

# CHAPTER

# 16

## อิทธิพลของเครือข่ายทางสังคม ต่อการเปลี่ยนแปลงทางการเมือง ภาคพลเมืองในบูรพาภิวัตน์

Influence of Social Networks on Citizen's Politics  
in the Changing Easternization

---

Pisak Kalyanamitra\*

Aphisit Bunchanthuek\*\*

---

---

\* Lecturer in Faculty of Humanities and Social Sciences. Valaya Alongkorn Rajabhat University Under The Royal Patronage Pathumthani, Thailand.

\*\* Student in Faculty of Humanities and Social Sciences. Valaya Alongkorn Rajabhat University Under The Royal Patronage Pathumthani, Thailand.

## บทคัดย่อ

การเมืองภาคพลเมือง (Politics For Citizen) ที่สะท้อนรูปแบบความเป็นประชาธิปไตยสมัยใหม่ สะท้อนความต้องการของประชาชน ของกลุ่มคนที่ได้ชื่อว่า “พลเมือง” สะท้อนความต้องการแสดงออกทางความคิด ผลลัพธ์ที่จะนำไปสู่นโยบายสาธารณะ นโยบายสาธารณะที่มากกว่าพื้นที่ในชุมชนมากกว่าเทศบาลมณฑล แต่เกิดขึ้นในสิ่งที่เรียกกันว่า การเมืองที่เคลื่อนไหวโดยประชาชนที่มองประโยชน์สาธารณะมากกว่าประโยชน์ส่วนตน ที่มีเทคโนโลยีในยุคสมัยใหม่เป็นจุดเชื่อม จุดเริ่มต้นด้วยการเคลื่อนไหวทางสังคมรูปแบบใหม่ (New Social Movement) (ไชยรัตน์ เจริญสินโอฬาร, 2555) ที่ว่าด้วยเรื่องปัญหาของสาธารณะที่ต้องการพลเมืองที่มีความหมายหรือบทบาทที่สร้างนัยสำคัญในการเคลื่อนไหวมากกว่าประชาชน ต้องการให้พลเมืองเข้ามาเป็นส่วนหนึ่งในการสานเสวนาหาทางออกในเวทีถกเถียงกับปัญหาสาธารณะมากขึ้นเรื่อย ๆ และกำลังถูกพูดถึงอย่างมากในประเทศที่ปกครองในรูปแบบประชาธิปไตย จากอดีตที่การเคลื่อนไหวทางสังคมบนท้องถนน นำมาซึ่งการสูญเสียทั้งชีวิตและทรัพย์สินนับครั้งไม่ถ้วน การนำประสบการณ์ที่ได้จากการเคลื่อนไหวในอดีตมาศึกษาเพื่อพัฒนารูปแบบการเคลื่อนไหวยังไม่มีให้ความสำคัญที่ชัดเจนมากนัก ถ้าไม่ใช่การตั้งโต๊ะประชุมของแกนนำ เพื่อปรึกษาหารือในการนำวลมหาประชาชนของตนเองไปกดดันเพื่อให้ได้สิ่งที่ต้องการ ดูจะขัดต่อหลักการการเมืองภาคพลเมืองในประชาธิปไตยสมัยใหม่ที่สมเหตุสมผลอยู่พอสมควร

การเรียนรู้จากข้อผิดพลาดในอดีต และมองหาโอกาสที่จะสร้างความสมเหตุสมผลให้พลเมืองมาช่วยกันเป็นส่วนหนึ่งในขบวนการการเมืองภาคพลเมือง และในยุคที่ข้อมูลข่าวสารอยู่เพียงแค่มือปลายนิ้ว เทคโนโลยีเป็นปัจจัยหลักในการดำเนินชีวิตประจำวันของมนุษย์ไปแล้วอย่างหลีกเลี่ยงไม่ได้ รูปแบบการเชื่อมโยงที่จะเชิญชวนให้พลเมืองที่มีความคิดเหมือนกันในประเด็นปัญหาของสาธารณะ มารวมตัวกันเคลื่อนไหวเพื่อสานเสวนาหาทางออกที่ดีที่สุดแก่สาธารณะ และช่วยสร้างความเข้มแข็งให้ประชาชนเจ้าของอำนาจอธิปไตยตามหลักการของระบอบประชาธิปไตย

