



The Influence of Social Media Engagement on Political Attitudes, Motivation, and Participation

Chutimun Charoenlarp ^{1*}, and Waiphot Kulachai ²

¹ PhD Candidate, College of Politics and Government, Suan Sunandha Rajabhat University, Thailand

² Assistant Professor, Suan Sunandha Rajabhat University, Thailand

Abstract

This conceptual review examines the relationship between social media engagement (SME), political attitudes, motivation, and participation in the Thai context. Drawing on nine peer-reviewed studies primarily published between 2015 and 2025, with selected foundational works incorporated to support the theoretical framework, the review proposes an integrative framework in which SME is positioned as an important antecedent of attitudinal change and a contributor to political motivation, which is subsequently linked to various forms of political participation. The analysis highlights the mediating roles of political attitudes, political efficacy, and political motivation, while identity formation and gratifications sought are discussed as additional psychological mechanisms shaping engagement outcomes, as well as moderating factors such as content type, platform design, and network structure. Although the reviewed studies consistently report positive associations between SME and political outcomes, causal interpretations remain limited due to the predominance of cross-sectional research designs. By integrating perspectives from Uses and Gratifications, Agenda-Setting, Social Capital, and Political Participation theories, this review offers a consolidated framework to inform future empirical research in Thailand.

Keywords: Social Media Engagement, Political Attitudes, Political Motivation, Political Participation, Thailand

1. Introduction

The digitalization of political discourse—particularly through social media platforms—has significantly transformed how citizens access information, engage with public issues, and mobilize collective action. Thailand provides a particularly relevant case due to its high level of social media penetration and the emergence of youth-led activism since 2020. Recent statistics indicate that over 75% of the Thai population actively uses platforms such as Facebook, X (formerly Twitter), and TikTok. These platforms function not only as channels of information dissemination but also as spaces for protest coordination, identity construction, and ideological contestation. Movements such as the “Free Youth” protests have frequently been associated with extensive online mobilization and networked activism. Despite these developments, scholarly debates remain divided on whether social media engagement (SME) primarily reinforces preexisting political preferences—through mechanisms such as echo

chambers and affective polarization—or whether it actively shapes political attitudes and facilitates democratic participation. Early studies in Asian contexts have also highlighted the role of social media in shaping political engagement, particularly among youth populations (e.g., Takahashi, 2014), providing an important foundation for understanding contemporary digital political behavior. Against this backdrop, the present article synthesizes findings from nine recent peer-reviewed studies to examine how SME relates to political attitudes, motivation, and participation. While drawing on broader Asian and global literature for theoretical grounding and comparative insight, this study primarily centers on the Thai context. By integrating attitudinal, motivational, and participatory pathways into a unified framework, the study contributes to a more context-sensitive understanding of digital political behavior in transitional and non-Western democratic settings, particularly within Thailand.

2. Theoretical Framework

This review integrates four foundational theoretical perspectives to explain how social media engagement (SME) may influence political behavior.

First, Uses and Gratifications Theory posits that individuals actively select and engage with media to fulfill specific needs, such as information-seeking, social integration, and identity construction (Katz et al., 1973). Within digital political contexts, these gratifications may shape the intensity and nature of SME.

Second, Agenda-Setting and Framing Theory suggests that media platforms influence the salience of issues and the interpretive frames through which they are understood (McCombs & Shaw, 1972). On social media, algorithmic amplification and user-driven dissemination can elevate particular narratives, thereby shaping political attitudes.

Third, Social Capital Theory emphasizes how networked interactions generate both bonding and bridging ties that facilitate collective action (Putnam, 2000). Online engagement may strengthen these networks, lowering the threshold for political mobilization.

Fourth, the Civic Voluntarism Model (CVM) explains political participation as a function of motivation, resources (e.g., time and skills), and recruitment networks (Verba, Scholzman, & Brady, 1995). SME may enhance motivational and recruitment mechanisms, thereby increasing participatory likelihood.

Building on these perspectives, SME is defined in this review as users' cognitive, emotional, and behavioral involvement with political content on social networking platforms, including liking, commenting, sharing, following political actors, and participating in online discussions (Vaccari & Valeriani, 2016). The framework identifies political attitudes, political efficacy, and political motivation as primary mediating mechanisms through which engagement translates into participation. Additionally, moderating factors—such as age, digital literacy, political ideology, and trust in media—may condition the strength and direction of these relationships (Boulianne, 2015; Skoric et al., 2016).

