context.

The workshop on film crew development through Phu Thai Short Film Camps revealed that the process needs to be in line with the following film production process, 1) Pre-production, which includes data study, planning, field visits, talking with experts to gain knowledge about film production and the content to be created, the presentation of the story, receiving feedback for the screenplay writing, and preparing for the shooting, 2) Production, 3) Post-Production, 4) Presentation of the short films, 5) Distribution, and 6) Participation from the community and film experts.

The last step involves the presentations of the films on the online media. The Phu Thai Short Film Camp revealed that the process mentioned above helped create the collaboration mechanism for all parties, the government, the private sector, the community, the temples, and higher educational institutions both within Thailand and Lao PDR. The result of the study was the reflection of Phu Thai social and culture on online social media that can further create films to feed the industry in the future.

Keywords: *Film Crew, Development, Short Film Camp, Community Participation.*

1. Introduction

Short films convey emotional and creative stories using narration. The core of the content is to tell a story of each individual or situation, focusing on creating the emotions and

¹ preecha.s@msu.ac.th

feelings of the audience (Santivivatkun, 2018). Most short films were created just for groups of interested individuals. However, lately, there have been more and more short film competitions. Most of the work was done by current and graduated students with the goal of distribution (Samforkner, 2015), with an emphasis on the consumption of movies as art or media that reflects the culture. Film industries that merge arts and economy are considered a concept of applied perspective on the film industry following the strategy of developing the Thai film industry to promote the creative economy and the strategy of developing Thai film industry to reach the global trend as a means to increase their economic and cultural values. This is an implementation to support and move the creative economy forward and produce quality manpower to meet the needs of film producers.

Films reflect society, people, and various events through the different roles in the films and the various perspectives, such as reflecting society through the construction of reality and creative economy. Termchaithanachot (2018) mentioned that the reflection of Thai society in the films is portrayed through three different main points: 1) social issues, such as family, ethnic, rural people's values, gender diversities, social classes, work competition of Thai people, health and sicknesses, and the influence of Buddhism on Thai society 2) economic issues, such as the reflection of the effect on the livelihood of Thai people from the capitalist economy and consumerism 3) political issues, such as the reflection of Thai political history both in the changes of Thai politics in the past and the movement for the changes in Thai politics at the current time. As for the construction of reality, Yuenyaw (2017) stated that films are social and cultural actions, especially in the construction of reality in society. Even though what was created contains no truth, films with constructed reality created new meanings for the audience by the creators. In other words, the meanings the audience perceived were controlled without them knowing, but they could choose their interpretations based on their experiences. As for the creative economy, Sakorn (2016) stated that films are the product of creative economy ideas and highly efficient tools used by directors during the production process based on their personal experiences to tell stories as a guideline in developing film crews.

The crew development process is the addition of knowledge, skills, and experience, and the adjustment of the attitudes for improvement and more expertise in working for them to work more efficiently and happily. This is done according to the goals and covers all dimensions while emphasizing the learning process from actual work (Human Resources Development Department, Human Resources Office (2021) in the activities that involved community participation to create the promotion for the activities related to the development of the crews with the community to achieve the goals and sustainability. This process led to changes for a better livelihood, planning, and exchanges of knowledge, which were created in the Short Film Camp based on the need for crews (Rogers, 1995) and implemented with the participation of the community.

Khon Kaen University and the Ministry of Culture, Thai Film Director Association, educational institutions, the network of Thai private sector in Lao PDR, the Digital Economy Promotion Agency (DEPA), the Program Management Unit for Human Resources & Institutional Development, Research and Innovation (PMU-B), Ministry of Higher Education, Science, Research and Innovation (MHESI) saw the importance in the development of the skills, knowledge, capability, and potential of students in creative film production to open up opportunities for the presentations of ideas from various perspectives in a story-telling form through short films. Additionally, this process also helped manage the learning process in film production in collaboration with the higher education institutions within the country and in the Mekong Sub Region, well-known speakers, and celebrities who contributed their time in developing people for the film industry. Furthermore, this process will lead to a good collaboration to help develop the economy and society, working in integration, and focusing on producing more people for the film industry and moving the industry to the international level in the future.