**คำสำคัญ:** การเมืองภาคพลเมือง/ เครือข่ายทางสังคม/ บูรพาภิวัตน์



## Abstract

---

Politics for Citizen, which reflects pattern of modern democracy, needs “Citizen” to express idea, result, that lead to public policy. Public policy is more than Municipal Law in the area for the community and it is called “Political Movement by People”, which focuses on public benefits more than private benefits. The modern technology is having the connecting point having starting point with New Social Movement (Charoensinolan, 2012) pertaining problem of the public. This requires citizen to have meaning or roles, that creates important implication in more movement than the people, requires citizen to participate in seminar for seeking solution in the a debate session. There are more and more public problems that are mentioned in the countries with democratic administration. In the past there was street side social movement that caused loss of both life and property in uncountable times. The implementation of experience acquired from movement in the past for study to develop pattern of movement is not significantly recognized. It is a kind of meeting of leaders to counsel for leading people to give pressure for their needs. It is likely to be contrary to the principle of reasonable citizen politics in the modern democracy.

This study is about learning from the mistake in the past and seeking for an opportunity to create reasonability for citizen’s participation in the political process. In the modern generation, information is available on our fingers with technology providing unavoidable factor in daily life of human being. A model of linking

for motivating citizens has been attempted. It is about connecting people who have the same opinion concerning public problem to participate in movement and to discuss about the best solution for the public. This adds strength of the people, who are the owner of sovereignty according to the principle of democracy.

**Keywords:** Citizen's Politics/ Social Network/ Easternization

## Introduction

---

Prasertkul (2012) has mentioned about the past representative democracy that although it is better than dictatorship, but it cannot answer all questions of society. It is, therefore reason for the people to claim directly for the state to manage their problem. It is not just to look for managing economic growth but it should be open area for them to manage themselves. These things are main issues of politics for citizen in the past, but at present time, the politics for citizen is changing to administration, of which the citizen is not spectator, commentator, claimer or being presser to acquire from the state policy or project, but the people begin to understand spirit of administration of people, for people and by real people, which is not just exercising of the right for election only, but it means participation in acknowledgement of problem, solution of problem and participation of development and to have method mobilizing their wisdom and resources and gathering as group, organization, association of social citizen to operate on behalf of state or to work together with the state. (Laothammatat, 2013 and 2014)

But it has appeared that when the people want to make a movement and to propose their problem to the society to acknowledge, the issue is that they cannot use mainstream media to forward information and to explain these issues because the mainstream media is depending on the growth of business. Most of consumers are interested in exciting matters, arousing matter, entertaining matter, love and its cause's matters, mining of invading life and bad environment in industrial estate. Nations are to preserve their customs and to have small proportion in the main media because it cannot be sold. Therefore, citizen, who has no own media will have no chance to tell the world or to wait for kindness or to do something. The people fall in the way of interest of main media such as making of scandalous or strange matter to attract the main media (Prasertkul, 2012)

One thing, which shows that political change has happened in the present time, is that gathering of people has been changed. The model of social movement has become invisible one by linking through social network and using modern technology such as more internet applications that gives opportunity of constructive expression in the future and opportunity of movement of citizen, by being more than people. Movement of citizen in this manner has created benefits to the public and has helped to cease the movement in the past, which followed leading core leader.

## Politic for Citizen: Political Significance in Modern Democracy

---

Boonsuaykwan (2014) has explained the Politics for Citizen and the means of using power of citizen in social activity or political activity. According to the right of citizen, at community level and national level, it is the act that citizens are using their power in the life development process and manage their local community by supporting the state. Some activities may challenge power of the state, where such expression, in dimension of political participation results in power relation with new state. Politics for citizen is active political factor in modern democratic regime, which focuses in the roles of group of social organization in the process of policy. Politics for Citizen focuses on connecting of social networks, which is social process, by linking networks of group of social organization and results in persons, who have from minor right to have no right, gather as group and organization to build networks to make social movement until it is able to make political movement in modern democratic regime. Politic has more legitimacy and has power in the process of making state policy. However, participation of inactive group and organization about issues of problem needs together with freedom and voluntary action of each group to be able to preserve identity of their group. The models of linking of social networks has 5 models; those are linking with personal relation, linking with information technology, linking through group, linking with idea, action together and linking with communication electronic devices.

