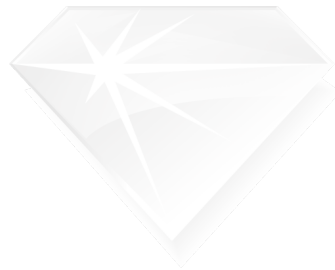


**THE IMPACT OF SOURCES CREDIBILITY ON CHINESE AUDIENCE'S
SELF-ESTEEM AND SOCIAL MEDIA USES ON TED TALKS -- A CASE
STUDY OF KAI-FU LEE'S "HOW AI CAN SAVE OUR HUMANITY"**



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Advisor: Assoc. Prof. Pacharaporn Kesaporn, Ph.D.

ABSTRACT

This study investigated the influence of source credibility of TED Talk speakers on the self-esteem and social media uses of Chinese audiences. Utilizing a quantitative research approach, the study examined the perceptions of 203 participants within the age group of 16-30 years old Chinese audiences who are regular viewers of TED Talks, particularly analyzing the case of Kai-Fu Lee's presentation on "How AI Can Save Our Humanity." The sample was selected using purposive sampling and convenience sampling. The mean and standard deviation were tabulated and the hypotheses were tested using Stepwise Regression with the statistical significance of 0.05. Findings are as follows:

The findings revealed that source credibility did not significantly affect self-esteem, but their self-esteem was a significant negative predictor of social media use for integration and emotional connection, as well as integration into social routines. The findings suggested that individuals with higher self-esteem tend to use social media, including TED Talks, significantly lesser than individuals with lower self-esteem. Secondly, the result found that self-esteem is a significant predictor of social media use among Chinese TED Talk viewers.

The implications of this research are manifold, offering insights for TED Talk producers to better tailor their content for diverse demographic groups and for social media platforms to enhance viewer engagement. Additionally, the study

suggested that individuals with higher self-esteem may not rely as heavily on social media for social validation, whereas those with lower self-esteem may seek more external affirmation through social media platforms.

The research contributes to the body of knowledge by highlighting the complex relationship between media source credibility, self-esteem, and audience's social media uses, particularly within the context of TED Talks viewed by Chinese audiences.

Keywords: Credibility, Chinese Audience, Social Media, Self-esteem



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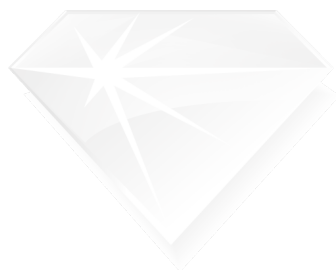
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CHAPTER 1

INTRODUCTION

This chapter provided a glimpse into the topic of this paper and its purpose. The researcher has summarized the rationale and problem statement, objectives of the research, scope of the study, significance of the research and summarized the definitions of terms at the end.

1.1 Rationale and Problem Statements

Nowadays, in the age of extremely developed social media, people will get information through different social media platforms. Unlike social media, which focuses on friendship, communication and entertainment, TED Talks is dedicated to enabling talented people from all over the world, from all walks of life, to share their thoughts and explorations about society, technology and people. TED Talks allows the elite to share their experiences, discoveries and perspectives in 18 minutes through public Talks. So it's a point of pride to be invited to the TED Talks stage. It's a sign that a speaker in a particular field is remarkable. Some of these speakers are industry leaders, and their presentations are indicative of where the industry is headed. This is bound to build the audience's cultural confidence and thus enhance their self-esteem, both from a professional point of view and from a national point of view. As Tsinghua University professor Li Qiang stated, Kai-Fu Lee's speech made the Chinese realized their voice and influence on the global stage; this international recognition boosted the cultural confidence and self-esteem of the Chinese people (Li, 2020). This study will take Dr. Kai-fu Lee's speech "How AI Can Save Our Humanity" in TED Talks as an example to study How the credibility of Chinese speakers' source information affects Chinese audience' self-esteem and their participation in TED Talks platform.

Ted Talk is a private, nonprofit organization that stands for Technology, Entertainment, and Design. The conference hopes that good ideas can change the way people think about the world and make them rethink their own actions. Ted talks are not just about technology, entertainment and design. In fact, education, science, business, art, culture, environmental protection and other topics often come up. TED not only invites celebrities to speak at the conference, anyone with knowledge or unique insights they'd like to share also sign up to speak at TED as long as you bring your own topic. But 10 percent of offline talks fail to make it to the TED Talk website due to poor quality. As of March 2023, 4,225 TED talks have been published online, TED YouTube channel has reached more than 22.7 million subscribers and 2.5 billion views to date, and the main TED conference attracts about 1200 attendants annually (Barayeva, 2024). TED Talks currently has its own website, an official YouTube account and social media platforms such as Facebook, Twitter and Instagram.

Although some people think TED Talks is elitist or self-righteous, all the people in the world listened to the smart people on the TED stage, and no problems were solved (Roos, 2015). However, there's no denying that almost everyone here at TED is a brilliant person, many of them are doctors, lawyers, writers, scientists, physicists, educators or industry leaders. While each is at the top of their neighborhood, they are also trying to do something, including tackling social issues, climate issues, philanthropy, and education and government reform, diagnosing infectious diseases and developing vaccines. They have the power, the money, and the influence to really drive change in the world. And the reasons why TED is so important is because they expose audiences to speakers who are working at the cutting edge of a wide range of causes, and they show people constructive ways to help solve these problems on a personal level. What's more, TED organizers say they've received thousands of letters and emails in the past from audiences telling them how TED talks have changed their lives to be better (Bajarin, 2014).

Kai-fu Lee, born in Taiwan in 1961, followed his elder brother to the United States for high school in 1972. He graduated from The Department of Computer Science at Columbia University in 1983 and received his Ph.D. in computer science at Carnegie Mellon University in 1988. He joined Apple in 1990 working in the Interactive multimedia division as vice President. He moved to Silicon Valley Graphics (SGI), where he served as vice President and General Manager of the Internet division and president of Cosmo Software. In July 1998 He joined Microsoft and founded and led Microsoft Research China (now Microsoft Research Asia) in China. At Microsoft, he served as vice President of Natural Interactive Software and Services. On July 19, 2005, Google announced the establishment of a product research and development center in China, and hired Kai-fu Lee to head the center and serve as Google's global vice president and president of Greater China, thus being sued by Microsoft. On September 7, 2009, Lee founded Innovation Works; an angel investment firm aimed at helping young people start their own businesses. There is no doubt from his resume that he is the industry elite in the computer field and has led numerous top companies in the industry ("Kai-fu Lee", 2024). Young people can regard him as their goal and idol.

"How AI Can Save Our Humanity" tells the story of Kai-fu Lee's further research on artificial intelligence based on his report on artificial intelligence published at Apple in 1991. After him, three North American scientists developed deep learning, and AI began to develop rapidly. China and the United States are also competing in AI. He continued to work on a 996 schedule (9am, 9pm, and six days a week), eventually ruining his health and developing lymphatic cancer. After his ordeal, Lee reassessed his life and realized that his family, not his job, was where his self-worth lay. From then on, he began to think about the relationship between AI and human beings. AI should undertake more mechanical and repetitive work, so as to liberate human beings and let them have more time to love and accompany their families. The reason why people are different from AI is that people have love and

empathy. Eventually, AI will replace humans for repetitive tasks, and humans will create more work that requires love, creativity, compassion and empathy (Li, 2018). This is the blueprint for human and AI co-existence.

China's rapid development since the reform and opening up has been accompanied by the incomprehension of the outside world, which not only reflects that China's national culture and ideology run counter to western capitalism, but also shows that China lacks soft power to export to the outside world. Kai-fu Lee, who came from Taiwan, China, was not only influenced by the Chinese culture, but also studied in the United States early (“Kai-fu Lee”, 2024). He had a deep understanding of the differences between China and the United States. At the same time, he has worked in some technology giants in Silicon Valley, such as Apple, Microsoft and Google. (“Kai-fu Lee”, 2024). With rich knowledge, he is the public knowledge with the right to speak in the eyes of the Chinese audience. At the same time, Kai-Fu Lee, as one of the few Chinese who has given a public speech at TED, has also received the best number of views and comments among Chinese speakers on the numerous Chinese platforms of TED Talks. This makes Lee the perfect candidate for this study on self-esteem and source credibility and engagement among Chinese audiences. However, few studies have looked at source credibility, self-esteem and engagement together. Especially for world-class open Internet platforms, these three factors can reflect the relationship between platform or individual credibility and user experience, which will be conducive to platform analysis of user transfer behavior and psychology.

From the perspective of Chinese audience, this study aims to examine the influence of the source of TED speakers on the self-esteem of Chinese audiences and the influence of Chinese audience's participation on the platform.

1.2 Objectives of Study

Like the celebrity effect on other social media, the researcher would like to examine whether TED Talks has the same celebrity effect on speech platforms, and whether the presence of well-known Chinese speakers on well-known platforms will affect the self-esteem of Chinese audiences. In the other hand, whether the presence of Chinese celebrities on TED Talks will affect the participation of Chinese audiences on the platform.

In this study, the researcher will aim at the following two objectives:

1.2.1 To examine the impact of perceived source credibility of TED Talk speakers on Chinese audience's self-esteem.

1.2.2 To examine the impact of perceived source of TED Talk speakers on Chinese audience's social media uses in the TED Talk social platform.

1.3 Scope of Study

1.3.1 Population and sampling method

The research will study educated people aged 16-30 years old, who are current TED Talks viewers and have experienced watching Kai-Fu Lee's talk at TED Talks on "How AI Can Save Our Humanity" at once in the last one-year period 2021-2022. Two hundred samples will be selected using purposive sampling and convenience sampling. This study adopts quantitative research method to measure the significance level between independent variables and two dependent variables.

1.3.2 Independent variable and dependent variables

The independent variable of this study is the credibility of the source (Kai-Fu Lee, a well-known speaker in the eyes of Chinese audiences), and there are two dependent variables in this study, namely, 1) Self-Esteem of Chinese audience after viewing TED Talks and 2) Chinese audience's social media use in the TED Talks platform.

The reason why the researcher chose the credibility of the source as the independent variable is that for Chinese audiences, they are more willing to believe the words spoken by official media, public knowledge and celebrities. Self-esteem and participation are selected as dependent variables because it will be a good study of the user behavior of Chinese audiences on the TED Talks platform.

1.3.3 The study included data and data analysis over a period of approximately 6 months from January to July 2022.

1.4 Research Questions

There were three variables in the study, the credibility of the source (Kai-fu Lee, a well-known speaker as perceived by Chinese audiences, Self-Esteem of Chinese audience after viewing TED Talks and Chinese audience's engagement in the TED Talks platform. In response to the objectives of the study, the research questions were purposed as follows:

1.4.1 Does the source credibility of TED Talk speakers significantly influence Chinese audience's self-esteem?

1.4.2 Does the perceived source of TED Talk speakers on Chinese audience's social media uses in the TED Talk social platform?

1.5 Significance of the Study

This research studied in various aspects in communication that include sender, message, channel, and receiver. These are the benefits of this study.

This research is significant for Chinese audiences who have low self-esteem or want to build self-esteem. Or for some sociologists who want to study national self-esteem, this study can show the influence of source credibility on the self-esteem of Chinese audiences on social media. Other researchers can make reference to the analysis and data of this study to analyze the correlation between reliable information sources' confidence in platform users and platform interaction.