Based on the importance above, the researchers were aware of the importance of the process of developing the film crews through this Short Film Camp with the participation of the community. This research has the following objectives, 1) to study the social and cultural context of the Nako community, Kuchinarai District, Kalasin Province to create a set of knowledge to be passed on to the film industry 2) to create a film crew development process through the Phu Thai Short Films Camp. The research area for the study was the Nako community, Kuchinarai District, Kalasin Province, due to its history that was related to the Phu Thai ethnic group that has a unique society, culture, and identity. The researchers saw the importance of studying the process of film crew development in the Short Film Camp with the community's participation and compiled the documents through this research to distribute the knowledge and promote the use of knowledge and models both in the art and culture, as well as the development of the crews that can be applied to achieve the highest benefit.

2. Objectives

1) to study the context of the Nako community, Kuchinarai District, Kalasin Province, and use as the knowledge for the creation of films by the Phu Thai Short Films and the film industry in general

2) to create the process of film crew development through the Phu Thai Short Film Camp

3. Research Methodology

The research entitled *The Process of Film Crews Development Through Short Film Camp with Community Participation* is a mixed method research consisting of qualitative research and action research with the objectives of studying the context of Nako community, Kuchinarai District, Kalasin Province, to create the knowledge that can be passed on to the film industry and create the film crews development process through the Phu Thai Short Film. The duration of the research was one year and the target group consisted of students and crews within the film industry. The researchers designed the research into three phases.

Phase 1. Collecting data from documents, research, and other related data from libraries, the internet, and relevant individuals and agencies.

Phase 2. Collecting field data, consisting of going to the research area to collect the data from the interviews, group discussions, and sample groups with the following steps (1) find a local research team, prepare a capable team (2) create the research tools (3) plan the data collection in the area (4) implementation of the data collection in the area through participating with the community and the local research team (5) data result conclusion, consisting of art and cultural status in the area.

Phase 3. Implementation, including participation from the community, consisted of the following steps (1) choosing the art and cultural status within the area to be developed into a screenplay, (2) an activity on developing the screenplay by the students who participated in the activity. A Story Tension Evaluation by Sakorn (2023) was used in evaluating the tension within the story. The script was then presented to the committee which provided feedback, (3) the production of the short films by emphasizing the participation of the community and related parties, as well as incorporating the local art and culture which was the root of the target local area, (4) producing five less than 15-minutes short films by well-known directors under the context of society, Phu Thai culture, Nago community, which is in the same target area of the students.

Phase 4. Evaluation and presentation of the result with the following details; (1) present the short films to the community so the villagers could admire the community members who acted in the film and showcase the participatory aspect, (2) villagers, community, community leaders, and the national-level movie director evaluate the short films, and (3) data analysis process there the research took the data to be analyzed using the relevant theories and create the conclusion.

4. Research Result

4.1 The context of the Nago community, Kuchinarai District, Kalasin Province, as a set of knowledge to be passed on to the film industry

The study of the Nago community, Kuchinarai District, Kalasin Province to be used as a knowledge to be passed on to the film industry found a lot of relevant data. In order for the data presentation to reveal the social aspects within the society based on the social studies analysis methods by Zasen (2023), the data was divided into five parts, 1) general context, 2) physical geological context, 3) Nago community way of life, 4) the use of innovation and technology to generate income in the community's digital age, and 5) the guideline in developing human resources under the community context. The research results are as follows.

1) In terms of the general context, it was found that the migration into Thailand of the Nago Phu Thai started from their original settlement in Sip Song Chau Tai town to Kham Kerd town, which was a town within Vang city district in Vientiane Province. When the war with Thailand took place, during the time of King Rama III, people from Laos were forced to move across the river into Thailand (Weluwanarak, Cadchumsang & Chumnanmak, 2021) and settled down in Kudsim Narai city in 1845. At the time, there were around 70 households. The area around Nako forest was flat and fertile, and was, therefore, used as the place for the settlement. Later on, part of the community split off and settled in the current Nako district area. This area is unique, especially for the fact that they are from the same Phu Thai group that migrated here at the same time. They have the Paw Lam Mae Lam tradition, which is the respect for the leaders and elders. The group is known for its generosity, taking part in social activities, and building social networks.