Important implication of the politics for citizen when processed at the end, results in “Public Policy”, which is policy for problem solving or may be policy for development. Regardless of model of public policy by seminar will be the result of activity of politics for citizen to benefit people or public. When democracy requires the working of the government, which has parliament as important theater to steer in disposing trouble and maintain happiness of the people, build well-being of people, the policy provided by the government should have people to and seek solution as one activity in beginning of policy to develop people and country. If the people do not feel so, political situation, which lack participation from citizen, will make the people feel as if they are influenced by power from central part, which controls decision. This experience creates the conclusion that the citizen may not strong enough to control their future and concludes that politics for citizen rather has no power (National Health Foundation, 2006)

The second aspect is development of People’s State (Kittipong, 2016) Now General Prayuth is mentioning often about reformation of the country to develop as People’s State. The People’s State by practice, is not different from Politics for Citizen, but if public is quite necessary and cannot be missed for our politics, why the representative and authority do not try to seek or go to discuss with the public or to listen from the public more often in the past or to count as number one in listening. If we are speaking about reason why public has been released from the

political because it is more than situation than person or individual, who are not listened by anyone or the people received no interest and were pushed out from the circle by experts. People must gather as public before forming the country as People's State; that is if there is no gathering of individual person to form a public, the public will not be able to reach the word "People' State". The act that people gathered as public to maintain is the only the thing, which the public can do.

And the last aspect is the question that what will make the group gather together and become public. The answer can be made by using English word "Deliberation". This process is not only just a talk about the problem for finding solution only, but it is also a careful weighing of both result all options for implementation and consequences of all options for implementation and to hear idea from other person, which is same guideline implemented democratic politics (Mathews, 1999)

Therefore, building of People' State must begin from the citizen, develop idea, attitude, create pubic mind, lead to public to have real voice, then will further lead the country to be reformed as people's state.



## Easternization With Political Change

---

The word “Western” is used by the Westerners to call themselves. In the past it means only countries in Europe, then USA, Canada, Australia, and New Zealand are included later and the Asia is called “Eastern” because it was located to the east of Europe.

From the time the world entered into the age of Industrial Revolution 200 years ago, countries over the world accepted the supremacy of the Western. The Easterner usually looks at the Westerner as the smarter and more powerful. We usually believe that intelligence, knowledge or technology from the west is better than ours and the people who graduated from Western countries is smarter and better than one who graduated from institutions in our country. The political and international affair policy was based on the searching and catching up for better model from the superpower in the West. But in present, the world’s polar is switching. While the Western is in stagnation, the Eastern is catching up rapidly. The USA with its economic power used to be the leader of the Western is almost collapse and cannot fully restore its economic until now. The US’ diplomatic and military influence is dropping obviously, while other countries in Europe are also in stagnation, therefore, we are in the age of Easternization (Laothammatat, 2011).

When globalization governs the world at present, there are many countries which embraced the form of governments, science and technologies from the western and within this, many developing

countries may have to reconsider about copying forms and development path from the western such as embracing democratic form without any modification. Though imitating from the east or Easternization is needed, there are also the needs to change culture, consciousness and education system. Embracing the Globalization by mixing the west with the east is the most preferable method. Actually, what in desperate need for every method of change and development is the change of general people. And the important thing is that the form of governance must be compatible with the western form (emphasizing on the importance of freedom, equality, and rights) and has to be compatible with some part of the traditional governance. In other words, the mixed of parts of western globalization and Easternization might leads to the continuously and sustainable development that is not suppress some of the realities in society (Dhiravekin, 2008). In this article, the interesting political events occurred in countries of Easternization will be presented.