At the same time, this research is also helpful for some social media platforms, which want to improve the Chinese audience's social media uses, examining their nature of their social media use on the platform.

1.6 Definition of Terms

1.6.1 Source credibility is “a term commonly used to imply a communicator's positive characteristics that affect the receiver's acceptance of a message.” (Ohanian, 1990). Source credibility theory is an established theory that explains how communication's persuasiveness is affected by the perceived credibility of the source of the communication (Hovland & Weiss, 1951). A study of the impact on the internet on value orientations in mainland China revealed that credibility of the internet was far more important than conventional media to Chinese citizens. In the study, the source credibility will be measured, having 3 dimensions as follows:

- 1) Competence refers to the speakers are intelligent, the speakers are bright, the speakers are highly competent, the speakers are experts, the speakers are well trained and the speakers are well informed.
- 2) Caring and goodwill factor refers to the speakers care about me, the speakers tend to be self-centered, the have my interest at heart, the speakers are quite sensitive, the speakers are understanding and they tend to have a concern with me.
- 3) Trustworthiness refers to the speakers are honest, the speakers are much trustworthy, the speakers are honorable, the speakers are of good morals, the speakers tend to be very ethical and the speakers are genuine.

1.6.2 Self-esteem is a popular and important construct in the social sciences and in everyday life (Blascovich & Tomaka, 1991). The popular notion of self-esteem is straightforward. According to the dictionary definition, “To esteem a thing is to prize it, to set a high mental valuation upon it; when applied to persons, esteem carries also the warmer interest of approval, cordiality, and affection” (Williams, 1979, p. 309). Self-esteem refers to a person's overall sense of his or her value or worth. It can

be considered a sort of measure of how much a person “values, approves of, appreciates, prizes, or likes him or herself” (Adler & Stewart, 2004). Regardless of the exact definition or label one chooses to employ, self-esteem is usually thought to be the evaluative component of a broader representation of self, the self-concept, the latter being a more inclusive construct than self-esteem, one that contains cognitive and behavioral components as well as affective ones. As a result, cognitions about the self (contained in the self-concept) may or may not influence self-esteem (Blascovich & Tomaka, 1991).

1.6.3 Audience engagement (also, user engagement) refers to the cognitive, emotional, or affective experiences that users have with media content or brands. Contrary to passive exposure to news content, engagement denotes an active and intentional orientation toward what users read, view, or hear. They “invest time, attention, and emotion” (Lehmann, Lalmas, Yom-Tov, & Dupret, 2012) and internalize a media message. The concept thus assumes that users are captivated by a brand, a news application, or media content (Broersma, 2019). These psychological experiences would motivate them to use it longer and more intensively, and stimulate user loyalty, attentiveness, and thought formation. Moreover, engagement is presumed to result in users acting upon their experiences with media. It implies behavior, that is, what people do with news. This could result in them consuming more news, interacting with online content, buying certain products, or building upon the provided information to take political action in their personal life. Engagement therefore is a precondition for processes of meaning-making, value creation, and connecting to public discourses (Broersma, 2019).

1.6.4 Social media uses integration refers to the degree to which individuals incorporate the use of social media into their daily lives and social behaviors, highlighting the significance of social media in one's routine and the emotional bonds formed through these platforms. This concept is pivotal in understanding how deeply embedded social media has become in modern society. The Social Media Use

Integration Scale (SMUIS), developed to measure this integration, consists of two subscales: Social Integration and Emotional Connection (SIEC), which assesses the connection between social media activities and social behaviors, and the emotional ties to these platforms; and Integration into Social Routines (ISR), which evaluates how social media is woven into an individual's daily routines. The development of the SMUIS is instrumental for researchers to delve into the psychological and behavioral impacts of social media on individuals, offering insights into how these platforms shape contemporary social interactions and personal identities (Jenkins-Guarnieri, Wright & Johnson, 2013).

The study will examine two dimensions of social engagement, including Social integration and emotional connection, and integration into social routines as follows:

1) Social Integration and Emotional Connection refers to I feel disconnected from friends when I have not logged into TED Talk; I would like it if everyone used TED Talk to communicate. I would be disappointed if I could not use TED Talk at all; I get upset when I can't log on to TED Talk; I prefer to communicate with others mainly through TED Talk; TED Talk plays an important role in my social relationships.

2) Integration into Social Routines refers to I enjoy checking my TED Talk account; I don't like to use TED Talk; Using TED Talk is part of my everyday routine; I respond to content that others share using TED Talk.

CHAPTER 2

LITERATURE REVIEW

In this chapter summarized the literature review and previous research related to the study and elaborate relevant theories. This leads to my theoretical framework for my research.

2.1 Related Literature and Previous Studies

2.1.1 Public Speech

Public speaking, also known as oratory, is the act of speaking to a live audience in a specific setting. Nowadays, it also includes any form of speech addressed to an audience, including online speeches and pre-recorded speeches that are then broadcast on television or digital media (“Public speaking”, 2024).

Public speaking can be used for many purposes, including teaching, press conferences, product launches, sales, persuasion, or entertainment. Each of these uses has its own different presentation techniques and methods (“Public speaking”, 2024).

The function of public speaking depends on the effect the speaker wants to achieve when speaking to a particular audience. The same speaker delivering the same content to different audiences can have different effects. The key is to reach the heart of the audience and influence their thoughts and actions (“Public speaking”, 2024).

Confucius once taught that if a speech is considered a good speech, whether they have heard it directly or not, it will affect the lives of individuals. His idea was that the words and actions of those in power could affect the world (Lee, 2020).

One of the main functions of public speaking is persuasion. The main goal of persuasive speaking is to change the audience's beliefs. Examples of persuasive speech can be found in many political debates, such as speeches by corporate leaders to employees, or by government leaders to the masses. Persuasive speech can be

defined as a style of speech that consists of four processes: persuader, audience, speaker's speech style and the message the speaker is trying to convey. Help change your audience's opinion by judging how they feel. Speakers need to use a variety of speech techniques to empathize with their audience, including demanding action from the audience, using inclusive language to bring the speaker and audience together, and choosing specific words with strong connotations to increase the impact of the message. Posing rhetorical questions, summarizing information, including anecdotes, exaggerating meaning, using metaphors, and applying sarcasm to situations are other ways a speaker can increase his chances of persuasion ("Public speaking", 2024).

Public speaking consists of three elements, namely body language, voice and words, which account for 55%, 38% and 7% of the speech, respectively (Mehrabian & Wiener, 1967). Although words provide only marginal utility, they are also important because words are repositories of ideas and information.

2.1.2 The history of public speaking

The earliest history of public speaking can be traced back to ancient Greece more than 2,000 years ago. Aristotle was the first to record explicit rules for the use of speech. He thinks the speaker combines, to varying degrees, three things: reasoning, qualification and emotion (Heinrichs, 2008). The ancient writings of the Ancient Greeks record the way they taught and developed the art of public performance thousands of years ago. In ancient Greece and Rome, rhetoric was a major component of composition and speech, and both were critical skills that citizens used in public and private life. In ancient Greece, citizens wanted to speak for themselves, and any citizen who wished to succeed in court, politics, or social life had to learn the art of public speaking ("Public speaking", 2024).

2.1.3 Method of Public Speech

There are four basic methods for delivering public speech. They are impromptu speaking, manuscript speaking, and extemporaneous speaking and memorized speaking (Tucker, et al., 2019).

1) Impromptu speaking

Impromptu speech is when a person gives a speech completely unprepared. It usually occurs during small talk at a social event or gathering, a business meeting, a wedding or other celebration, sharing experiences leaving the organization, answering questions from the audience, being opposed at the meeting, being interviewed, or adding to the speech at the end. Impromptu speeches can be professional or informal, but ultimately the speaker should say something humorous and meaningful. Being able to handle an impromptu speech properly is a sign of a good communicator and leader. This is a useful skill, one that can be improved with practice, and one that is necessary to be a great speaker.

2) Manuscript speaking

A manuscript speaking is a verbatim communication of written information. In a manuscript speaking, the speaker needs to focus on the manuscript unless there are other visual AIDS present. The advantage of a written speech is that it can accurately convey the content of the original text, which is very important in certain moments or occasions. For example, lawyers read legal documents, or some formal activities (funeral, diplomatic) speech, this time completely in written form, can more accurately convey the appropriate emotions or formal etiquette.

Manuscript speaking is usually boring if the speaker is not polished and emotional. The speaker needs to establish eye contact with the audience to keep them focused. Professional speakers, actors, journalists and politicians often use teleprompters to read. With practice, the speaker can strike a conversational tone that makes the audience think he is speaking off the cuff (Wills, n.d.).

Manuscript speaking is usually boring if the speaker is not polished and emotional. The speaker needs to establish eye contact with the audience to keep them focused. Professional speakers, actors, journalists and politicians often use teleprompters to read. With practice, the speaker can strike a conversational tone that makes the audience think he is speaking off the cuff. The two keys to the success of

this kind of speech are 1) the speaker's experience, which makes reading a speech sound like normal speech, and 2) the speech needs to be written clearly and briefly, so that the audience can hear it fluently and understand it (Tucker, 2019).

3) Extemporaneous speaking

An extemporaneous speaking is a carefully planned and rehearsed speech in which the speaker uses short notes and a conversational tone. This allows the speaker to establish eye contact with the audience. Extemporaneous speaking has the advantage of making the speaker seem knowledgeable and credible, because the speaker knows enough about the speech without reading it. The audience pays more attention. And it also has flexibility, easy to modify, delete or add content. Extemporaneous speaking also has a disadvantage. It can greatly reduce the effectiveness of a speech if the speaker is not proficient in the content of the speech (Wills, n.d.).

4) Memorized speaking

Memorized speaking is a way to test your memory. The advantage of reciting a speech is that the speaker can keep eye contact with the audience throughout the speech, and can move freely on the stage and use body language. This is an advantage if you need some visual aid for your presentation. But reciting a speech tests the speaker's rhythm. If the speaker speaks in a monotonous delivery mode, the speech will end up being boring. Moreover, reciting a speech is difficult to interact with the audience. If the speech is interrupted by the audience and the speaker is not experienced enough, the speaker will find it difficult to get back into the mood (Tucker, 2019).

2.1.4 Body Language

Body language is a type of non-verbal communication in which information is expressed or conveyed using physical behavior rather than words. Such behaviors include facial expressions, body postures, gestures, eye movements, touch and space use. While body language is an important part of communication, most of it happens

without awareness. “Body language” is not to be confused with sign language, because sign language is language, has its own complex grammatical system, and is capable of exhibiting basic properties that exist in all languages (“Body language”, 2024).

Body language, on the other hand, has no grammatical system and must be interpreted in a broad sense rather than having an absolute meaning corresponding to an action, so it is not a language, but due to popular culture, referred to simply as “language”.

Body language is very important in public speaking. It can help you get your message across, connect with the audience, or keep them focused.

These body language needs to be used in the speech:

1) Eye contact--Eye contact connects the speaker with the audience.

Looking the audience in the eye makes the speaker more authoritative and believable. And the speaker can see if the audience is paying attention through eye contact (Barot, 2019).