2) For the physical geological context, it was found that the Nako District covers an area of 54 square kilometers, or around 28,128 rais. The entire area is a plateau. Loey Mountain is a preserved forest area with four creeks, Khor Creek, Yang Creek, Ban Kao Creek, and Kaeng Kham Bon Creek. There is also Phu Noi community forest. The area is divided into nine villages: Nako Village numbers 1, 2, 3, 4, and 7, Chad Village numbers 6 and 8, and Wai Village numbers 5 and 9. Their main occupations are rice farmers, rubber tree farmers, sugarcane farmers, and cassava farmers. Additional occupation for elderly men is weaving rice steaming baskets, and for elderly women, weaving traditional cloths.

3) For the way of life of the Nako community, it was found that the majority of the community members are farmers and weavers. The language used for communication is Thai, Isaan, and Phu Thai languages. The group has a simple way of life. Boonyen (2016) stated that the economy within the community is driven by the main occupations, which are farming and raising animals. The supplement career is tourism. As for the free time after harvesting, women weave or embroider while men work as day laborers or make basketry such as sticky rice baskets, normal baskets, or other utensils. The people eat local food such as Om curry, rattan shoots, bamboo shoot curry, minced pork, steamed wrapped tadpoles, mushroom curry, tadpole curry, chili paste, etc. This is in line with Poopajit (2010) who found that the Phu Thai community loves staying by the mountains since they rely on nature. They have unique cultures and traditions such as language,

costumes, local weaving, and local music. In addition, they have a strong belief in Buddhism. The community practices the 12-month tradition or Heet 12 Khlong 14 like the Thai-Isaan people. Important traditions consist of weddings, strings ceremony, healing ceremonies, and ghost feasts. The Phu Thai people are generous, always smile, and friendly. This is in line with Nilkote (2010) who found that the Phu Thai society and culture are ethnically unique, the people believe in spirits, and the relationships within the family are mutually supportive.

4) In terms of how the community uses innovation and technology to generate money in the digital age, it was discovered that the community is small. The bulk of the population is Phu Thai. Most people are less accustomed to using technology media. Although they can access various forms of media and have the necessary information and comprehension, they are nonetheless unable to effectively use them.

5) for the direction of human resources development within the community context, it was found that the development can be divided into five following groups: (1) government organizations, including the Ministry of Culture, (2) private organizations, including the Thai Director's Association and seven national level film directors, (3) educational institutions, including 19 leading universities throughout the country and within the Mekong region, (4) temples, including monks, and (5) communities, including villagers, community leaders, and local experts.

In the conclusion of the Nako community, Kuchinarai District, Kalasin Province context as the set of knowledge to be passed on to the film industry, it was found that the Phu Thai ethnic group migrated and settled on the new land just among themselves, in which the people were also from the same area. For the way of life of the Nako villagers, the main occupations are farmers and weavers. The Phu Thai society in the Nako community is ethnically unique. People believe in the spirits and the family members are supportive of one another. In terms of social and cultural uniqueness, the majority of people are Buddhist. The place considered sacred within the community is Sim Nako Temple. The temple was established in 1856 and is considered the center of the community. The Phu Thai people speak the Phu Thai language, Isaan language, and Thai language respectively. For the knowledge of art and culture, the Phu Thai people have their own unique culture, such as weaving, embroidery, dancing, and traditions, which still can be seen today. The beliefs within the community are such as the Yao ceremony, the belief in spirits, the 12-month tradition, or Heet 12 Khong 14, which the community is still practicing.

4.2 The Film Crews Development Process through the Phu Thai Short Film Camp.

4.2.1 Participants in the film crew development activities

The researchers collaborated with various sectors since each of the sectors has an essential role in the development of the film crews as follows:

1) Government agencies are the agencies that support the research and the activity in developing the film crews and consist of The Department of Art, Culture, and Creative Economy, The Art and Cultural Center, Khon Kaen University, the Program Management Unit for Human Resources & Institutional Development, Research and Innovation (PMU-B), Ministry of Higher Education, Science, Research and Innovation (MHESI), and the Department of Cultural Promotion, Ministry of Culture.