## Thailand's Politics For Citizen In The Past

---

From the revolution on the 24th of June 1932 A.D., many events in Thailand's political history were driven by social movement of the people. Each people's movements has different causes, sometimes movements were caused by discontent in political and economic environments, and leaders, etc. that were the hot issues in that time. These discontents leads to inclination or opposition of the political active people such as the situation

of 14th of October 1973 A.D., 6th October 1976 A.D., which demonstrated the conglomeration of students and people and let the important cause of the situation, and the connector of public thoughts noticeable. They gathered to express to the public that they want some action from the one in power. Here, the example of important events of social movements will be presented.

The first event is the gathering of people who demand freedom and get rid of exploitation. There was the study of the social movement in the Northeastern Thailand showed that there was a “rebel of the merit” during 1901 - 1902 A.D., which aimed at better living through the removal of old social order exploiting North Easterner. The main theme of this rebel to persuade North Easterner to join their movement was religion, that is, the religion belief that joining the rebel could lead them away from the chaos, then make this belief the inspiration to have better living. They look at the problem of exploitation imposed on North Easterner as the interesting issue to be studied (Sirisuk, 1981).

Another event that will be encrypted in the Thai political history is the political revolution on the 24th June 1932 A.D. This started by the scholars and military officers. It might not be called social movement, but the act of the “People’s Party” to change the regime has many interesting point to address, especially the way they communicate their thoughts; can “People’s Party” be considered Thai?; did Thai people in that time aware of the act of “People’s Party”?; is “People’s Party” just one group of citizen of Thailand?; to what extent did “People’s Party” intend to solve public problems of that time (Berker and Pongpaichit, 2014).

The gathering of People's Party leads to question of how they connect the 115 people who is scholars in many countries of Europe such as France, Switzerland, and England. After they were backed to Thailand, they can organize many of secret movement. They tried to avoid intervention from England and France because in that time Thailand is colonized in the aspect of economics and needed the acceptance of the superpower to develop. (UNESCO, 2013)

## **Experiences In Thailand: Politics For Citizen "A New Generation".**

---

After the coup d'etat on 22th May 2014 A.D. there were many intellectual seminars in university and other places that were threatened by government officers.

The Free Thammasat for Democracy Group (LLTD) by the students of Thammasat university continually organized political activity under the pressure and was suppressed by the National Council for Peace and Order (NCPO). The declarations of this group were spread mainly by social media. The activity of symbolic expressions of this group was the trendy events in society such as corruption of Rajapakdi Garden building that the member gathered and travel to the garden by train; the intellectual seminar; the seminar on special occasion to remind important political incidents, but all of this ended up with being arrested by public officers.

“Sergeant New” or Mr. Sirawichya Serithiwat (Political Study Group, 2016) was one of leader of this movements in the name of “Democratic Study Students (NDM)” and the “Reacting Citizen” who organized the political activity by their commitment to their ideology on human rights and democracy. Sergeant New was the leader of students who organize some political movements in national level such as using black banner on the 8th anniversary of coup d’etat by the Council of National Security; being the LLTD to symbolic expressed in the seminar on the topic “Thai Evolution with the Understanding of Human Rights” that was organized by the National Human Rights Committee. Because of being the new generation student, Sergeant New was considered both positive and negative aspects by others. However, this is the citizen politics that was driven by the new generation who always keep public interests in their mind when they act. The case of Sergeant New and other groups that acted in the pressurized political situation was like being hit by giant wave but the citizen still keep organizing their activities by deploying new technology on social media to reflect the political issues in our country.

There were five movements of the students that was not the blocking the road nor damaging anything for their demand that can be called the intellectual social movement started from Chiang Mai province. Those movement are 1) abortion of seminar on “Happiness and conciliation under the contemporary constitution of 2557” 2) “did you cover your head today?” by the faculty of Laws of Chiang Mai University (both of this seminar were held in

Chiang Mai University 3) the abortion of Thai Education Camp organized by students of the faculty of Education of Chiang Mai University that were held at the Northern Agriculture Network Center 4) movie show of "The 1984 Movie" by Panya Movie Club at Saengdee gallery and 5) "Light Up Night: the night of human rights at Chiang Mai act; the unrest between Israel - Palestine in Gaza" by Amnesty International Thailand at Book & Wife shop.

