

Abstract

The objectives of this mixed-method research are to study the communicative process of social issues from 'E-Jan Fanpage' on Facebook and its components (senders, messages, channels, and receivers), and to study the success factors in possessing the highest number of followers in Thailand. The content analysis approach has been applied. The researcher has conducted interviews with 'E-Jan Fanpage' crews and the fanpage's followers. The samples of the followers have been obtained through the purposive sampling approach with a total number of 450 people.

The results have been analyzed through quantitative and qualitative approaches which can be generated as followed. In terms of the quantitative approach, it is found that the difference value of factors (ages and educational levels of receivers) possessed significant value. This is because these two factors played influential roles in acknowledging behaviors, satisfaction levels, and receivers' opinions towards the content topics. The length of the following period has a statistical significance level of .01 and a correlation coefficient value of .253. These showed that the relationship values concurred with the hypothesis of this study. It can be also stated that the length of the following period can impact receivers' opinions towards the content topics, and the levels of acknowledgment and satisfaction.

Additionally, according to the qualitative approach, it is found that the crews have applied a communication theory to deliver social issues on the fan page. They analyzed the content before launching on the channel. As well as this, the analysis of the receivers before and after deploying content has been administered although this analysis has not been applied to every issue on the fan page. Moreover, the success factor underlying the highest following number is the immediate content delivery. The news reporters always go investigating the actual place on time to create the reliability of the content. The social issues have been carefully selected to generate an impact on the receivers. Language use is widely comprehensible. The diagrams (graphic pictures, cover photos, and news pictures) are differentiated. The contents have been presented in the form of a series of short VDO clips like a series of dramas shown on television because the receivers can spare their time to digest the content and feel like following it. Another strategy is to use a hashtag symbol to keep this fanpage trendy and to be the referencing purpose. The unique font and logo of 'E-Jan' fan page has communicated the identity of the page clearly and has enabled the audiences to recognize it easily.

Key words: Communication Process, Social Issue, Social Network, Dark Fanpage, E-Jan Facebook Fanpage