Together, these theories converge in a chain-effect model in which SME is associated with shifts in political attitudes, which in turn shape motivational processes and ultimately relate to political participation. This integrative framework, illustrated in Figure 1, accommodates both mobilizing and polarizing pathways while accounting for contextual factors such as national political climate and platform design.

While the theoretical framework outlined above provides a generalizable explanation of the relationship between social media engagement (SME) and political participation, recent Thai and regional studies offer important context-specific insights that extend these perspectives. Empirical research on Thai youth movements highlights how digital platforms facilitate peer-

driven discourse, collective identity formation, and decentralized political mobilization (e.g., Srisai, 2025; Kulachai, 2023; Chantakiri, 2024; Sinpeng, 2021). Additional studies further emphasize the role of platform dynamics and algorithmic structures in shaping political communication and public opinion within semi-democratic and transitional contexts (Sornsena, 2024; Jitsaeng, 2025). Large-scale analyses of social media data also demonstrate how digital platforms capture evolving patterns of political engagement over time (Nyblade et al., 2015), while emerging research highlights the role of state-linked actors and digital manipulation in shaping online political discourse (Sirikupt, 2026). These findings suggest that the effects of SME are contingent upon socio-political environments, media systems, and levels of digital literacy, particularly within Southeast Asian contexts.

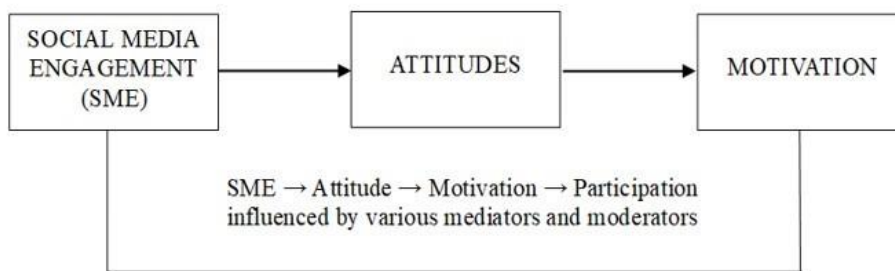


Figure 1: Conceptual Model of SME's Influence on Political Behavior
Source: Author's own elaboration.

3. Methodology

3.1 Search Strategy

A systematic literature search was conducted across three major academic databases: Scopus, Web of Science, and Google Scholar. To enhance transparency and replicability, a structured search string was applied, with minor adaptations across databases, combining key terms such as “social media engagement,” “online engagement,” and “digital participation” with “political participation,” “political attitudes,” and “political motivation,” as well as population-related terms including “youth” and “young people,” and regional identifiers such as “Asia,” “Thailand,” and “Southeast Asia,” using Boolean operators (AND/OR). Database-specific searches yielded 148 records from Scopus, 96 from Web of Science, and 98 from Google Scholar. Minor variations in search syntax were applied to accommodate database-specific indexing systems. Additional filters were used to limit results to English-language, peer-reviewed articles published between 2015 and 2025. This process was complemented by reference mining to identify selected foundational studies that support the theoretical framework.

3.2 Inclusion and Exclusion Criteria

Studies were included if they met the following criteria: (1) empirically examined or systematically synthesized evidence on the relationship between social media engagement (SME) and political attitudes, motivation, or participation; (2) focused on youth or general populations within Asian contexts, with a primary emphasis on Thailand; and (3) employed measurable political outcomes. Studies were excluded if they were non-empirical (e.g., opinion pieces or purely theoretical essays) or lacked identifiable mediators or moderators relevant to political behavior. The search window primarily covered studies published between 2015 and 2025 to capture recent developments in digital political engagement, while allowing the inclusion of selected foundational works to support theoretical grounding. Although the review prioritized the Thai context, selected non-Asian studies (e.g., from the United States and other comparative contexts) were retained to provide theoretical grounding, methodological

benchmarks, and comparative perspectives. This inclusion was particularly important given the relatively limited number of longitudinal and experimental studies currently available in Southeast Asia. Additionally, computational studies using large-scale global Twitter data (e.g., Du & Gregory, 2017) were included due to their robust quantitative insights into echo chamber formation and polarization dynamics relevant to the SME–political engagement relationship.