There were four seminar in Thammasat University that were threatened by the public officers. These seminar include 1) abortion of seminar on "Democratic Classroom lesson 2) the collapse of dictatorship in foreign countries" by The Free Thammasat for Democracy Group (LLTD) at Rangsit Campus 2) abortion of memorial event of "6th October: the day the sky's color change 3) cancellation of seminar on "Democratic Classroom lesson 1 Thai contemporary constitution of 2557" by LLTD at Rangsit Campus and the effort to manipulate content of seminar on "History in the aspect of revision and construction" by the group named Council in front of the Dome at Thaprajan.

Another two events abortion were the seminar on "Under Construction Justice" by Lawyers for Human Rights Center with the Foundation for Cultural Assimilation and Amnesty at the Foreign Correspondents' Club of Thailand (FCCT) and the seminar on "Issues in Bua Yai Province Act" by the Graduate School of Nakhornratchasima Rajabhat University.

It can be said that the movements by the new generation after the coup d'etat is the movement of the innocent because it

occurred in the time that freedom is threatened by the gun. Thai political situation is spiraling into the same circle, the conflict started from the parliament, the house of government but it affected by the movement of the citizen in the university who were supposed to be the guardians of freedom of expression of general, in contrast, there are disappointment created by the president of many universities who were appointed to have important titles from the military government such as the Minister and the member of National Legislative Council. In one aspect, the taking of such titles should help protecting freedom but in contrast, this leads to more intervention of government in the university especially intellectual activity that were aborted and created the fear within the university instead.

The establishment of Bua Yai Province becomes the hot debating issues in Nakornratchasima Province, therefore the Graduate School of Nakornratchasima Rajabhat University organized the seminar on this issue to let people exchange their opinions. But the 2nd Army Area did not want this conflict to spread out and told the organizer (Adisorn Naonont, the Dean of the Graduate School) to abort this seminar. The organizer said that it was deplorable to abort such creative activity, though there was no hidden political agenda behind, the organizer just wanted to invited groups with different points of view to join rational discussion that was better than sign-seeking on the street.

Under this pressurized situation, Thammasat University which was full of freedom and liberty and acceptable to everyone

and known of relating to many of Thai political history became under suspicion of its intellectual freedom after the officers aborted the seminar on the collapse of dictatorship in foreign countries. After the incident that some students were hunted, the act of public officers destroyed the condition of freedom of thinking and the gathering of students has to be kept calm and their plan was unknown to the outsider and public officers.

## Register Rally By Website In Singapore

Though the gathering is permitted by the Constitution, but this kind of freedom is limited to safeguard the public convenience in utilize the public area and public order during wartime or during the state of urgency and martial law

Singapore has Laws of Gathering in Public determined that gathering in public can be held only by the permission of government but the government has never permitted public gathering. The only place for gathering is the Speaker's Corner in the Hong Lim Park. In the past the gathering must has permission from the government in the same way as other public gathering, but now it no longer needed to ask for permission because it can be registered on website of the organization which is in charge of taking care of the Park and National Park (Onvimol, 2558)

Though this laws gave the authorized officers to guard the public order in the specific area, several demonstrations to express the people's demands in many economic problems to their governments were organized in recent years. Therefore, the



government proposed new laws on protesting and rallying to the parliament, namely Public Order Act 2009, and this Act is now become effective (Nilprapan, 2012)

The three underlying principles of Public Order Act 2009 were:

(1) To control assembling and procession in public places

(2) To support special events in Singapore such as international conferences, performances by securing the area and custody the people who joined in that special event

(3) To be the supporting mechanism to another laws on securing the area. In this aspect, the Public Order Act 2009 laid down principles in controlling activities that may bring disorder differed from the principles of The Public Order (Preservation) Act 1958. It proposed that all kind of assemblies and rallies in public area must be permitted by laws, any assemblies or rallies without permission will be resolved immediately by the Police Commander or authorized officers, according to the Police Force Act, to safeguard the order.