2) Purposeful movement--Every movement on the stage should be meaningful, and every time the speaker moves from one side of the stage to the other, it should help convey a message. For example, if you move from one side of the stage to the other while changing topics, this is a natural physical transition, but the frequency of movement needs to be controlled instead of pacing back and forth across the stage (Barot, 2019).

3) Effective use of hands--Gestures is one of the clearest nonverbal ways we communicate confident or nervous body language. If used properly, hand and arm gestures can help enhance your message and make you look more confident and relaxed. Gestures magnify your story and help you appear more authentic. They are essential to our non-verbal communication to show others how we feel and how we make them feel (Barot, 2019).

4) Good poses--Keeping your body open and relaxed during a presentation gives the speaker confidence and conveys a strong aura to the audience (Barot, 2019).

5) Facial expression - Facial expression management is very important for conveying information during speech. If it is closely related to the content of the speech, the audience will be more involved in the mood of the speaker. For example, use a smile to make a speech about something relaxed and humorous, while use a serious face to make a speech about something deep and serious. A speaker's expression can even set the mood of a room (Barot, 2019).

6) Fidgeting--Fidgeting are a nervous habit for most people that can distract and make the audience feel uncomfortable. They are the key to confident body language. Common habits you may not be aware of are fiddling with your hair or suit, putting your hands in your pockets, and overusing filler words like “um,” “so,” and “like.” These mannerisms need to change (Barot, 2019).

7) Voice--Sound is also essentially an expression of the body, so your body language has an effect on your voice and can enhance or weaken the message of your speech. Albert Mehrabian has written extensively about the relative importance of verbal and non-verbal information, and his findings have been known for years as the “7-38-55 rule.” That is: our words convey 7 percent of our meaning, our tone of voice 38 percent, and our body language conveys 55 percent of what our audience will remember (Mehrabian, 2009). When you combine these three elements, your audience will be more engaged and connected with you. So don't forget that your body language should always reinforce your voice and emphasize your message (Thompson, 2017).

8) Public speaking and source credibility -- closely related when it comes to influencing an audience. A key aspect of effective public speaking is establishing credibility with the audience, and one way to do this is by being seen as a credible source of information.

2.1.5 Concept of Audience Engagement

Audience engagement (also, user engagement) refers to the cognitive, emotional, or affective experiences that users have with media content or brands. Contrary to passive exposure to news content, engagement denotes an active and intentional orientation toward what users read, view, or hear. They “invest time, attention, and emotion” (Lehmann et al., 2012, p. 164) and internalize a media message. The concept thus assumes that users are captivated by a brand, a news application, or media content (Broersma, 2019). These psychological experiences would motivate them to use it longer and more intensively, and stimulate user loyalty, attentiveness, and thought formation. Moreover, engagement is presumed to result in users acting upon their experiences with media. It implies behavior, that is, what people do with news. This could result in them consuming more news, interacting with online content, buying certain products, or building upon the provided information to take political action in their personal life. Engagement therefore is a precondition for processes of meaning-making, value creation, and connecting to public discourses (Broersma, 2019).

Social media use is closely related to Social media engagement, in which the integration of social media uses, emotional connection, integration of daily social behaviors, importance of social media, and frequency and intensity of behaviors are all key elements that constitute social media engagement.

2.1.6 Concept of Social media uses

The concept of social media use integration can be summarized in the following three aspects:

Integration into Social Behavior: The use of social media has become a part of users' social behavior and is closely connected with users' daily life. Users interact socially, build relationships, share information and participate in social activities through social media platforms.

Integration into Daily Routines: The use of social media has been integrated into users' daily routines and has become an integral part of their lives. Users frequently use social media in their daily lives and use it as a tool for information, entertainment, communication, and completing tasks (Jenkins-Guarnieri et al., 2013).

Emotional Connection: Users are emotionally dependent on and connected to social media use. Users develop an emotional attachment to social media platforms and the content on them and view them as an important source of social and emotional support (Jenkins-Guarnieri et al., 2013).

In summary, social media use integration is when users integrate social media use into their social behaviors and daily routines, and become emotionally dependent on and connected to it.

2.1.7 Self-esteem

Self-esteem is a popular and important construct in the social sciences and in everyday life (Blascovich & Tomaka, 1991). The popular notion of self-esteem is straightforward. According to the dictionary definition, “To esteem a thing is to prize it, to set a high mental valuation upon it; when applied to persons, esteem carries also the warmer interest of approval, cordiality, and affection” (Williams, 1979, p. 309). Self-esteem refers to a person’s overall sense of his or her value or worth. It can be considered a sort of measure of how much a person “values, approves of, appreciates, prizes, or likes him or herself” (Adler & Stewart, 2004). Regardless of the exact definition or label one chooses to employ, self-esteem is usually thought to be the evaluative component of a broader representation of self, the self-concept, the latter being a more inclusive construct than self-esteem, one that contains cognitive and behavioral components as well as affective ones. As a result, cognition’s about the self (contained in the self-concept) may or may not influence self-esteem (Blascovich & Tomaka, 1991).

2.2 Related Theories

In this study, the researcher used the Self-Esteem theory, Source Credibility Theory, and Transactional Model of Public speaking to discuss the influence of Chinese audience's self-esteem and audience social media use on the TED Talks platform by source credibility.

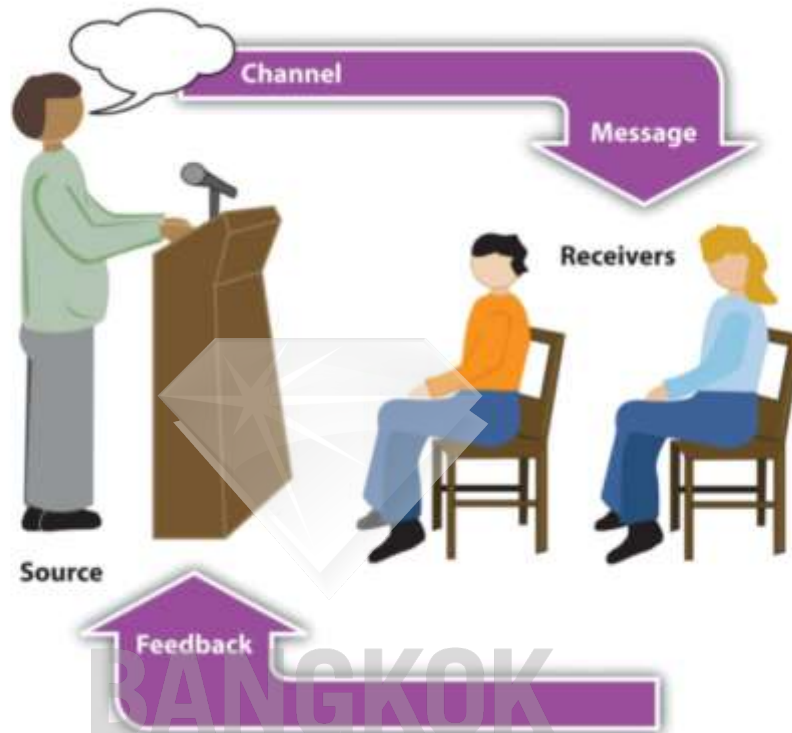
2.2.1 Transactional Model of Public speaking

Public speaking has a communication models: transactional Model.

Dean Barnlund proposed a transactional model of communication (Barnlund, 2008). The basic premise of the transaction model is that everyone sends and receives messages simultaneously. The interaction model places individuals in the role of source or receiver, and the meaning of a message is sent from the source to the receiver, whereas the transaction model assumes that meaning is created jointly by both interacting parties. The idea of people co-creating meaning is based on a concept called the field of experience. According to West & Turner (2010), the field of experience deals with “how a person's culture, experiences, and genetics affect his or her ability to communicate with others” (West & Turner, 2010). Education, race, gender, ethnicity, religion, personality, beliefs, behaviors, attitudes, language, social status, past experiences, and customs are all aspects of an individual's field of experience that are brought to every interaction. In order to make sense of communication, there must be some common experience with the audience. This makes it challenging to communicate effectively to an audience with a significantly different background. The goal of public speakers is to build on shared areas of experience to facilitate audience understanding of the message.

Figure 2.1: Transactional Model

Transactional Model of Public Speaking



Source: *The process of public speaking*. (n.d.). Retrieved from <https://courses.lumenlearning.com/suny-fmcc-standupspeakout/chapter/the-process-of-public-speaking/>.

Trading models build on interaction models that recognize that people can play both sender and receiver roles, and that interactions co-create meaning through shared areas of experience. Most people think of public speaking as a monologue in which the speaker stands to deliver information while the audience listens passively. However, based on the work of many philosophers, Arnett & Arneson (1999) have proposed that all communication, even public speech, can be considered a dialogue. Dialogue theory is based on three general principles:

- 1) Dialogue is more natural than monologue.
- 2) Meaning lies in the man and not in the words.
- 3) Context and social context affect perceived meaning (Arnett & Arneson, 1999)

Therefore, the audience is also a participant in the speech. The comments, likes and shares left by the audience on TED Talks' social media, websites and other video screening platforms also fully demonstrate the interaction between the sender and the recipient.

2.2.2 Sources Credibility

Source credibility is “a term commonly used to imply a communicator's positive characteristics that affect the receiver's acceptance of a message” (Ohanian, 1990). Source credibility theory is an established theory that explains how communication's persuasiveness is affected by the perceived credibility of the source of the communication (Hovland & Weiss, 1951). A study of the impact of the internet on value orientations in mainland China revealed that credibility of the internet was far more important than conventional media to Chinese citizens. This may be because conventional media has a historical record of being credible whereas internet sources, especially user-generated content, can be questionable (Zhu & He, 2002). On social media sites, source credibility can be ascribed based on the number of followers and the ratio between followers and follows a user has. There is a curvilinear effect for the number of followers, “such that having too many or too few connection results in lower judgments of expertise and trustworthiness.” A narrow gap between followers and follows may also result in a higher perception of competence (i.e., if a user has many followers but does not follow many others, that person may be regarded as less of an expert) (Westerman, Spence & Heide, 2011).

Source credibility in public speaking is the cornerstone of the relationship of trust between the speaker and the audience, based on the audience's perception of the speaker's intelligence, character, competence, and goodwill. This building of trust is a

dynamic process involving initial credibility (impressions before the speech), derived credibility (ongoing assessment during the speech), and final credibility (overall evaluation at the end of the speech). Speakers must demonstrate honesty and transparency at every stage of their presentation in order to maintain and enhance their credibility. In addition, source trustworthiness is influenced by non-verbal factors such as appearance, friendliness, and communication ability, which are conveyed through non-verbal means. The credibility of a speaker not only affects his or her immediate persuasibility, but also determines the audience's willingness to listen to him or her in the future. Therefore, a speaker needs to use a combination of logos, pathos, and ethos to build and maintain credibility with the audience (Barton & Tucker, n.d.).

2.2.3 Self-esteem theory

Self-esteem is another factor for reference in this paper. Many early theories held that self-esteem was a basic human need or motivation. American psychologist Abraham Maslow included self-esteem in his hierarchy of human needs. He describes two different forms of “respect” the need to gain respect from others in the form of recognition, success and admiration, and the need to gain self-esteem in the form of self-love, confidence, skill or talent (Maslow, 1981).