2) A group of well-known directors within Thailand and Lao PDR., consisting of Mr. Pratchaya Pinkaew, Mr. Thanit Chitnukul, Mr. Bandit Thongdee, Mr. Rachen Limtrakul, Mr. Sakchai Dinan, Mr. Pairoi Sangwaributr, and Mr. Anysay Keola, a director from the Lao New Wave Cinema Productions. These 7 directors had the role of providing suggestions to the 27 groups of students in producing short films for the Phu Thai Short Film Camp

3) Lecturers and students from 15 educational institutions in Thailand with courses on film production or digital media, consisting of Bangkok University, Kalasin University, Khon Kaen University, Chiang Mai University, Rajamangala University of Technology Isan Nakhon Phanom University, Mahasarakham University, Udon Thani Rajabhat University, Maha Sarakham Rajabhat University, Yala Rajabhat University, Prince of Songkla University, Pattani Campus, Sakon Nakhon Rajabhat University, Ramkhamhaeng University, Sripatum University, and Ubon Ratchathani University.

4) Lecturers and students from three educational institutions in Lao PDR, consisting of the National Institute of Fine Arts, Lao National University in Vientiane, and Souphanouvong University in Luang Phra Bang, Lao PDR.

5) A group of local experts, community members, and community leaders who provided the data related to the community context, wisdom, belief, society, and the Phu Thai Ethnic group's culture to be used in the production of the short films, as well as providing the facilitation in the activities, participating as actors and actresses, and providing the locations for the shootings.

6) Private sectors, two film organizations from Thailand and Lao PDR, consisting of Getbeat Co., Ltd. And Lao New Wave Cinema Production Co., Ltd. Getbeat Co. Ltd. Provided courses in producing film scores for the student group from the 18 institutions for the 27 short films. The Lao New Wave Cinema Production Co. Ltd. Participated as both a guest of honor and a producer of a short film.



Figure 1 Poster for the Phu Thai Short Film Camp Activity

4.2.2 The development of film crews through a short film camp

This research also consisted of activities that promoted the local art, culture, and wisdom of the Mekong Sub-region to support the learning process of film production to students at a higher education level. The activity also promoted the collaboration of higher educational institutions within Thailand and all of the Mekong Sub-region, which is also an exchange of culture between Thailand and Lao PDR. The researchers applied the Film Production Theory to the data analysis, which divided the film production into three stages, consisting of 1) the pre-production, 2) the production, and 3) the post-production. The process then moved to hearing the suggestions from the directors and experts in film production, 4) the presentation of the short films and feedback from the film directors, experts, and the community, and 5) distribution on various online platforms. All the processes can be explained in more detail as follows.

1) Pre-production stage

(1) study the context data of the Nako community, Kuchinarai District, Kalasin Province from the Phu Thai Short Film Camp both from the secondary source of data such as research, books, and various information on the internet, and the primary source of data, which was collecting data in the field from local people through observations, interviews, and group discussions.

(2) plan the project implementation through meetings to lay out the implementation process for producing short films for distribution in the Nako community, Kuchinarai District, Kalasin Province, and coordinate with the relevant people, including the directors, lecturers, students from Thailand and Lao PDR, group of local experts, the community and community leaders, and the private sector related to the film industry.

(3) survey of the site both for the topic and the area to prepare the data and coordinate for the collaboration in the activities.

(4) the local experts, the community, and community leaders provided the information regarding the community context, arts and culture, and the relevant information on the community to the students to be used for the short film production.

(5) workshop under the topic "Creation, Development, and Techniques in Writing Story Plot" with the seven directors.

(6) Students and other producers of the short films presented their storyboards, joined the critics, and listened to the directors' and professionals' advice on how to improve them.

(7) Students and other short film producers applied the Story Tension Evaluation from the concept of Sakorn (2023) to analyze the tension of the story and adjust it into a screenplay, ready for shooting.