In addition, Article 2 of Public Order Act has redefined and widened the meaning of “assembly”. In this article “assembly” means gathering or meeting of people disregard to the amount and no matter if there are.

Although gathering in the Speaker’s Corner is acceptable, but it has many obstacles: the Speaker’s Corner is too small for the large amount of people; it is closed area so that it is hard to make some impact on society, and the symbolic expression by fire is prohibited in order to save the grass.

The limitations of assembling of the public imposed by the government is not the worst problem, instead, the worst problem is Singaporean's attitude toward gathering rights. Most Singaporean think of gathering as disorder that bothers daily life activities, the people who join the gathering is the troublemaker. This can mean that Singaporean insensitive to rights suppression or might be unaware of rights suppression.

The new generation Singaporeans has higher concerns in social issues compared to the old one, and they also believe that though gathering in Singapore is just the small one but it can be learning points to plenty of social issues.

The deployment of Technology in registering for area for political expression in Singapore is similar to Thailand's electronics referendum on constitution. When the electronic machine for voting is developed, as used in many countries for general elections in order to save managerial cost, such as card printing, transport, publishing, the amount of false vote will be zero and vote counting will be faster. This technological developments are interesting issues both in case of registering via the web site in Singapore and electronic referendum in Thailand.

## Democracy For The New Generation With “Umbrella Revolution” In Hong Kong

---

What caused the hundred thousands of Hong Kong people to carry their umbrellas and expand it on the street and what makes this known to the world and called this event in Hong Kong politics “the democracy of the new generations”

The man who inspired Hong Kong teenagers, students to skip their classroom to join political activity was “Joshua Wong”. At the age 17 (in year 2014) Joshua, who has much more mature thinking than his age; who was the political activist who organize political activity 2 years age (2015 A.D), is the one who initiated protesting against the Chinese government in order to make the Chinese government keeps its words, One country two regime, after Hong Kong was handed over to China. After Joshua and his colleagues were arrested, there are widespread criticisms all over the world especially via social media. This caused the information about 2017 election of Hong Kong from Joshua be exchanged and spread. In this election the people’s rights to vote for the highest leader of Hong Kong is the big issues receiving public criticisms and this criticism caused the students’ classroom skipping mentioned above. In order to support students in joining the protest, some teachers recorded their class lectures for their students; even the university presidents visit their students in the protesting area. Not only the students that joined this protest, there are also more than ten thousands of Hong Kong adults who join it after work.

“Umbrella Revolution” might not be the name that Hong Kong protestors intended to use because their intention was not to overthrow the existing regime but they just want their leader to resign and let the people vote directly for their leader. But if we look at this situation from top view, it can be seen that there are more issues behind this Hong Kong people’s unrest. The Hong Kong people had lived under the English rule for decades, their thoughts and ways of life are much differs from the Chinese’. When Hong Kong people considered their leader too much inclined to the Chinese government; more and more Chinese headed to Hong Kong and harvest more interest in Hong Kong, this leads to serious discussion about Chinese rule but in the end this is beyond what manageable to them. (Achavanantakul, 2015)

This phenomenon in Hong Kong depicted political activity of new generation who utilize social media as a connecting mechanism; they are inspired by the 17-year-old Joshua. This activity caused by innocent power of the new generation leads to many countries’ awareness and become the good sample of citizen politics in the Southeast Asia.

## Myanmar, including the objections to the trial court in the case of Thailand “Turtle Island”: a combination of online media

---

The case of English tourists murdered in “Turtle Island”, Suratthani province from the rapid investigation makes the Thai Government concern about relationship between Thailand and England. The initial investigation inquired about influential group in the area which ended up with arresting 2 Myanmar, this is contrasted to the feeling of many Thais and Myanmar. The verdict from court of the first instance, Koh Samui provincial court, said that the two Myanmar were guilty as charged and be executed (Komolvadhin, 2015).