Respect from others is considered more fragile and easier to lose than inner self-esteem. Maslow (1981) argued that if self-esteem needs are not met, individuals are driven to seek it instead of growing and achieving self-actualization. Maslow also notes that the healthiest expressions of self-esteem "reflect the respect we have for others, not prestige, fame and adulation." Modern self-esteem theory explores why humans are motivated to hold themselves in high esteem. Socio-econometric theory suggests that self-esteem evolved to check one's status and acceptance in a social group. According to terror management theory, self-esteem plays a protective role, reducing anxiety about life and death (Greenberg, 2008).

Carl Rogers (1902-1987), an advocate of humanistic psychology, believed that the root of many people's problems was that they despised themselves and believed that they were unworthy and could not be loved. That's why Rogers believes in the importance of accepting clients unconditionally, and that doing so can boost their self-esteem (Bonet, 1997). Since then, the concept of self-esteem has been seen in humanistic psychology as an inalienable right of every human being, summed up in the following sentence: Every human being, without exception, deserves unconditional respect for the truth; He deserves to respect himself and be respected (Bonet, 1997).

In this paper, Rosenberg self-esteem scale will be used to evaluate the study. One of the most widely used tools is the Rosenberg Self-esteem Scale (RSES), a 10-item self-esteem scale score that asks participants to indicate how much they agree with a series of statements about themselves. The RSES was designed similar to a social survey questionnaire in which five items had positive phrased statements and five negative phrased statements. The scale measures global self-worth by measuring positive and negative feelings about the self. The original sample for the scale was developed from 5,024 randomly selected schools from 10 schools in New York State. The Rothenberg Self-esteem Scale composed of three and four high school students is considered to be a reliable and effective quantitative tool for self-esteem assessment (Blascovich & Tomaka, 1991).

2.2.4 Source Credibility Theory

The Source Credibility Theory is an important reference factor of this research, and many scholars have made researches on this theory. In the study conducted by McCroskey & Jenson (1975), the article "Image of mass media new sources," stated that "existing measures of source credibility should not be assumed to be universally applicable measures of source credibility." However, his research and the scale he developed from 1975 remain the basis for research on source credibility.

His research identified five dimensions that affect audience perceptions of speakers, including: competence, extraversion, calmness, personality and sociability. The measurement of competence is based on seven values: qualification, expertise, reliability, believability, openness (i.e. intellectual vs. narrow), value, and currency (i.e., informed vs. uninformed). The measurement of character has four values. These are kindness, sympathy, selflessness (i.e., unselfish vs. selfish), and virtue. The measurement of sociability has three values. These are friendliness, cheer, and temperament (i.e., good natured vs. irritable). Character and sociability may be combined by some researchers. In that case, researchers will employ the seven values under one "Character-Sociability" measurement. Four seemingly synonymous values are assigned to the measurement of composure. These are excitability (composed vs. excitable), calmness (calm vs. anxious), tension (relaxed vs. tense), and poise (poised vs. nervous). Like composure, extroversion is composed of four seemingly synonymous values. These are aggressiveness, boldness, talkativeness (i.e. talkative vs. silent), and voice (i.e., verbal vs. quiet) ("Source credibility", 2024).

These characteristics are fluid and affect each other as well as the speaker's transactional credibility. One dimension may strengthen the speaker's credibility if he/she struggles in another (Bühlmann & Gisler, 2005). These attributes can be perceived by the audience through actions in which the results conveyed by the speaker are concise and direct. If the speaker exhibits characteristics of honesty, integrity, and sincerity, and can demonstrate that they are trustworthy and ethical, even if they don't remember every aspect of the interaction, the audience will be more inclined to believe the information conveyed to them. However, they recall how the speaker made them feel, how they received the information, and what they might have shared with others after the speech was over (Bühlmann & Gisler, 2005). Speakers also have to be likable, because people tend to trust people they generally like or feel comfortable in a room with. Being friendly, easygoing, warm-hearted, friendly and kind can help speakers get along well with their audience. Once the audience is

relaxed, the speaker can present their message in general, and it will be perceived positively (Bühlmann & Gisler, 2005).

In this study, researchers used social media engagement and social media use to study users' behavior, frequency of use, behavioral interaction and reaction on social media

2.2.5 The different between social media use and social media engagement

"Social media use" and "social media engagement "are conceptually different, although there is a connection between them:

2.2.3.1 Social media use:

The term generally refers to an individual's use of social media, including basic activities such as logging into social media platforms, browsing content, and posting information.

1) It focuses more on the frequency and duration of social media use, which is a broader concept.

"Social media use" may not refer to the depth or emotional connection between the user's interaction with the social media platform.

2.2.3.2 Social media engagement:

Engagement is a more in-depth concept that includes not only usage behavior, but also the quality of a user's interaction with social media content or community.

It emphasizes the user's engaging behaviors such as interaction, communication, sharing, and response on social media, as well as how active and emotionally engaged these behaviors are.

"Social media engagement" is generally related to user reactions to social media content (such as likes, comments, re-tweets) and the frequency and quality of user-generated content (Trunfio & Rossi, 2021).

2.2.6 The relationship between social media use and social media engagement

There is a link between Social media use and social media engagement. Social media use generally refers to an individual's activities on social media platforms, such as logging in, browsing, Posting content, etc. Social media engagement focuses more on how users interact with social media content or brands, including likes, comments, sharing, and content creation. Social media use is fundamental to engagement because users must first use the platform in order to interact; Engagement is a measure of how active users are on social media and how deeply they interact with brands (Skoric, Zhu, Goh & Pang, 2016)

2.3 Hypothesis

According to the review of related literature and research, it leads to two hypotheses in order to test the significance between one independent variable with two dependent variables.

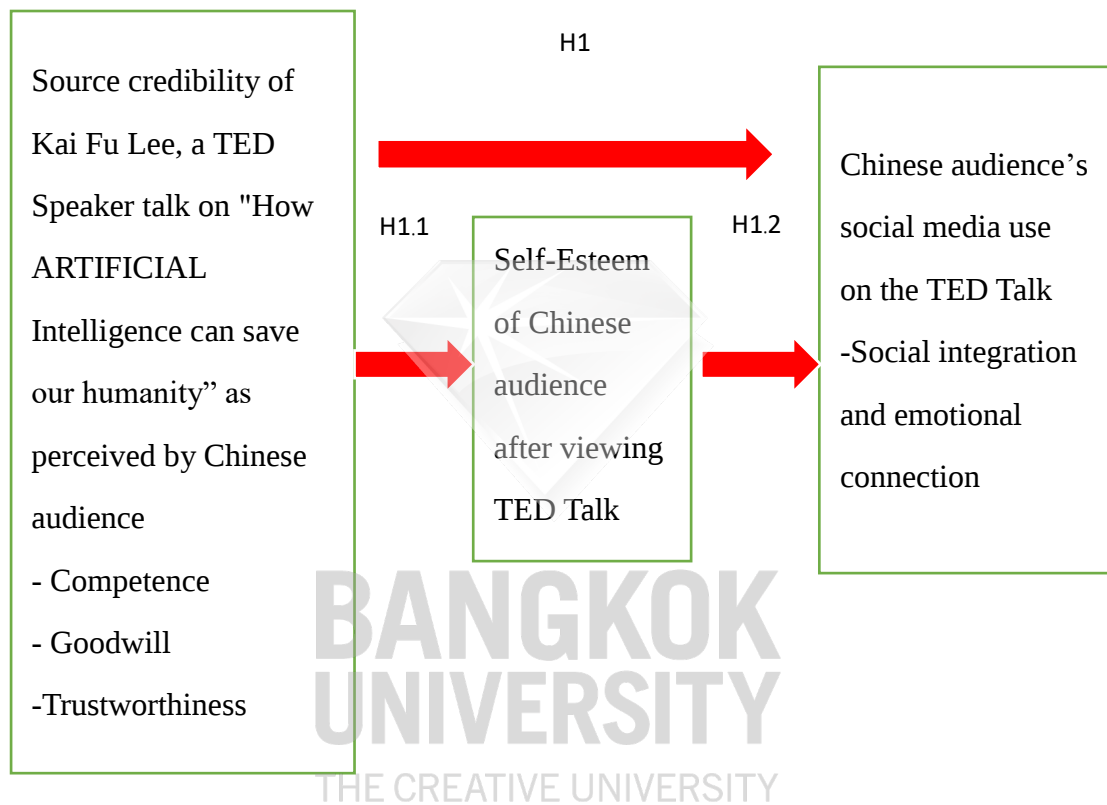
Hypothesis 1: Source credibility of TED Talk speakers and self-esteem are significant predictors of Chinese audience's social media uses.

H1.1: Source credibility of TED Talks speakers is a significant predictors of Chinese audience's self-esteem.

H1.2: Self-esteem of Chinese audience is a significant predictor Chinese audience's social media use in the TED Talks social platform.

2.4 Theoretical Framework

Figure 2.1: Theoretical Framework



CHAPTER 3

METHODOLOGY

3.1 Introduction

This chapter summarized the research design, the population and sampling selection strategies, research instrument. Additionally, the instrument pretest, the data collection procedure, and the data analysis strategies were highlighted and covered in this chapter. The chapter hence formed an important prerequisite in the subsequent chapters for the data analysis and towards concluding and the recommendations of the study.

3.2 Research Design

Research designs are defined as being the procedure that is utilized within the process of gathering data and the definition of how the process should be to the extent of managing this same data within the context of the objectives of the study. The research design is influenced and determined by the researcher in the view of the aspects being measured and as well as to the consideration of a series of factors (McKelvie & Standing, 2018). For instance, the researcher considers the study to either be qualitative or quantitative.

The qualitative study is in the instance that the information is gathered for evaluation of the research objectives is non-numeric (Phatak, 2021). On the other hand, quantitative research is in the instances that the information being gathered by a researcher in a study is numeric for evaluation of the research objectives.

For this study, the researcher opted to utilize the quantitative research approach. As such, numerical data would be gathered. Additionally, the study would be primary research, hence implying that the information would be first-hand and closely related to the study objectives and the phenomenon under evaluation within the study. Thus, in the consideration of the type of research and its approach, the

study would utilize a descriptive research design. This was in the view of the flexibility of the presentation for the results of the study. The descriptive research design was found to be appropriate in the presentation of the research findings and the results in tabulations and graphical charts for their interpretation in the context of the objectives of the study.

3.3 Population and Sample Selection

The population in research entails all the elements for which the researcher considers for the conduct of a study. They entail being persons, elements, or any other unit of measurement for these elements. The population is always the basic entity for which the study examines, collects information for which is analyzed to draw research conclusions, and even further to make recommendations (Iqbal, 2021). Due to the cost of engaging the entire population, the researchers opt to utilize a subset of the population in most instances, this subset is referred to as the sample. The sample must bear the characteristics of the population, and as well as further be consistent of a proportional size in comparison to the population that it covers. The study selected only 203 respondents, aged 16-30 who are current TED Chinese audience and who have watched Kai-Fu Lee's TED talk on "How Artificial Intelligence can Save our humanity?" in the past year, 2021-2022. They are a well-educated and internet-savvy group. Two hundred samples were selected by purposive sampling and convenience sampling.

The sample in this study was gathered through the utilization of a purposive sampling and convenience sampling method. Purposive sampling is a non-probabilistic sampling method that occurs when a researcher selects elements in a sample by judgment. Researchers often think they can use sound judgment to get a representative sample, which will save time and money (Black, 2012). A sample of at least 50 respondents would be obtained to be included in the sample for this research.