Figure 2 workshop under the topic "Creation, Development, and Techniques in Writing Story Plot for Short Films" by Pratchaya Pinkaew, a film director



Figure 3 Students presenting the story plot to the directors and receiving feedback.

2) Production Stage

Students from 19 institutions, 27 short films, six directors, five films, the shooting process were all done in the community and received good collaboration from the community members.

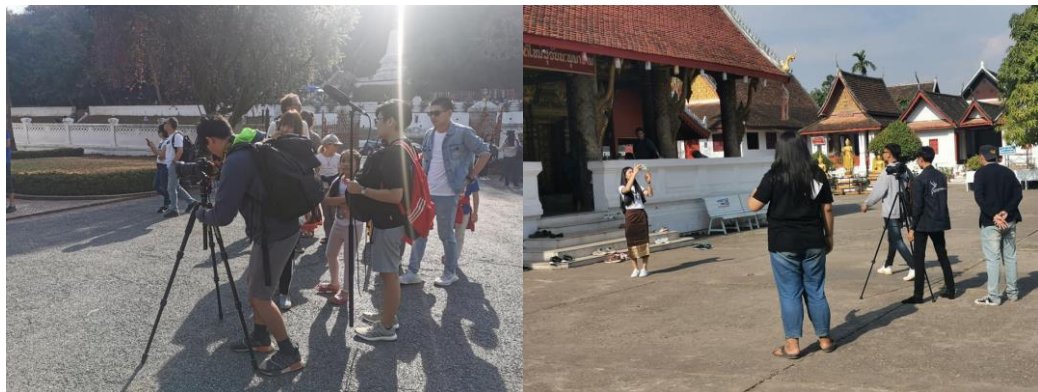


Figure 4 The production process

3) The post-production

The post-production process is the final process of short film production. Each team will sequence the images, create music scores, narrate, mix the audio, and make a soundtrack through the suggestion from Getbeat Co., Ltd., one of the allies from the private sector who participated in the activity to make sure that the short films are as perfect as they can be and meet the objectives of developing the film crews through the Short Film Camp.

4) Presentation of the short films

The presentation of short films and the suggestions provided to the lecturers, experts, and communities is a process for the students to know about the learning outcomes, and the result from their actions, as well as drawing the lessons from the film production process together with the community. The activity consists of showing short films for the lecturers, experts, and community to see, along with the exchange of ideas and suggestions. This process will greatly affect the development of human resources for the film industry, causing the collaborative mechanism between all parties, as well as boosting the economy from the micro level to the macro level in terms of film production. Furthermore, the activity created momentum and an important mechanism that will positively impact the students in educational institutions who are learning about film production, as well as helping to lay down the base for them starting from the higher education level.



Figure 5 The evaluation of the short films

The process of film crews development through the Phu Thai Short Film Camp is a short film camp with an effort to respond to the policy "Isaan Film City to Global Film City" under the concept "Khon Kaen, the City of Film", with the emphasis of developing the film crews and passing down the knowledge from the research to films. The implementation and planning consisted of surveying the area and studying the context of the research area to create a set of knowledge that can be passed on during the short film camp. This process helped create collaboration among every party from the educational institutions, both in Thailand and Lao PDR., which was an important milestone in the development of film crews. Additionally, the process also helped foster collaboration between the community, community leaders, local experts, government, and private agencies. Apart from the development of the film crews, the community's unique beliefs, such as the belief in spirits and paying respect to wooden Buddha statues, both in the forms of Buddhist arts and Buddhist commerce, towards the creation of films within the film industries called "Phra Mai" (Wooden Buddha).



Figure 6 Poster for the movie "Phra Mai"

5) Distribution of the short film on online social media

The researchers showed all 27 short films produced by students from 19 educational institutes and five short films by the directors at the Phu Thai Art and Cultural Center in the Nako community, as well as on social online media such as Facebook and YouTube Channel under the account of Art and Cultural Center, Khon Kaen University.