3.3 Study Selection

A total of 342 records were initially identified through database searches. After removing 75 duplicate entries, 267 titles and abstracts were screened for relevance based on the predefined inclusion criteria. The screening process was conducted in two stages. First, titles and abstracts were independently reviewed to assess relevance, excluding studies that lacked political variables, employed non-empirical designs, or fell outside the scope of the study. Second, 52 full-text articles were assessed for eligibility, with particular attention to methodological rigor, conceptual alignment with social media engagement (SME), and the presence of mediating or moderating variables. Of these, 43 studies were excluded due to insufficient methodological quality or lack of analytical focus on mediating mechanisms. Ultimately, 9 studies met all inclusion criteria and were included in the final synthesis. The study selection process is illustrated in Figure 2, while detailed reasons for exclusion are presented in Table 1 and the characteristics of included studies are summarized in Table 2.

3.4 Quality Appraisal

The methodological quality of the included studies was assessed using an adapted version of the Critical Appraisal Skills Programme (CASP) checklist to ensure a systematic and transparent evaluation. The appraisal criteria included clarity of research aims, appropriateness of research design, sampling strategy, validity and reliability of measurements, control of potential bias, and robustness of reported findings. Each study was evaluated using a three-point scale (Yes = 1, No = 0, Unclear = 0), and overall scores were used to categorize studies into high, moderate, or low methodological quality. To enhance reliability, two reviewers independently conducted the assessment, and discrepancies were resolved through discussion. Inter-rater reliability was assessed using Cohen's kappa coefficient, which indicated a high level of agreement ($\kappa = 0.82$), reflecting strong consistency between reviewers. Overall, the majority of the included studies were rated as having moderate to high methodological quality, supporting the robustness of the synthesis. A summary of the CASP appraisal results is provided in Appendix A.

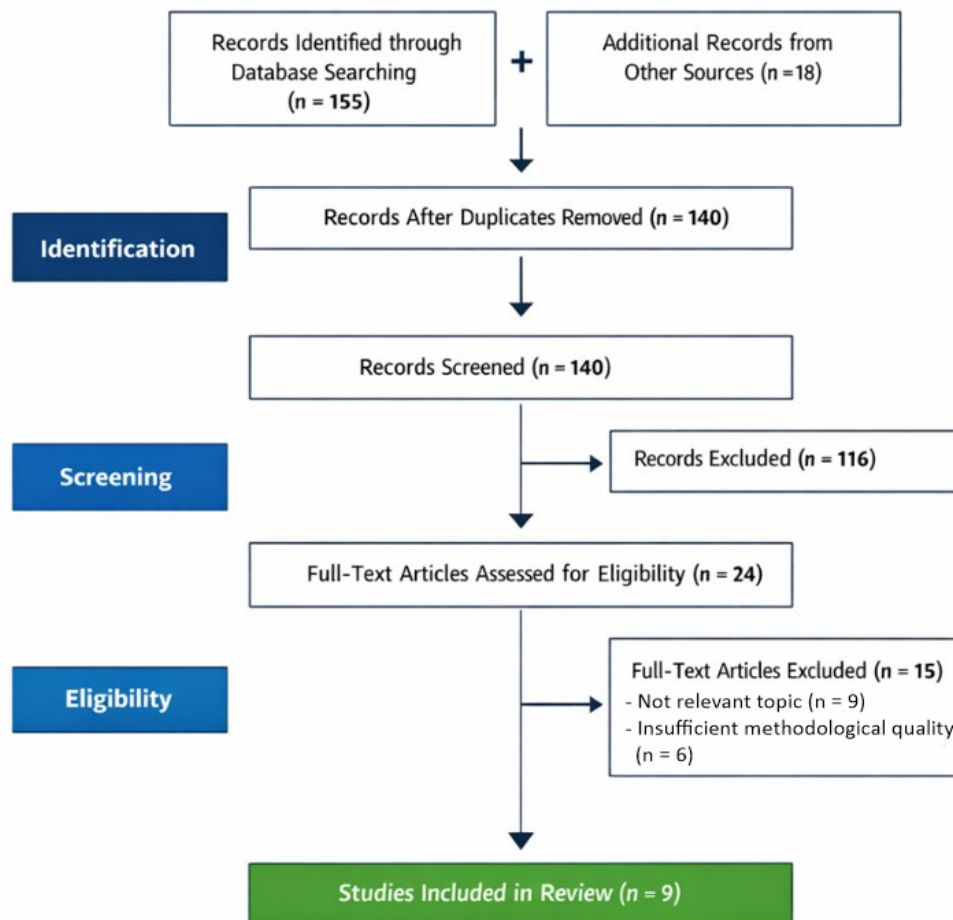


Figure 2: PRISMA Flow Diagram for Study Selection
Source: Author's own elaboration.