3.4 Research Instrument

The research instrument is defined as being a tool that is utilized by a researcher to engage with the study respondents and as well as to gather information and data in the context of the research objectives being evaluated (Phatak, 2021). The research instrument is designed by the researcher within the aspects of the research approach adopted, the type of study, and as well as like the data they intend to gather.

For this study, the researcher utilized a research questionnaire for the collection of data to examine the study objectives. The questionnaire has 4 sections for which each section covered information of interest regarding the study (Esmaeeli, 2018). The first section was coverage of the demographics of the study participants, including the gender, four age group, the frequency of exposing to TED Talk, the platform that user choose to use TED Talk. For this data, the gender and user platform selection will use the nominal scale, while the age group and frequency of use will use the ordinal scale.

The second section covered the source credibility of TED Talk speakers. This part used the Source Credibility Measurement Scale adopted from McCroskey & Teven (1999). This is subdivided into three constructs. These three constructs were competence factor, caring/goodwill factors, and trustworthiness factor (McCroskey & Teven, 1999). For each of these subsections, they were measured using six statements and each being on a scale ranging from 1 to 7 in the order of increase in the agreement for the respondents, arranging from numbers 1 and 7 indicate a very strong feeling; Numbers 2 and 6 indicate a strong feeling; Numbers 3 and 5 indicate a fairly weak feeling. Number 4 indicates you are undecided (McCroskey & Teven, 1999).

The third section inquired about the audience's self-esteem adopted from Rosenberg's self-esteem scale, a 10-item scale that measures overall self-worth by measuring positive and negative feelings about the self. This scale is considered one-dimensional using 4 point-likert scale, arranging from 1 = Strongly Agree, 2 = Agree, 3 = Disagree, 4 = Strongly Disagree.

The fourth section measured the audience's social media uses adopted the SMUIS scale, having a ten-item likert-type scale consisting of two social media use dimensions (reflected in two subscales), namely Social Integration and Emotional Connection (SIEC) and Integration into Social Routines (ISR) (Jenkins-Guarnieri et al., 2013). The scale used 6-point-likert scale for the levels of agreement, arranging from 1 = Strongly Disagree, 2 = Moderately Disagree, 3 = Slightly Disagree, 4 = Slightly Agree, 5 = Moderately Agree, 6 = Strongly Agree (Gray-Little, Williams, & Hancock, 1997). And the final section was coverage for the social media uses. This was measured using the social media use integration scale (Jenkins-Guarnieri et al., 2013).

3.5 Instrument Pretest

The testing on the effectiveness of a research instrument plays another major and important role in the view of its validity and how reliable it can be to be utilized in gathering data that is in line with the objectives of the research study. This is done by the conduct of the validity test and as well as the reliability test.

For this research, a reliability test was carried out in the data analysis section to evaluate how reliable the questionnaire was. The variables were considered reliable if the Cronbach's Alpha value exceeded 0.6. (Zargaran, 2019). Further, validity tests were carried out for each variable in the research questionnaire. Upon satisfaction that the research questionnaire was valid and reliable, then the subsequent tests were conducted. The table illustrated the reliability of each section.

Table 3.1: Reliability of the instrument

Variables	Cronbach alpha	Numbers of items	Items to be deleted
Source credibility	0.764	18	
Competence	-0.927	6	
Caring	0.262	6	
Trustworthiness	0.713	6	
Esteem	-0.620	10	4, 7, 8, 10
Audience Engagement	0.801	10	
Social Integration and Emotional Connection	0.807	6	
Integration into Social Routines	0.161	4	8, 10

3.6 Data Collection Procedure

The data gathering follows procedural steps in a study. This is usually done upon the researcher deciding on the type of research they wish to conduct, the designing of the research instrument for the gathering of the specific data, and further the nature in which these instruments should be distributed.

The researcher in this study opted to present the research questionnaires to only the willing respondents for them to complete based on their voluntary response. This was important so that the data to be gathered would be a true representation of the phenomenon being evaluated and investigated (Foda, 2021). Otherwise, it would fail to represent the actual feelings of the study population. Upon the completion of the questionnaires, then the respondent would proceed to hand it back to the researcher for the organization of this data for analysis.

3.7 Data Analysis

Upon gathering of data from the sample that a researcher engages, then it further follows the stage of analyzing the information and the data. This is usually done to evaluate the research objectives. The objectives guide the conduct of the analysis and how the results are presented. For this study, the SPSS version 26.0 software was utilized for the conduct of the analysis.

The first stage of the data analysis was the presentation of the results of the analysis of the demographic profile. This was done by the presentation of tabulations and graphical charts indicating the proportions for each category of the respondents in the population. This was as well regarding the descriptive research design that was adopted in this study.

Secondly, the research followed the presentation of the descriptive for the levels of agreement and rating for each of the statements utilized in this study for the measurement of the various factors and variables. These too were presented in tabulations. These were followed by the hypotheses testing all the hypotheses testing following the utilization of the significant level of 0.05 (Fleming, & Kowalsky, 2021). The testing of the hypotheses was conducted by running a Stepwise Regression analysis. The independent variables were source credibility (including competence factor, caring/goodwill factor, and trustworthiness factor. The audience's self-esteem was a mediating variable, and audience's social media use was the dependent variable.

Hypothesis 1: Source credibility of TED Talks speakers has a significant impact of Chinese audience's self-esteem.

Independent variable: Source credibility of TED Talks speakers

Dependent variable: Chinese audience's self-esteem

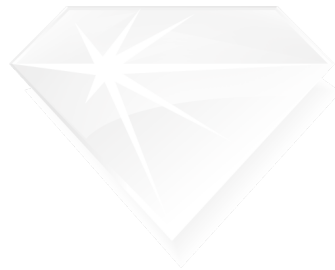
Statistical Analysis: Stepwise Regression analysis

Hypothesis 2: Source credibility of TED Talks speakers has a significant impact of Chinese audience's engagement in the TED Talks social platform.

Independent variable: Source credibility of TED Talks speakers

Mediating variable: Chinese audience's Social media uses in the TED Talks social platform

Statistical Analysis: Stepwise Regression analysis



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CHAPTER 4

FINDINGS

This chapter summarized the results of descriptive analysis and hypothesis testing results using One-Way ANOVA, Pearson correlation, and Linear Regression Analysis.

4.1 Summary of descriptive findings

First, this research conducted a descriptive statistical analysis of the sample data. The demographic information of the sample is presented below. As shown in Table 4.1, the results showed that the number of female participants (51.7%, n= 105) was slightly larger than the number of male participants (48.3%, n =98).

In respect to the age of the respondents, the majority of participants were between the ages of 21-25 (41.9%, n=85). The second largest group of participants were in the 25-30 age range (35%, n=71). The third highest number of participants were in the 16-20 age group (12.8%, n=26). Participants aged 30 and above were the least represented group (10.3%, n=21).

In respect to the frequency of using TED Talk in the year 2023-2024, the descriptive results showed that majority of the respondent used TED 1-2 times with the highest frequency (36.4%, n = 74), followed by those who used once per week (30%, n = 61), once per month (24.6%, n= 50), once a year (7.3%, n =15) , and everyday (1.4%, n = 3), respectively.

Regarding to the platform the respondents used to watch the TED Talks, the descriptive results showed that respondents used Twitter with the highest frequency (42.85%, n = 87), followed by Bilibili (20.19%, n= 41), YouTube (18.71%, n= 38), Weibo (11.82%, 24), TED Talk App (5.41%, n= 11), and Facebook (0.98%, n=2), respectively.

Table 4.1: Demographic Data of Respondent

Demographic factors	Constructs	Frequency	Percent%
1. Gender	Male	98	48.3
	Female	105	51.7
	Total	203	100
2. Age	31 years and above	21	10.3
	16-20 years	26	12.8
	25-30 Years	71	35
	21-24 Years	85	41.9
	Total	203	100
3. Frequency of exposing TED Talks	Everyday	3	1.5
	Once a year	15	7.4
	Once a month	50	24.6
	Once a week	61	30.0
	1-2 times a week	74	36.5
	Total	203	100
4. The platforms used to watch the TED Talks	Facebook	2	0.985
	TED Talk App	11	5.419
	Weibo	24	11.823
	YouTube	38	18.719
	Bilibili	41	20.197
	Twitter	87	42.857
	Total	203	100

4.1.1 Source Credibility of TED Talk Speakers

Since the questionnaire used 7- point likert scale adopted from Houston (1976), the researcher used the following criteria to interpret the level of source credibility of TED Talk speakers:

Table 4.2: The criteria to interpret of level of source credibility

Mean	Level of source credibility
1.00 – 1.84	Very strong negative feeling
1.85 - 2.70	Strong negative feeling
2.71 - 3.56	Somewhat negative feeling
3.57 – 4.42	Neutral feeling
4.43 – 5.28	Somewhat positive feeling
5.29 – 6.14	Strong positive feeling
6.15 – 7.00	Very strong positive feeling

As shown in Table 4.3, majority of the respondents had neutral feelings on source credibility across the three levels on competence ($\bar{x} = 4.04$, $SD = 0.450$), caring/goodwill ($\bar{x} = 4.04$, $SD = 0.440$) and trustworthiness ($\bar{x} = 3.94$, $SD = 0.624$), respectively. When examining each construct, in the competence factor, the highest mean was on inexpert-expert levels ($\bar{x} = 5.09$, $SD = 1.835$), untrained-trained ($\bar{x} = 4.99$, $SD = 1.841$) and incompetent-competent ($\bar{x} = 4.04$, $SD = 0.45$) where respondents reported somewhat positive feelings. On caring/goodwill factor, the highest mean was on insensitive-sensitive ($\bar{x} = 5.16$, $SD = 1.771$), self-centered-not self-centered ($\bar{x} = 4.91$, $SD = 1.858$) and not-understanding – understanding ($\bar{x} = 4.86$, $SD = 1.891$) relating to somewhat positive feelings. On trustworthiness, the highest mean was on phony_genuine ($\bar{x} = 5.05$, $SD = 1.774$), followed by unethical_ethical

($\bar{x}$ = 4.94, SD = 1.848) and untrustworthy_trustworthy ($\bar{x}$ = 5.16, SD = 1.771) where participants reported to have somewhat positive feelings.