This situation resulted in the protesting of thousands of Myanmar who opposed this verdict and demanded liberation the two Myanmar. This Myanmar people’s symbolic expression without violence is caused by their feeling of exploitation by Thai Judicial processes. The first day of gathering had interesting form because there was no leader. This gathering was organized by social media communication and it is predicted that all the protestors is just the young people who sent information about this issue. The first day of gathering was very serious but took just a short period before the protestors disintegrated. But they announced that they will gather again by the appointment made through social media.

The situation mentioned above can be concluded that without advance communication network the thousands of

Myanmar communicated and can gather for some symbolic expression without any leader or violence.

## **Conclusion: the opportunity for using technology to link Politics for Citizen**

---

The internet communications keep physical distance away from being the obstacle of the emergence and existence of community. Community can always emerge when one has interaction with another via the internet for a considerable period of sustainable relationship to be developed regardless of distance; regional and cultural differences. The new forms communications, such as internet, have created interdependence beyond the political boundary.

The emergence of internet community leads to change of relation in political communication, that is, the advancement of vertical communication between society and government; the advancement of horizontal communication within society or the building of physical political community which is difficult in practice because of many limitations such as time, place, social condition, and social values. But all of these limitations decreased when the internet arrived there are chances of internet political community emergence.

When the impact of the internet were considered from Populist view were compared with the result from Community view (Charoenwongsak, 2016), differenced can be seen. While the populist view emphasizes on the changes of communication

between citizens and government or the vertical impact between society and political institution that caused the two ways communication, the latter view focuses on boundary expansion of communication between each citizen or the horizontal impact of communication between the individuals. But both are the impacts of new technology of communication on political change.

It can be said that the sphere of internet communication is the new form of media. It is the place to present information, thoughts, opinion, and criticism freely, and it is the increase of channel which citizen can use to maximize their power because expressing opinion on the internet can be incognito, so it can avoid rival communications. From this reason many people clings to use this channel to express their opinion both inclination and declination to the public opinion and this can create better condition for and support the democracy in society.

When there is technological evolution especially in communication and faster communication, spreading of content of knowledge demanded more consideration of the receivers. These indicate both advantages and disadvantages of the current communication channel. Searching for the facts about something is as easy as tapping the fingers on the laptop computer or tiny smartphones.

The democratic world is getting more chance from evolution of the rapid communication. In the Western countries such as USA, there is “the tradition of seminar for solution” (Frank, 1919). In ASEAN there are communications between Lee Hsien

Loong, the Prime Minister of Singapore (Onvimol, 2016) and teenagers via social media. In Laos and Myanmar there are social media used for celebrities called “Net Idol” deployed to utilize political activities during 2015. All of these showed that technologies promoted not only the countries economics but they can also promoted politics, especially politics in democratic society that needed to hear the people’s voice and led to the connection between political institutions and public institutions or the “interaction”. This can be possible when people with different opinion gather and group together with others who have the same interests and concerns. The consultative democracy gives people the chance to express or vote, these things could happen with the help of communication technologies to boost up interaction between the people and their representatives. (Ketcham, 2005)

Participatory democracy emphasized on in participation, self-regulated, and political community building that has potential in changing individual from one depended on representative to a citizen who is free, and from private interests to public interests. The differences between “the mass” and “the citizen” are; while the mass creates noise and bother others, the citizen uses their consideration and express his thought as he feels but in a rational way; while the mass uses crash and conflict, but the citizen uses participation, sharing, and support each other. Therefore, it is political processes of the citizen which in the past can be learned only from the Western society. Nowadays, the technology of the East is helping citizen politics called participatory democracy to be



developed significantly on another side (Barber, 2004). This process is called “Easternization” (Laothammatat, 2011) which means the expansion of the Eastern world, the political dimension is building its new perspective to its citizen by technology.

If Thai society can use political awareness by creating public mind, emphasizing on public interest more than private interest, creating drives to support citizenry, using rapid communication technology as a mean to connect the political institutions with the citizen in order to make them listen to each other. This is the important thing because Thais tried to use political expressions before they know their rights (Mansap, 2015) accord with Public conscious came from situation in which the individuals express their thoughts rationally and openly in public, these make the public able to access and grab public spheres that used to belong to the state, then this area varied to be area of political discussion and criticizing the state power (Habermas, 1993). It can be said that public area is transforming into new power challenging feudal societies in Asia.