Table 1: Excluded Studies and Reasons

Study	Reason for Exclusion
Pang (2023)	Not directly relevant to SME-political participation
Du & Gregory (2017)	Global computational study outside regional focus
Ballard et al. (2015)	Western context not aligned with study scope
Takahashi (2014)	Outside inclusion timeframe (pre-2015)
Skoric et al. (2016)	Meta-analysis not aligned with study focus
Yamamoto et al. (2020)	Context not focused on Southeast Asia
Panlee (2024)	Conceptual/theoretical focus without empirical SME analysis
Nyblade et al. (2015)	Outside timeframe and lacks SME operationalization
Silapapiphat & Piriyaungsan (2018)	Focus on environmental movements, not SME-political participation
Yuhannan (2024)	Limited generalizability and lacks mediating/moderating focus
Natee et al. (2026)	Outside timeframe and focuses on visibility dynamics
Sinpeng (2021) (optional)	Emphasizes narrative framing over SME measurement
Rodklai & Kongsathid (2024)	Lacks clear SME operationalization and mediating mechanisms
McKenzie et al. (2024)	Examines general media use without political engagement focus
Samoh et al. (2019)	Focuses on cyberbullying, outside SME-political participation scope

Source: Compiled by the author.

Table 2: summarizes the core characteristics and analytical dimensions of the 9 selected studies, including country, methodological approach, measures of social media engagement (SME), SME dimensions, and identified mediating and moderating variables.

Study	Country	Method	Measure of SME	SME Dimension	Mediator / Moderator
Chantakiri (2024)	Thailand	Qualitative case study	Online political mobilization & youth activism	Behavioral	Political participation (M)
Kulachai (2023)	Thailand	Survey	Social media political engagement frequency	Behavioral	Civic engagement (M)
Sornsena (2024)	Thailand	Computational / Data analysis	Algorithmic exposure / content curation	Cognitive	Algorithmic influence (Mod)
Srisai (2025)	Thailand	Survey/Case Study	Online mobilization behavior	Behavioral	Political efficacy (M)
Jitsaeng (2025)	Thailand	Survey/Case Study	Online political communication & discussion	Behavioral	Political attitudes (M)
Jitsaeng & Tuamsuk (2022)	Thailand	Mixed-method	Social media interaction & information sharing	Cognitive	Attitude formation (M)
Lee (2017)	Multiple	Survey	Internet use frequency	Behavioral	Political interest (M)
Lilleker & Koc-Michalska (2017)	Multiple	Comparative survey	Social media campaign engagement	Behavioral	Political participation (M)
Khazraee & Novak (2018)	USA	Qualitative analysis	Identity-driven engagement	Affective	Collective identity (M)

Source: Compiled by the author. Note: M = mediator; Mod = moderator.

4. Synthesis of Findings

Social media engagement (SME) is conceptualized in this review as a multidimensional construct encompassing behavioral, cognitive, and affective dimensions. Behavioral engagement refers to observable actions such as commenting, sharing, and participating in online discussions, corresponding to interaction-based forms of engagement. Cognitive engagement involves exposure to and processing of political information, aligning with information exposure mechanisms. Affective engagement captures identity-driven and emotional connections to political content and communities, reflecting identity-based engagement. This multidimensional perspective enables a more systematic comparison of how SME operates across different studies and contexts. Building on this conceptualization, the first trajectory—rooted in mobilization theories such as the Civic Voluntarism Model—frames SME as a driver of political awareness, perceived efficacy, and civic participation, particularly among youth in digitally connected societies (Theocharis et al., 2015; Vromen et al., 2017). Studies in this stream, including those conducted in Asian contexts, suggest that interactive behaviors like commenting and online political discussions foster cognitive engagement, which in turn enhances internal motivation and increases turnout intentions, particularly among diverse youth populations (Ballard et al., 2015). Political efficacy and attitudinal shifts consistently emerged as key mediators (Boulianne, 2015; Lee & Xenos, 2022). This pattern is also reflected in emerging empirical studies in Thailand, where online interaction has been linked to increased political awareness and participation among youth.

In contrast, the second trajectory—drawing on critical and polarization frameworks—emphasizes the potentially adverse consequences of SME, including ideological fragmentation, selective exposure, and the reinforcement of echo chambers (Sunstein, 2008; Spohr, 2017). Within this perspective, SME may intensify attitudinal rigidity, driven more by confirmation bias than by deliberative engagement. Several studies conducted in Asian contexts further highlighted the role of algorithmic targeting and disinformation in diminishing the civic value of SME, particularly among politically disengaged youth and marginalized groups (Koc-Michalska et al., 2021).