Table 4.3: Mean and Standard Deviation of Source Credibility of TED Talk Speaker as Perceived by Respondents

Dimensions of source credibility	Mean	Standard Deviation	Interpretation
Competence	4.04	0.45	Neutral feeling
1. Intelligent - Unintelligent	2.88	1.751	Somewhat negative feeling
2. Untrained - Trained	4.99	1.841	Somewhat positive feeling
7. Inexpert - Expert	5.09	1.835	Somewhat positive feeling
13. Incompetent - Competent	4.85	1.793	Somewhat positive feeling
18. Bright - Stupid	3.11	1.882	Somewhat negative feeling
Caring/Goodwill	4.04	0.44	Neutral feeling
3. Cares about me - Doesn't care about me	3.00	1.808	Somewhat negative feeling
5. Has my interests at heart - Doesn't have my interests at heart	3.03	1.836	Somewhat negative feeling
8. Self-centered - Not self-centered	4.91	1.858	Somewhat positive feeling
9. Concerned with me - Not concerned with me	3.29	1.877	Somewhat negative feeling
15. Insensitive - Sensitive	5.16	1.771	Somewhat positive feeling
18. Not understanding - Understanding	4.86	1.891	Somewhat positive feeling

(Continued)

Table 4.3 (Continued): Mean and Standard Deviation of Source Credibility of TED
Talk Speaker as Perceived by Respondents

Dimensions of source credibility	Mean	Standard Deviation	Interpretation
Trustworthiness	3.94	0.624	Neutral feeling
4. Honest - Dishonest	3.15	1.762	Somewhat negative feeling
6. Untrustworthy - Trustworthy	4.91	1.930	Somewhat positive feeling
10. Honorable - Dishonorable	2.77	1.711	Somewhat negative feeling
11. Informed - Uninformed	3.33	1.934	Somewhat negative feeling
12. Moral - Immoral	2.82	1.637	Somewhat negative feeling
14. Unethical - Ethical	4.94	1.848	Somewhat positive feeling
17. Phony - Genuine	5.05	1.774	Somewhat positive feeling

Remark: n = 203

4.1.2 Social Media Use of Respondents

Since the researcher used 6-point Likert scale adopted from Lee & Cho (2011), the researcher used the following criteria to interpret the mean of the social media use of respondents.

Table.4.4: The Criteria to Interpret of the Mean of the Social Media Use

Mean range	Interpretation
1,00 – 1.86	Strongly disagree
1.87-2.69	Moderately disagree
2.70- 3.52	Slightly disagree

(Continued)

Table.4.4 (Continued): The Criteria to Interpret of the Mean of the Social Media Use

Mean range	Interpretation
3.53-4.34	Slightly agree
4.35-5.17	Moderately agree
5.18-6.00	Strongly agree

As shown in Table 4.5, respondents used social media for making social integration and emotional connection ($\bar{x} = 4.80$, $SD = 1.48$) than integration into social routines ($\bar{x} = 4.16$, $SD = 0.679$). Respondents moderately agreed with the statements, having the highest mean involved using TED Talk as part of daily routine ($\bar{x} = 4.87$, $SD = 1.597$), followed by the statements “I enjoy checking my TED Talk account.” ($\bar{x} = 4.87$, $SD = 1.597$), “I would be disappointed if I could not use TED Talk at all” ($\bar{x} = 4.87$, $SD = 1.597$), “TED Talk plays an important role in my social relationships.” ($\bar{x} = 4.84$, $SD = 1.492$). Respondents also moderately agreed with the statements that “They feel disconnected from friends when they had not logged into TED Talk.” ($\bar{x} = 4.80$, $SD = 1.632$), or that “They prefer to communicate with others through TED Talks” ($\bar{x} = 4.79$, $SD = 1.653$), or that “They would like everyone to use TED Talk to communicate” ($\bar{x} = 4.78$, $SD = 1.565$). Respondents moderately disagreed with the statement that “They do not like to use TED Talk” ($\bar{x} = 4.87$, $SD = 1.597$). Findings are a confirmation that majority of participants like to use TED Talks.

Table 4.5: Mean and Standard Deviation of the Social Media Use among Respondents

	Mean	Std. Deviation	Interpretation
Social media use	4.54	1.173	Moderately agree
Social Integration and Emotional Connection	4.80	1.485	Slightly agree
1. Feel disconnected from friends when I have not logged into TED Talk.	4.80	1.632	Moderately agree
2. I would like it if everyone used TED Talk to communicate.	4.78	1.565	Moderately agree
3. I would be disappointed if I could not use TED Talk at all.	4.86	1.581	Moderately agree
4. I get upset when I can't log on to TED Talk.	4.74	1.631	Moderately agree
5. I prefer to communicate with others mainly through TED Talk.	4.79	1.653	Moderately agree
6. TED Talk plays an important role in my social relationships.	4.84	1.492	Moderately agree
Integration into Social Routines	4.16	.769	Slightly agree
7. I enjoy checking my TED Talk account.	4.86	1.524	Moderately agree
8. I don't like to use TED Talk.	2.19	1.590	Moderately disagree
9. Using TED Talk is part of my everyday routine.	4.87	1.597	Moderately agree

(Continued)

Table 4.5 (Continued): Mean and Standard Deviation of the Social Media Use Among Respondents

	Mean	Std. Deviation	Interpretation
10. I respond to content that others share using TED Talk.	4.73	1.570	Moderately agree

4.1.3 Self-Esteem of the Respondents

Since the scale has 4 point likert scale adopted from Olufadi (2016) the researcher used the following criteria for interpreting the meaning of the self-esteem of the respondents

Table 4.6: The criteria to interpret the meaning of the self-esteem of the respondents

Mean	Level of self-esteem
1.00 – 2.00	Low level
2.01 – 3.00	Medium level
3.01- 4.00	High level

As shown in Table 4.7, the mean of the overall self-esteem was ranked in the medium level ($\bar{x} = 2.10$, $SD = 0.29$). When examining the statements, majority of the respondent had highest mean for the statements, “I feel I do not have much to be proud of” ($\bar{x} = 2.92$, $SD = 1.07$), “All in all, I am inclined to feel that I am a failure.” ($\bar{x} = 2.91$, $SD = 0.751$) in the medium level, followed by “I wish I could have more respect for myself.” ($\bar{x} = 2.91$, $SD = 0.751$) in the medium level, and “I certainly feel useless at times.” ($\bar{x} = 2.91$, $SD = 0.751$) in the medium level, respectively.

However, few statements were ranked in the low level, including “At times I think I am no good at all.” ($\bar{x} = 1.93$, $SD = 0.930$), “I am able to do things as well as most other people” ($\bar{x} = 1.75$, $SD = .851$), “I feel that I'm a person of worth, at least on an equal plane with others” ($\bar{x} = 1.73$, $SD = .885$), respectively.

Table 4.7: Mean and standard deviation of self-esteem of respondents

Variable	Mean	Std. Deviation	Interpretation
Overall self-esteem	2.19	0.29	Medium level
On the whole, I am satisfied with myself.	1.76	.864	Low level
At times I think I am no good at all.	1.93	.930	Low level
I feel that I have a number of good qualities.	1.62	.764	Low level
I am able to do things as well as most other people	1.75	.851	Low level
I feel I do not have much to be proud of.	2.92	1.07	Medium level
I certainly feel useless at times.	2.77	1.10	Medium level
I feel that I'm a person of worth, at least on an equal plane with others	1.73	.885	Low level
I wish I could have more respect for myself.	2.87	.752	Medium level
All in all, I am inclined to feel that I am a failure.	2.91	.751	Medium level
I take a positive attitude toward myself.	1.68	.814	Low level

Remark: $n = 203$

4.2 Findings of Hypothesis Testing

Hypothesis 1: Source credibility of TED Talk speakers and self-esteem are significant predictors of Chinese audience's social media uses.

H1.1: Source credibility of TED Talks speakers is a significant predictor of Chinese audience's social media use.

H1.2: Self-esteem of Chinese audience is a significant predictor of Chinese audience's social media use in the TED Talks social platform after viewing TED Talk speakers.

The independent variable was source credibility (including competence, caring/goodwill, trustworthiness), and the mediating variable was self-esteem among Chinese audience. The dependent variable was Chinese audience's social media use. Stepwise Regression analysis was employed to examine the impact of source credibility and self-esteem on Chinese audience's social media use.

As shown in Table 4.8, Hypothesis 1 results revealed that source credibility and self-esteem can explain only 2.4% of the Chinese audience's social media use ($R^2 = 0.024^*$, $p < 0.05$) at the statistical significance at 0.05. Hypothesis 1.1 revealed that source credibility was not significant predictor of Chinese audience's social media use ($\beta = -0.073$, $p > 0.05$). Each construct of source credibility were not significant predictors of Chinese audience's social media too- including competence ($\beta = -0.010$, $p > 0.05$), caring/goodwill ($\beta = -0.090$, $p > 0.05$), trustworthiness ($\beta = -0.019$, $p > 0.05$).

However, in Hypothesis 1.2 result, Stepwise Regression analysis revealed that self-esteem of Chinese audience is a significant negative predictor of their social media use ($\beta = -.155^*$, $p < 0.05$). Hypothesis 1.2 suggested that the higher self-esteem respondents will use social media use significantly less than low self-esteem respondents, and lower self-esteem respondent will use social media use more.

Table 4.8: Summary of Regression Analysis of Hypothesis 1

Predictors:	B	S.E	Beta	Sig.t
Source credibility	-	-	-0.073	0.296
1) Competence	-	-	-0.010	0.862
2) Caring/Goodwill	-	-	-0.090	0.167
3) Trustworthiness	-	-	-0.019	0.606
Self-Esteem	-0.626	0.281	-.155	0.027

Remark: Dependent variable: Social media use, $R^2 = 0.024$, $p < 0.05$

H 2: Self-esteem of Chinese audience is significant predictor of Chinese audience's social media use, including social integration and emotional connection, in the TED Talks social platform.

The independent variable was self-esteem and dependent variables are social integration and emotional connection. Stepwise Regression was employed. As shown in Table 4.9, the results revealed that self-esteem of Chinese audience is a significant negative predictor of social media uses, dividing into two constructs --social integration and emotional connection) $\beta = 0.151^*$, $p > 0.05$ (and integration into social routine) $\beta = 0.154^*$, $p > 0.05$. (Hypothesis 2 posited that the self-esteem of the Chinese audience would be a significant predictor of their social media use, including social integration and emotional connection, and integration into social routines on the TED Talks platform. The findings revealed that individuals with higher self-esteem are less likely to use social media for these purposes, while those with lower self-esteem engage more significantly.

Table 4.9: Summary of Regression Analysis of Hypothesis 2

Dependent variable: Social media use	B	S.E	Beta	Sig.t
1) Social Integration and Emotional Connection	-0.772	0.356	-0.151	0.031
2) Integration into Social Routines	-0.407	0.184	-0.154	0.028

Remark: Predictor: Self-esteem

Dependent variable: Social media use, $R^2 = 0.018$, $p < 0.05$

CHAPTER 5

DISCUSSION

This chapter summarized the descriptive findings and hypothesis testing findings, discussion, and limitations of the study, recommendations for further application, and recommendations for future research.

5.1 Summary of Descriptive Findings

The study examined the influence of the source credibility of TED Talk speakers on audience's self-esteem. Descriptive analysis revealed that 203 participants took part in data collection, and most of them were females (51.7%) aged between 21 and 25 years old, followed by 24-30 years old. Majority of the respondents used TED Talks on the daily basis with the highest frequency, with weekly viewership being the least preferred. Twitter was the most popular platform for viewing TED Talk speakers (42.8%), while respondents referred Facebook the least (0.98%).

The next consideration in the study relates to the source credibility. The source credibility in the study was divided into three covering the competence factor of the TED Talk speakers, their caring/goodwill factor and their trustworthiness factor of TED Talk speakers. On competence factor, the highest mean was on expertise of the speakers and training status. The findings suggested that the audience are most likely to be influenced by speakers they consider to be experts in their fields or those who have received some training in their respective areas. On caring and goodwill factor, participants reported that they felt somewhat positive for speakers who they consider to be sensitive, not self-centered and understanding. Equally, on trustworthiness factor, majority of the participants reported that they felt somewhat positive for speakers they consider to be genuine, ethical or trustworthy. These perceptions are an illustration of the kind of speakers that the audience are likely to

follow.