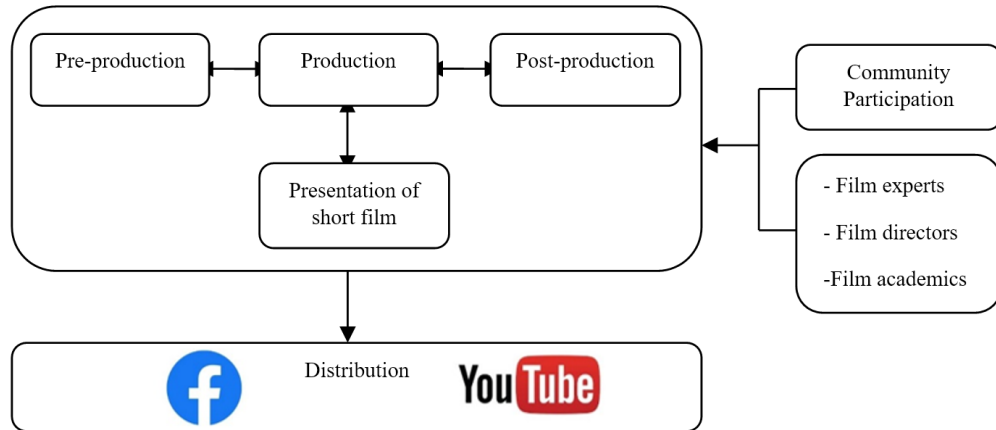


Figure 7 Chart showing the process of producing film crews through the Phu Thai Short Film Camp

5. Research Result Conclusion and Discussion

5.1 The study of the society and culture of the Nako community, Kuchinarai District, Kalasin Province

The study of the Nako community's context, Kuchinarai District, Kalasin Province to create a set of knowledge that was passed on to the film industry revealed that the majority of the people are Phu Thai ethnic group. As for the way of life, most of the people in the Nako community are farmers and weavers. This is in line with a statement from Thailand Tourism Award (2000) that mentioned that the villagers maintain their local wisdom in the arts and handicrafts. The community has a women's group that still makes Phu Thai costumes, using both machines and hands. Men usually make basketry to be used within the households. The Phu Thai people in the Nako community still maintain their ethnic uniqueness. The community members used to have the belief and pay respect to the spirits of the deceased family members and people are generous towards one another. As for the current social and cultural uniqueness, most people are Buddhist, they speak both Isaan and Phu Thai languages. They have their unique cultures, consisting of embroidery, and dance, and still practice the traditional ceremonies which can still be observed today, such as the Yao ceremony and Heet 12 Khlong 14.

5.2 The development process of the film crews through the Phu Thai Short Film Camp

The development process of the film crews through the Phu Thai Short Film Camp in the Nako community, Kuchinarai District, Kalasin Province, followed the film production process, which includes the Pre-production stage, the Production stage, and the Post-production stage. This process led to the creation of the overall image and collaboration between all parties and also helped lay the foundation for students starting at the university level, both within and outside of Thailand. This is in line with Ratano & Somwang (2017) who stated that the result in the social dimension was the creation of social networks and a cultural sphere that helped create the Thainess through the production of entertainment with content based on the economic dimension. In other

words, the industry pushed the creative economy forward. Therefore, the industry of creating culture through communication in the digital age affects attitudes and behaviors and opens the door to a new kind of culture of collaborating with the villagers, community leaders, and local experts to provide knowledge and directions in using the data to strengthen the films. Furthermore, this process also brought about a collaboration with students from 19 universities across the country, consisting of not more than five people per group, with a total of 100 people, as well as the collaboration with lecturers from 19 universities and seven well-known film directors at a national level, producing a total of 27 short films. This outcome is in line with the Creative Economy Agency (2021) which stated that the development of people and networks is a strategy related to people. The statement also aligns with Wongphongkham & Sakorn (2022) who stated that the benefit of the work creation was that the students and community had the opportunity to learn and work on the differences and differences in the arts and communication arts and created an out-of-classroom learning through the ideology of Learning by Doing along with an academic service to the community since the role of higher educational institutions should be to develop personnel for the industry with pride.

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