Cross-study comparisons revealed that factors such as platform affordances, national political climates, and cultural norms functioned as moderators within the SME–attitude–motivation–participation pathway. For example, in Thailand and Malaysia, political repression and varying levels of digital literacy emerged as significant boundary conditions. In contrast, in countries with greater algorithmic transparency and civic trust—such as Taiwan and South Korea—SME was more consistently associated with democratic engagement.

Recent research has illuminated the algorithmic dimension of political engagement, showing that personalized content curation and recommendation systems can exacerbate ideological polarization (Spohr, 2017). Within Southeast Asia, emerging empirical evidence similarly highlights the role of misinformation and online mobilization in shaping civic discourse within transitional democracies such as Thailand (Kulachai, 2023), and peer-driven engagement among Thai youth that reinforces civic motivation and participation (Sornsena, 2024).

The review reveals a growing but still limited empirical base in Thailand, with broader regional patterns providing contextual background. Recent studies conducted in Thailand and other Asian contexts (e.g., Srisai, 2025; Kulachai, 2023; Sornsena, 2024; Jitsaeng, 2025; Jitsaeng & Tuamsuk, 2022; Lee, 2017) underscore how peer-driven engagement, digital protest networks, and social capital mechanisms shape youth political participation. However, compared to Western contexts, regional research remains predominantly cross-sectional and survey-based, indicating the need for more longitudinal and experimental designs within Southeast Asia.

Beyond identifying broad theoretical trajectories, the review also reveals distinct mediating and moderating mechanisms across contexts. Political attitudes and internal political efficacy consistently functioned as mediators linking social media engagement to participation outcomes, particularly in survey-based studies conducted in Thailand, with additional support from comparative research, including earlier work on digital media exposure and political engagement. Identity-driven engagement and peer-discourse dynamics emerged as key motivational mediators in youth-focused studies (Chantakiri, 2024; Khazraee & Novak, 2018; Lilleker & Koc-Michalska, 2017).

Moderating effects were observed in relation to platform affordances, algorithmic exposure, and national political climate, as well as communication norms such as perceived civility in online discussions. Prior studies have also highlighted these dynamics (e.g., Yamamoto et al., 2020). Similarly, computational studies outside the regional focus (e.g., Du & Gregory, 2017) provided stronger evidence of polarization effects under conditions of selective exposure and clustering. While most studies employed cross-sectional designs, selected works incorporating longitudinal or large-scale behavioral data offer more robust causal inferences regarding the reinforcing effects of algorithmic curation and repeated exposure. However, experimental and panel-based evidence remains limited within the Southeast Asian context, highlighting an important direction for future research. These patterns are systematically synthesized into key thematic mechanisms, as presented in Table 3. This framework is applied consistently throughout the synthesis to distinguish how SME operates across exposure, interaction, and identity-based mechanisms.

Table 3: *Thematic synthesis of key mechanisms linking social media engagement and political participation*

Theme	Supporting Studies	Key Insight
Political Mobilization & Youth Engagement	Srisai (2025); Chantakiri (2024); Kulachai (2023)	SME facilitates youth-driven political mobilization and participation
Identity & Motivational Mechanisms	Khazraee & Novak (2018); Lilleker & Koc-Michalska (2017)	Identity-driven engagement strengthens motivation and participation intent
Political Communication & Attitude Formation	Jitsaeng (2025); Jitsaeng & Tuamsuk (2022); Lee (2017)	SME supports political communication and shapes political attitudes through interaction
Algorithmic Influence & Polarization	Sornsena (2024)	Platform algorithms shape exposure and reinforce ideological polarization

Source: *Compiled by the author.*

While the reviewed studies provide valuable insights into the relationship between social media engagement (SME) and political participation, most studies rely on cross-sectional and observational designs, which limit causal inference. Future research in Thailand and Southeast Asia would benefit from longitudinal and experimental approaches to better establish causal pathways. Panel studies tracking individuals over time could clarify the temporal sequencing between engagement, attitudes, and participation. In addition, field or survey experiments manipulating exposure to political content or platform features may help identify the causal effects of SME on political behavior. Such approaches would strengthen the evidence base and provide more robust conclusions regarding the role of social media in shaping democratic participation.

In summary, while the majority of studies support SME's role in mobilizing political participation, the synthesis underscores its context-dependent and dual-edged nature. The divergence in theoretical perspectives points to the need for integrative models that consider platform design, civic culture, and media regulation in evaluating SME's multifaceted impact.