Respondents were also required to report their social media use. More respondents reported that they used social media for integration and emotional connection compared to integration into social routines. However, a majority of respondents moderately agreed that using TED Talk was part of their daily routine and that they frequently checked their TED Talk account. Equally, majority of participants moderately agreed that TED Talks plays an important role in their social relationships and they get upset when they cannot login into TED Talks. The findings suggested that for most of the participants, TED Talks were part of their daily routine and integrated into social connections.

The next variable was self-esteem which was measured across three levels. In general, majority of respondent had medium level of self-esteem. For most of the respondents, the findings were on the negative where majority reported that they did not have much to be proud of and that they were inclined to feel like failures. The study will examine the extent to which the self-esteem was influenced by the TED Talks.

5.2 Summary of Hypothesis and Discussion

Hypothesis 1: Source credibility of TED Talk speakers and self-esteem are significant predictors of Chinese audience's social media uses.

Regression analysis indicated that source credibility had an insignificant effect on self-esteem. Hypothesis 1 result suggested that the hypothesis was not supported. In social psychology, the social identity theory investigates the interplay between personal and social identities (Steffens, Munt, Van Knippenberg, Platow & Haslam, 2021). Based on observations by Hogg (2021), social identity theory specifies and predicts the circumstances under which people think of themselves as members of a particular group and the consequences of their membership on their behaviors. Findings by Morris & Webb (2022) suggested that people derive a sense of

self-awareness and esteem based on their membership in specific social groups. Based on this theory, the source credibility of TED talk speakers may not necessarily affect the audience's self-esteem because, in most cases, the audience is highly likely to identify with the speakers' social group rather than the credibility of the TED Talk speakers themselves alone. Respondents in this study reported that they are likely to consider the competence, goodwill and trustworthiness of the TED Talk speakers. For instance, a majority of participants reported that they have somewhat negative feelings in regard to aspects of whether a speaker is regarded to be intelligent – unintelligent or bright-stupid. These aspects have an impact on the perceptions of source credibility too, which might lead to insignificant result on the audience's self-esteem.

The findings of Hypothesis 1 revealed an insignificant relationship between the source credibility of TED talk speakers and the Chinese audience's self-esteem, which is also consistent with the Parasocial Relationship theory. The theory explains that parasocial relationships are one-sided, whereby the audience extends their emotional energy and interest to media personalities while the personalities are unaware of their existence (Kowert & Daniel, 2021). According to (Tatem & Ingram, 2022), in parasocial relationships, there is an expansion of social networks in a manner that negates the chance of an audience rejecting the media personality, which empowers them to emulate and identify with these personalities. This leads to strong emotional attachments despite the audience lacking a direct and personal relationship with these personalities. This may be the case with the Chinese TED audience, who may perceive the source credibility of the TED talk speakers as less important than the audience's perceived connection with the character that the speakers portray. The findings could be explained in the context of perceived goodwill or trustworthiness of the participants. Majority of the participants in this study indicated that they had somewhat negative feelings on whether the TED Talk speakers were honest-dishonest and whether they cared. These specific attributes may have resulted in lower

emotional connection.

Hypothesis 2: Self-esteem of Chinese audience is a significant predictor of Chinese audience's social media use in the TED talk social platform.

The analysis of Hypothesis 2 explored whether the self-esteem of the Chinese audience is a significant negative predictor of social media use in the TED Talks social platform. In this study, the effects of self-esteem on social media use were divided across the two constructs covering social integration and emotional connection and integration into social routines. The study also confirmed that their self-esteem negatively predicted that social media used for social integration and emotional connection. The findings would be interpreted to mean that participants with higher self-esteem are most likely to use TED Talks for social integration and emotional connection. Based on the self-determination theory, these findings would be interpreted to mean that persons with higher self-esteem may not necessarily require external validation or reassurance from social media (Ryan & Deci, 2020). One of the main elements of the self-determination theory is relatedness. In this case, persons with higher self-esteem still feel the need to be connected and supported by others which justifies association with social integration as evident in the study.

The study also found self-esteem to have a significant negative impact on social media use in the context of integration into social routines. Specifically, the study found this aspect to be higher among respondents with lower compared to those with higher self-esteem. This would be interpreted to mean that respondents with lower self-esteem are likely to spend more time in using social media compared to those with higher esteem. Using the self-determination theory, the findings could be interpreted to suggest that persons with lower self-esteem are most likely to doubt or question their life choices, which implies that they require external validation from social media platforms such as TED Talks (You & Liu, 2022). In this study, participants with low self-esteem reported that logging into TED Talk account was their daily routine which is an indication of the desire to seek reassurance from an

external source.

Although research has found a negative correlation between viewers' self-esteem levels and their frequency of social media use, the data also reveals some positive trends in social media usage. For instance, most participants reported that TED Talks play an important role in their social relationships, indicating that social media platforms like TED Talks can facilitate knowledge sharing and help build social connections, positively contributing to the creation of a healthy social environment and fostering personal growth.

5.3 Conclusion of the Research

This study sought to examine TED Talk usage across different social platforms and the impact that this would have on the self-esteem of users. The study found that respondents used different social platforms, with Twitter having the highest frequency and Facebook with the least frequency. However, the source credibility had an insignificant effect on the self-esteem of users. The study found that the Chinese TED audience may perceive the source credibility of the TED talk speakers as less important than the audience's perceived connection with the character that the speakers portray. The study found the use of social media for TED Talks to be most common among audiences with low self-esteem. Specifically, the findings indicated that persons with lower self-esteem have higher social media integration which indicates that their frequency of using social media and listening to TED Talks is higher. This could be evaluated in the context of the self-determination theory where persons with low self-esteem are most likely to seek assurance and external validation from social platforms such as TED Talks.

5.4 Limitations of the Study

There are several limitations associated with the current research. The first major limitation relates to self-bias. For instance, the respondents involved in this research filled in questionnaires as a data collection tool. As such, the study was limited by the self-report bias. This kind of bias is based on the subjectivity of participants who are most likely to provide answers that may deviate from the truth or real information. The next limitation relates to challenges associated with researcher bias. The study was conducted by a single researcher, which introduces the possibility of bias in different processes, such as the selection of methods to be used. However, the effects of such limitations were minimized by ensuring that the methodologies used in the study were informed by existing literature. Equally, the use of quantitative research methods minimizes the subjectivity of the researcher. Another limitation is that this research only focuses on the speech of Kai-Fu Lee, a Chinese speaker, and the research scope has certain limitations. If more Chinese speakers participating in TED talks are included, the research results may be more valuable. The last limitation is related to the use of quantitative methods. While quantitative research methods made it possible to study the relationship between different variables in the study, it also means that participants' responses were limited to the options provided in the questions. This means that participants could not provide detailed information beyond what was provided within the questionnaires.

5.5 Recommendations for Future Application

5.5.1 Recommendation for TED show's producers

The findings of this study can be used to develop personalized TED shows. The efforts of producing TED shows could be wasted if the producers fail to engage the right audience. By considering the consumers' ages, the producers can ensure they tailor the shows based on the specific needs of each age group of viewers. This study finds that Facebook is the most preferred viewing platform for TED shows. This

makes it crucial for the producers to adopt a distribution strategy alignment where content related to TED shows is always available on Facebook to reach the intended audience. The TED show producers should also interact and engage with the intended audience on all platforms to make the audience feel valued and encourage them to provide valuable feedback regarding their preferences.

5.5.2 Recommendations for social media platforms

Based on the study's findings, audiences prefer several platforms to watch TED shows, including Facebook, YouTube, Twitter, Weibo and the TED conference App. This study recommends collaboration between TED and the above platforms to develop and promote TED shows that resonate with the specific viewing behaviours of particular demographic groups. The partnership between the above platforms and TED can ensure that offerings are based on the needs and preferences of different viewers, which can drive viewer loyalty and engagement.

5.5.3 Recommendations for marketers and promoters

The study has provided valuable insights into the platforms preferred by consumers, TED should also collaborate with marketers and promoters to further reach the demographic segments more effectively. By coming up with an effective marketing plan for the TED show, the marketers and promoters are more likely to make decisions that are beneficial for the show, leading to its long-term growth. Furthermore, marketing promoters can increase the visibility of TED in the market, leading to acquiring more diversified audiences.

5.6 Recommendations for Future Research

5.6.1 Cross-cultural comparisons

The current study is based on Chinese audiences. Future scholars could use this research to compare how people from different countries perceive TED talks. Specifically, scholars can investigate the various demographics that view the show, how frequently they view it, the platforms they prefer and the impact of the show on

their self-esteem. Such a comparison can assist in uncovering universal themes and the cultural nuances in people's reception and viewpoints of TED shows. The insights from such comparisons can help tailor TED shows based on different cultures' norms, values, needs and preferences.

5.6.2 Multi-modal data collection strategies

The current study is based on self-reported data, a data-gathering method where respondents provided information without the researcher's interference. The self-reported data method used in this study is the interview. Future scholars investigating the impact of TED talks could use multi modal data collection strategies such as a combination of self-reported data and physiological measurements. For instance, when assessing the impact of TED talks on self-esteem, researchers could use biometric to determine the participant's response because self-esteem is an activity within people's body systems that is experienced through the senses, including what we watch. Such a data collection strategy can help researchers comprehend the emotional and cognitive responses to TED shows.

5.6.3 Qualitative approach

The current research is based on one quantitative approach. However, future researchers should consider several qualitative research methods such as focus groups, observations, visual methods and document analysis to gain an in-depth observation, immersion, and a complete understanding of the different demographics who watched TED shows, their preferred platforms and the impact of the shows on their self-esteem. Qualitative methods can also help future researchers ask questions that cannot be easily put in figures to help fully understand their experiences with TED shows. The insights gathered from studies that consider qualitative explorations can assist TED to understand the perceptions and experiences of their audiences and tailor their shows based on their needs and preferences.

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APPENDIX

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Questionnaire

The impact of the source's credibility on Chinese audience's self-esteem and engagement on TED Talks -- A Case study of Kai-Fu Lee's "How AI Can Save Our Humanity"

This questionnaire is a partial requirement for ICA701 Independent Study, Master of Communication Arts Program in Global Communication, Bangkok University, THAILAND. The survey aims to investigate whether the credibility of speaker's source has an impact on the self-esteem of Chinese audience, and whether the perceived source of TED speaker has an impact on the participation of Chinese audience on the TED Talk social platform. This study will analyze Kai-Fu Lee's "How AI Can Save Our Humanity", a TED Talk speaker as the case study. Your response will be kept as confidential and all of the information will be used for academic research only.

Thank you for your genuine participation.

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Section I: Demographic Profile

1. What is your gender?

- ☐ 1. Male
- ☐ 2. Female

2. What is your age group?

- ☐ 1. 16 – 20 Years
- ☐ 2. 21 – 25 Years
- ☐ 3. 26– 30 Years
- ☐ 4. 30 Years and Above

3. How often do you use TED Talks?

- ☐ 1. Every day
- ☐ 2. 2-3 times per week
- ☐ 3. Once a week
- ☐ 4. Once a month
- ☐ 5. Once a year

3. Which platform do you use to watch the TED Talks?

- ☐ 1. TED Talks APP
- ☐ 2. YouTube
- ☐ 3. Twitter
- ☐ 4. Facebook
- ☐ 5. Weibo
- ☐ 6. Bilibili

Section II: Source Credibility of Ted Talk Speakers

Direction: After you have watched Kai-fu Lee's talk on TED Talks, tick in the box that reflects your opinion toward the source credibility of Kai-fu Lee, arranging from Numbers 1 and 7 indicate a very strong feeling. Numbers 2 and 6 indicate a strong feeling. Numbers 3 and 5 indicate a fairly weak feeling. Number 4 indicates you are undecided.