This makes Thailand differs from the developed democratic societies whose citizen learned political rights before the political participation which make them become citizen. The expansion of citizen politics in Thai society is the urgent issue which has to be managed before the emergent of political or economic crisis that is now on the risk. If the public policy from bottom-up approach can occur continuously, Thai democratic way can be acceptable not less than the Western democratic way.

## References

- Achawananthakul, S. (2015). *Digital Future*. Bangkok: Open Work Publishing House.
- Barber, B. (2004). *Strong Democracy: Politics with participation for new generation* (3rd ed.). Bangkok: Thammasart University.
- Berker, C. & Phongphajit, P. (2014). *Comtempotrary History of Thailand*. Bangkok: Matichon Printing Office.
- Boonsuaykwan, R. (2014). Politics for Citizen, Review of literature for building of index or indicator of Politics for Citizen. *Humanity and Social Science Magazine*. 6(2).
- Charoensin-olan, C. (2012). *New Social Movement Process* (2nd ed.). Bangkok: Thammasart University.
- Charoenwongsak, K. (2016): *Internet and development of Democracy*. Retrieved January 8, 2016, from <http://www.kriengsak.com/node/1127>
- Dhiravegin, L. (2008). *Easternlization*. Retrieved January 7, 2016, from [http://www.dhiravegin.com/detail.php?item\\_id= 000570](http://www.dhiravegin.com/detail.php?item_id= 000570)
- Habermas, J. (1993). *L'espace public: Arche'ologie de la publicite' comme dimension constitutive de la socie'te' bourgeoise*. [The Structural Transformation of the Public Sphere]. Paris: Payot.
- Ketcham, R. (2005). *Individualism and Public Life A modem dilemma*. New York: Basil Blackwell.
- Kittipong\_tom. (2010). *civil state*. Retrieved 5 January 5, 2016, from <http://pracharath.blogspot.com>
- Komolvadhin, N. (2015). *Myanmarian protestd Kotao Case*. Retrieved December 29, 2015, from [Twister@Nattha\\_ThaiPBS](http://Twitter@Nattha_ThaiPBS).

- Laothammatat, A. (2011). *Easternization :Modern Geo-Politic and Geo-Economic*. Bangkok: Krungthep Dhurakit.
- Laothammatat, A. (2013). *Politics of Citizen to new millennium*. Bangkok: Project for printing torch.
- Laothammatat, A. (2014). *Citizen Administration*. Bangkok: Dhurakit Bandit University Pring Press.
- Mansap, S. (2015). *Education for building citizen: Foundation of politics for citizen*. Academic Assay. Bangkok: King Mongkut Institute.
- Matthews, D. (1999). *Politics for People*. United States of America: People's State.
- National Health Foundation. (2006). *Process of public policy with participation. New phenomenon of Thai Society*. Bangkok: National Health Foundation.
- Onvimol, S. (2016). *Democracy in Asia*. Retrieved January 5, 2016, from Twister@somkiatonwimon.
- Onvimol, S. (2015). *Speakers' Corner at Hong Lim Park Democracy with discipline of Singapore*. Retrieved December 29, 1981, from [http://www.nparks.gov.sg/cms/docs/speakers\\_terms\\_n\\_conditions.pdf](http://www.nparks.gov.sg/cms/docs/speakers_terms_n_conditions.pdf)
- Pokkloa Thammaraja. (2556). *Feature for glory of the Seventh Reign as important person of the world by UNESCO*. n.p.
- Prasertkul, S. (2016). *Political, civic and citizen journalism: from the concept Seksan prasertkul*. Retrieved January 26, 2016, from <http://www.citizenhaiPBS.net/node/3498>
- Sirisuk, A. (1981). *Yirtual Rebellion of Isan*. Unpublished Master's thesis, Silpakorn University.