5. Cross-Cutting Themes

Across studies, three cross-cutting themes emerge: the role of platform algorithms in structuring exposure and reinforcing echo chambers; the influence of content characteristics such as virality and emotional tone on political motivation; and the importance of network structure in shaping the diffusion and amplification of political messages. Building on these patterns, recent scholarship has begun to expand the empirical base of social media engagement research in Southeast Asia, particularly in Thailand, with growing attention to platform-specific dynamics. Emerging studies highlight the role of platforms such as TikTok and Twitter in shaping youth political expression, digital protest cultures, and networked mobilization. These platforms differ in their affordances, with short-form video content and algorithm-driven visibility potentially amplifying both civic participation and political polarization. Despite these developments, empirical research in the region remains limited in terms of longitudinal and experimental designs, with most studies relying on cross-sectional survey data. Addressing these methodological gaps will be essential for advancing a more robust and context-sensitive understanding of SME in Southeast Asian democracies.

6. Limitations and Research Gaps

Most of the reviewed studies rely on cross-sectional designs, thereby limiting the ability to infer causal relationships. To advance the field, future research should incorporate longitudinal and experimental methodologies—particularly within underrepresented Southeast Asian contexts. There is also a pressing need for more refined engagement metrics, as well as focused attention on the role of misinformation and algorithmic bias in shaping political outcomes.

Practical Implications for Policy, Education, and Platform Governance: The findings of this review offer several actionable insights for Thai policymakers, educators, and digital platform governance stakeholders. First, enhancing digital literacy—particularly among youth—should be a national priority. Both formal education curricula and informal community-based initiatives must promote critical thinking, media discernment, and civic competence to mitigate vulnerabilities to misinformation, affective polarization, and echo chamber dynamics (Livingstone & Helsper, 2007). Second, digital platform governance should emphasize algorithmic transparency and ethical accountability. In light of empirical evidence linking SME to selective exposure and ideological rigidity (Sunstein, 2008), platform regulators should implement standards that encourage exposure to diverse viewpoints while reducing the salience of emotionally charged or misleading content.

Third, policy frameworks must proactively foster inclusive opportunities for youth civic participation. This could include targeted engagement campaigns, support for local deliberative forums, and the development of civic incubation programs for politically disengaged or marginalized groups. Such efforts can bridge the participation gap and channel online engagement into constructive offline action. Finally, any intervention must be sensitive to ethical trade-offs—particularly regarding surveillance, data privacy, and freedom of expression. Overregulation risks undermining democratic values, even when aimed at curbing disinformation or extremism. Taken together, these recommendations point toward a multi-stakeholder strategy for cultivating meaningful, safe, and democratic social media engagement in Thailand’s evolving political landscape.

7. Conclusion

Social media engagement (SME) plays a pivotal role in shaping political attitudes and motivating civic participation; however, its influence is far from deterministic. Rather, it operates within a complex interplay of individual characteristics, platform affordances, and sociopolitical contexts. This review synthesizes current theoretical and empirical insights to propose an integrative framework that captures the multidimensional nature of SME’s political effects. By consolidating pathways, mediators, and moderators, the study provides a foundation for more nuanced empirical inquiry into digital political behavior, with particular emphasis on the Thai context.

References

- Ballard, P. J., Malin, H., Porter, T. J., Colby, A., & Damon, W. (2015). Motivations for civic participation among diverse youth: More similarities than differences. *Research in Human Development*, 12(1–2), 63–83. <https://doi.org/10.1080/15427609.2015.1010348>
- Boulianne, S. (2015). Social media use and participation: A meta-analysis of current research. *Information, Communication & Society*, 23(2), 220–235. <https://doi.org/10.1080/1369118X.2015.1008542>
- Chantakiri, S. (2024). The role of social media in political engagement among Thai youth. *Asian Journal of Humanities and Social Innovation*, 1(4), 39–50. <https://so14.tci-thaijo.org/index.php/AJHSI/article/view/1845>
- Du, S. and Gregory, S. (2017). The echo chamber effect in Twitter: does community polarization increase? *Complex Networks & Their Applications V*, pp. 373–378. https://doi.org/10.1007/978-3-319-50901-3_30
- Jitsaeng, K. (2025). The use of social media among Thai youths for political communication. *Journal of Contemporary Social Sciences and Humanities*, 10(1), 1–10. <https://so12.tci-thaijo.org/index.php/jcsh/article/view/3286>