- 1) Intelligent 1 2 3 4 5 6 7 Unintelligent
- 2) Untrained 1 2 3 4 5 6 7 Trained
- 3) Cares about me 1 2 3 4 5 6 7 Doesn't care about me
- 4) Honest 1 2 3 4 5 6 7 Dishonest
- 5) Has my interests 1 2 3 4 5 6 7 Doesn't have my interests at heart at heart
- 6) Untrustworthy 1 2 3 4 5 6 7 Trustworthy
- 7) Inexpert 1 2 3 4 5 6 7 Expert
- 8) Self-centered 1 2 3 4 5 6 7 Not self-centered
- 9) Concerned with me 1 2 3 4 5 6 7 Not concerned with me
- 10) Honorable 1 2 3 4 5 6 7 Dishonorable
- 11) Informed 1 2 3 4 5 6 7 Uninformed
- 12) Moral 1 2 3 4 5 6 7 Immoral
- 13) Incompetent 1 2 3 4 5 6 7 Competent
- 14) Unethical 1 2 3 4 5 6 7 Ethical
- 15) Insensitive 1 2 3 4 5 6 7 Sensitive
- 16) Bright 1 2 3 4 5 6 7 Stupid
- 17) Phony 1 2 3 4 5 6 7 Genuine
- 18) Not understanding 1 2 3 4 5 6 7 Understanding

Scoring: To compute your scores, add your scores for each item as indicated below:

Recode Bolded questions with the following format:

$$1 = 7$$

$$2 = 6$$

$$3 = 5$$

$$4 = 4$$

$$5 = 3$$

$$6 = 2$$

$$7 = 1$$

Competence Factor (1, 2, 7, 11, 13, and 16)_____

Caring/Goodwill Factor (3, 5, 8, 9, 15, and 18)_____

Trustworthiness Factor (4, 6, 10, 12, 14, and 17)_____

Section Iii: Chinese Audience'S Self-Esteem

Direction: After you have watched Kai-fu Lee's talk on TED Talks, tick in the box that reflects your opinion toward the level of your self-esteem, arranging from [1 = Strongly Agree, 2 = Agree, 3 = Disagree, 4 = Strongly Disagree]

How do these statements reflect your self-esteem?	1	2	3	4
1. On the whole, I am satisfied with myself.				
2. At times I think I am no good at all.				
3. I feel that I have a number of good qualities.				
4. I am able to do things as well as most other people				
5. I feel I do not have much to be proud of.				
6. I certainly feel useless at times.				
7. I feel that I'm a person of worth, at least on an equal plane with others				
8. I wish I could have more respect for myself.				

How do these statements reflect your self-esteem?	1	2	3	4
9. All in all, I am inclined to feel that I am a failure.				
10. I take a positive attitude toward myself.				

Remark: Scoring involves a method of combined ratings. Low self-esteem responses are “disagree” or “strongly disagree” on items 1, 3, 4, 7, 10, and “strongly agree” or “agree” on items 2, 5, 6, 8, 9. Two or three out of three correct responses to items 3, 7, and 9 are scored as one item. One or two out of two correct responses for items 4 and 5 are considered as a single item; items 1, 8, and 10 are scored as individual items; and combined correct responses (one or two out of two) to items 2 and 6 are considered to be a single item. The scale can also be scored by totaling the individual 4 point items after reverse-scoring the negatively worded items (Rosenberg, 1979)

Section Iv: Audience Engagement

Direction: Rate for the level of audience engagement in the TED talks speakers Kai-fu Lee's talk. Use the 7-point Likert Scale as well. [1 = Strongly Disagree, 2 = Moderately Disagree, 3 = Slightly Disagree, 4 = Slightly Agree, 5 = Moderately Agree, 6 = Strongly Agree]

Social Integration and Emotional Connection	1	2	3	4	5	6
1. I feel disconnected from friends when I have not logged into TED Talk.						
2. I would like it if everyone used TED Talk to communicate.						
3. I would be disappointed if I could not use TED Talk at all.						

Social Integration and Emotional Connection	1	2	3	4	5	6
4. I get upset when I can't log on to TED Talk						
5. I prefer to communicate with others mainly through TED Talk.						
6. TED Talk plays an important role in my social relationships.						
Integration into Social Routines						
7. I enjoy checking my TED Talk account						
8. I don't like to use TED Talk.						
9. Using TED Talk is part of my everyday routine.						
10. I respond to content that others share using TED Talk.						

Remark: Statement no. 8 must be recoded.

Questionnaire in Chinese

调查问卷

来源可信度对中国观众在 TED 演讲中的自尊和参与度的影响——以李开复《人工智能如何拯救人类》为例。

这份问卷是泰国曼谷大学全球传播艺术硕士 ICA701 独立研究项目的部分要求。该调查旨在调查演讲者来源的可信度是否会影响中国观众的自尊，以及 TED 演讲者的感知来源是否会影响中国听众在 TED Talk 社交平台上的参与度。本研究将以 TED 演讲嘉宾李开复的《AI 如何拯救人类》为案例分析。你的回复将被保密，所有的信息都将被保留。

感谢您的真诚参与。

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第一部分:人口概况

1. 你的性别

- ☐ 1. 男性
- ☐ 2. 女性

2. 你的年龄层

- ☐ 1. 16-20 岁
- ☐ 2. 21-25 岁
- ☐ 3. 25-30 岁
- ☐ 4. 30 岁及以上



3. 你多久会使用一次 TED 大会

- ☐ 1. 每天
- ☐ 2. 每周 1-2 次
- ☐ 3. 每周一次
- ☐ 4. 每月一次
- ☐ 5. 每年一次

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4. 你会使用什么平台观看 TED 大会?

- ☐ 1. TED 大会 App
- ☐ 2. YouTube
- ☐ 3. Twitter
- ☐ 4. Facebook
- ☐ 5. 微博
- ☐ 6. Bilibili

第二部分:TED 演讲者的来源可信性

指导:在你观看了李开复在 TED 演讲中的演讲后,在反映你对李开复来源可信度的方框中打勾,从第 1 条开始排列,表示一种非常强烈的负面感觉。2 表示强烈的负面情绪。3 表示一种有点消极的感觉。4 表示中性的感觉。第 5 个表示一种有点消极的感觉,第 6 个表示一种强烈的积极的感觉。数字 7 表示一种非常强烈的积极的感觉。

- 1) 有智慧的 1 2 3 4 5 6 7 没有智慧的
- 2) 未受训的 1 2 3 4 5 6 7 受训的
- 3) 关心我的 1 2 3 4 5 6 7 不关心我
- 4) 诚实的 1 2 3 4 5 6 7 不诚实的
- 5) 我感兴趣的 1 2 3 4 5 6 7 不是我感兴趣的
- 6) 不可信的 1 2 3 4 5 6 7 可信的
- 7) 不熟练的 1 2 3 4 5 6 7 熟练的
- 8) 以自我为中心的 1 2 3 4 5 6 7 不以自我为中心的
- 9) 在意我的 1 2 3 4 5 6 7 不在意我的
- 10) 光荣的 1 2 3 4 5 6 7 不光彩的
- 11) 知情的 1 2 3 4 5 6 7 不知情的
- 12) 有伦理的 1 2 3 4 5 6 7 没有伦理的
- 13) 不称职的 1 2 3 4 5 6 7 称职的
- 14) 没有道德的 1 2 3 4 5 6 7 有道德的
- 15) 不敏感的 1 2 3 4 5 6 7 敏感的
- 16) 聪明的 1 2 3 4 5 6 7 愚蠢的
- 17) 仿冒的 1 2 3 4 5 6 7 真实的
- 18) 无法理解的 1 2 3 4 5 6 7 可以理解的

评分：要计算您的分数，请按如下所示添加每个项目的分数：

使用以下格式重新编码粗体问题：

$$1 = 7$$

$$2 = 6$$

$$3 = 5$$

$$4 = 4$$

$$5 = 3$$

$$6 = 2$$

$$7 = 1$$

能力因子（1、2、7、11、13 和 16）_____

关怀/善意因素（3、5、8、9、15 和 18）_____

可信度因子（4、6、10、12、14 和 17）_____

第三部分:中国观众的自尊方向:

在观看了李开复的 TED 演讲后，在反映你对自尊水平的看法的方框中打勾，从[1 =非常同意，2 =同意，3 =不同意，4 =非常不同意

这些话是如何反映你的自尊的？	1	2	3	4
1. 总的来说，我对自己很满意。				
2. 有时我觉得我一点都不好。				
3. 我觉得我有一些好的品质。				
4. 我做事情和大多数人一样好。				
5. 我觉得我没有什么值得骄傲的。				
6. 我有时确实觉得自己很没用。				
7. 我觉得我是一个有价值的人，至少与他人处于平等的地位。				

这些话是如何反映你的自尊的?	1	2	3	4
8. 我希望我能更尊重自己。				
9. 总而言之, 我倾向于觉得自己是个失败者。				
10. 我对自己采取积极的态度。				

备注:评分采用综合评分的方法。低自尊的回答在第 1、3、4、7、10 项上是“不同意”或“非常不同意”, 在第 2、5、6、8、9 项上是“同意”或“非常同意”。对第 3、7、9 项的 3 个正确回答中的 2、3 个作为一项得分。第 4 项和第 5 项的两个正确回答中的一个或两个被认为是一个单独的问题;第 1 项、第 8 项和第 10 项作为单项得分;对第 2 项和第 6 项的综合正确回答(两项中的一项或两项)被认为是一个单独的问题。该量表也可以通过对负面词汇进行反向评分后, 将 4 分的单项项目加起来进行评分。

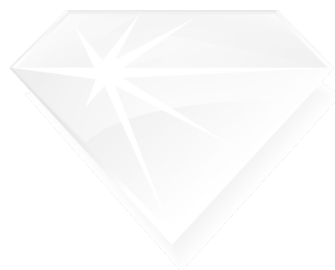
第四部分:观众参与

方向:评价 TED 演讲中观众参与程度演讲者李开复的演讲。也可以使用 7 点李克特量表。[1 =非常不同意, 2 =适度不同意, 3 =稍微不同意, 4 =稍微同意, 5 =适度同意, 6 =非常同意]

社会整合和情感联系	1	2	3	4	5	6
1.当我没有登录 TED 演讲时, 我感觉和朋友们失去了联系。						
2.我希望每个人都能用 TED 演讲来交流。						
3.如果我不能使用 TED 演讲, 我会很失望的。						
4.当我不能登录 TED 演讲时, 我很沮丧。						
5.我更喜欢通过 TED Talk 与人交流。						
6.TED 演讲在我的社交关系中扮演着重要的角色。						

融入社会常规						
7.我喜欢查看我的 TED 演讲账户。						
8.我不喜欢用 TED Talk。						
9.使用 TED 演讲是我日常生活的一部分。						
10.我对其他人通过 TED 演讲分享的内容做出回应。						

备注:声明 8 号必须重新记录。



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