- Jitsaeng, K., & Tuamsuk, K. (2022). Digital factors influencing the use of social media in political communication among Thai youths. *International Journal of Media and Information Literacy*, 7(2), 450–462. <https://doi.org/10.13187/ijmil.2022.2.450>
- Katz, E., Blumler, J. G., & Gurevitch, M. (1973). Uses and gratifications research. *Public Opinion Quarterly*, 37(4), 509–523. <https://www.jstor.org/stable/2747854>
<https://doi.org/10.1086/268109>
- Khazraee, E., & Novak, A. N. (2018). Digitally mediated protest: Social media affordances for collective identity construction. *Social Media + Society*, 4(1), 2056305118765740. <https://doi.org/10.1177/2056305118765740>
- Koc-Michalska, K., Schiffrin, A., Lopez, A., Boulianne, S., & Bimber, B. (2021). From online political posting to mansplaining: The gender gap and social media in political discussion. *Social Science Computer Review*, 39(2), 197–210. <https://doi.org/10.1177/0894439319870259>
- Kulachai, W. (2023). The role of digital media in the Thai youth's political movement. *Journal of Liberal Arts RMUTT*, 4(1), 83–96. <https://so07.tci-thaijo.org/index.php/JLA/article/view/3046>
- Lee, S. H. (2017). Digital democracy in Asia: The impact of the Asian internet on political participation. *Journal of Information Technology & Politics*, 14(1), 62–82. <https://doi.org/10.1080/19331681.2016.1214095>
- Lee, S., & Xenos, M. (2022). Incidental news exposure via social media and political participation: Evidence of reciprocal effects. *New Media & Society*, 24(1), 178–201. <https://doi.org/10.1177/1461444820962121>
- Lilleker, D. G., & Koc-Michalska, K. (2017). What drives political participation? Motivations and mobilization in a digital age. *Political Communication*, 34(1), 21–43. <https://doi.org/10.1080/10584609.2016.1225235>
- Livingstone, S., & Helsper, E. (2007). Gradations in digital inclusion: Children, young people and the digital divide. *New Media & Society*, 9(4), 671–696. <https://doi.org/10.1177/1461444807080335>
- McCombs, M. E., & Shaw, D. L. (1972). The agenda-setting function of mass media. *Public Opinion Quarterly*, 36(2), 176–187. <https://doi.org/10.1086/267990>
- McKenzie, J., Castellón, R., Willis-Grossmann, E., Landeros, C., Rooney, J., & Stewart, C. (2024). Digital divides, generational gaps, and cultural overlaps: A portrait of media use and perspectives of media in Thailand. *Media Psychology*, 27(1), 106–134. <https://doi.org/10.1080/15213269.2023.2222533>
- Natee, W., Chaisriya, K., Charoenthansakul, T., & Gilbert, L. (2026). High-visibility protest engagement on Twitter: How content, form, and event context interact in Thai digital activism. *Journalism and Media*, 7(1), Article 65. <https://doi.org/10.3390/journalmedia7010065>
- Nyblade, B., O'Mahony, A., & Sinpeng, A. (2015). Social Media Data and the Dynamics of Thai Protests. *Asian Journal of Social Science*, 43(5), 545–566. <https://doi.org/10.1163/15685314-04305003>
- Pang H (2023). Can WeChat really foster young people's civic engagement? Unraveling an underlying mechanism from the social capital theoretical perspective. *Aslib Journal of Information Management*, 75(4), 645–666. <https://doi.org/10.1108/AJIM-07-2021-0204>

- Panlee, P. (2024). Scholars as political influencers: Celebrity, social media and political movements in Thailand. *Inter-Asia Cultural Studies*, 25(5), 688–700. <https://doi.org/10.1080/14649373.2024.2389697>
- Putnam, R. D. (2000). *Bowling alone: The collapse and revival of American community*. New York: Simon & Schuster. <https://doi.org/10.1145/358916.361990>
- Rodklai, M., & Kongsathid, M. (2024). The role of online social media in influencing opinions on public policies of Thai youth. *Ramkhamhaeng Journal of Public Administration*, 7(3), 100–124. <https://so16.tci-thaijo.org/index.php/RJPA/article/view/1084>
- Samoh, N., Boonmongkon, P., Ojanen, T. T., Samakkeekarom, R., Jonas, K. J., & Guadamuz, T. E. (2019). “It’s an ordinary matter”: Perceptions of cyberbullying in Thai youth culture. *Journal of Youth Studies*, 22(2), 240–255. <https://doi.org/10.1080/13676261.2018.1495835>
- Silapapiphat, K., & Piriyarangan, S. (2018). Social media and new environmental movements for social sanction in Thailand. *Asian Political Science Review*, 2(1). <https://doi.org/10.2139/ssrn.3229230>
- Sinpeng, A. (2021). Hashtag activism: Social media and the #FreeYouth protests in Thailand. *Critical Asian Studies*, 53(2), 192–205. <https://doi.org/10.1080/14672715.2021.1882866>
- Sirikupt, C. (2026). Drowning Out Dissent: The Thai Military’s Quest to Fabricate Popular Support on Twitter. *The International Journal of Press/Politics*, 31(1), 207–233. <https://doi.org/10.1177/19401612241279158>
- Skoric, M. M., Zhu, Q., Goh, D., & Pang, N. (2016). Social media and citizen engagement: A meta-analytic review. *New Media & Society*, 18(9), 1817–1839. <https://doi.org/10.1177/1461444815616221>
- Sornsena, K. (2024). The impact of social media on political participation among Thai youth: A social science study. *Journal of Exploration in Interdisciplinary Methodologies (JEIM)*, 1(4), 1–8. <https://so19.tci-thaijo.org/index.php/JEIM/article/view/774>
- Spohr, D. (2017). Fake news and ideological polarization: Filter bubbles and selective exposure on social media. *Business Information Review*, 34(3), 150–160. <https://doi.org/10.1177/0266382117722446>
- Srisai, A. P. (2025). The role of social media in political mobilization among youth in Thailand: Case study of the 2020 Thai protests. *Journal of Research in Social Science and Humanities*, 4(1), 34–37. <https://www.pioneerpublisher.com/jrssh/article/view/1173>
<https://doi.org/10.56397/JRSSH.2025.01.06>
- Sunstein, C. R. (2008). Neither Hayek nor Habermas. *Public Choice*, 134, 87–95. <https://doi.org/10.1007/s11127-007-9202-9>
- Takahashi, T. (2014). Youth, social media and connectivity in Japan. *The Language of Social Media*, pp. 186–207. https://doi.org/10.1057/9781137029317_9
- Theocharis, Y., Lowe, W., van Deth, J. W., & García-Albacete, G. (2015). Using Twitter to mobilize protest action: Online mobilization patterns and action repertoires in the Occupy Wall Street, Indignados, and Aganaktismenoi movements. *Information, Communication & Society*, 18(2), 202–220. <https://doi.org/10.1080/1369118X.2014.948035>
- Vaccari, C., & Valeriani, A. (2016). Party campaigners or citizen campaigners? How social media deepen and broaden party-related engagement. *The International Journal of Press/Politics*, 21(3), 294–312. <https://doi.org/10.1177/1940161216642152>

- Verba, S., Schlozman, K. L., & Brady, H. E. (1995). *Voice and equality: Civic voluntarism in American politics*. Harvard University Press. <https://doi.org/10.2307/j.ctv1pnc1k7>
- Vromen, A. (2017). Digital citizenship and political engagement. *Digital citizenship and political engagement*, pp. 9–49. https://doi.org/10.1057/978-1-137-48865-7_2
- Yamamoto, M., Dalisay, F., & Kushin, M. J. (2020). An examination of uncivil and reasoned comments and perceived civility in politics. *International Journal of Communication*, 14, 12036. <https://ijoc.org/index.php/ijoc/article/view/12036>
- Yuhannan, A. (2024). The digital battlefield: Investigating the role of online platforms and social media in shaping the Chana movement’s quest for democracy and justice. *Journal of Roi Kaensarn Academi*, 9(9), 74–86. <https://so02.tci-thaijo.org/index.php/JRKSA/article/view/273013>

Appendix A: CASP Quality Appraisal

Table A1: CASP Quality Appraisal of Included Studies

Study	Aim	Method	Sampling	Validity	Bias	Overall
Srisai (2025)	Yes	Yes	Yes	Yes	Yes	High
Kulachai (2023)	Yes	Yes	Unclear	Yes	Yes	Moderate
Chantakiri (2024)	Yes	Yes	Yes	Yes	Yes	High
Jitsaeng (2025)	Yes	Yes	Yes	Yes	Yes	High
Jitsaeng & Tuamsuk (2022)	Yes	Yes	Yes	Yes	Yes	High
Sornsena (2024)	Yes	Yes	Yes	Yes	Yes	High
Lee (2017)	Yes	Yes	Unclear	Yes	Yes	Moderate
Lilleker & Koc-Michalska (2017)	Yes	Yes	Yes	Yes	Yes	High
Khazraee & Novak (2018)	Yes	Yes	Yes	Yes	Yes	High

Source: Compiled by the author.