

THE THAI AUDIENCES' RESPONSES TOWARD HOMOSEXUAL
PORTRAYAL IN MEDIA: A CASE STUDY OF THAI TV SERIES



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PORTRAYAL IN MEDIA: A CASE STUDY OF THAI TV SERIES

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The Thai Audiences' Responses towards Homosexual Portrayal in Media: A Case Study of Thai TV Series (128pp.)

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ABSTRACT

TV series has become part of our lives whether for educational, entertainment or social revelation purposes. With the new contents being added and introduced each and every year by producers to make the production more interesting and refreshing to the audiences. Homosexual characters and context have been incorporated into the contents where they have become new trend in each production and challenges for the producers, regardless of how unpopular and prejudicing they were in the first stage. In curiosity and deep interest to the emergence of homosexual contents being made in media, the researcher has decided to conduct this study to find out how audiences have responded to the portrayal of homosexuality in Thai media, specifically TV series.

The aim of this research is to figure out the truthful responses of audiences towards the depiction of homosexual characters and lives in the society of whether it is being portrayed realistically or stereotyped and that will their responses are being positive, neutral or negative towards those portrayal. The quantitative method was articulated using the questionnaire to investigate 128 Thai participants. Result of Pearson- Moment Correlation revealed that there is no significant relationship between the frequency of exposure towards LGBTs portrayal to the three types of responses. While, results of T-

test illustrated that there is a significant relationship between social norms and the negotiated response. While there are partial significant differences between the attitude and knowledge towards LGBTs portrayal in TV series and the three types of responses.



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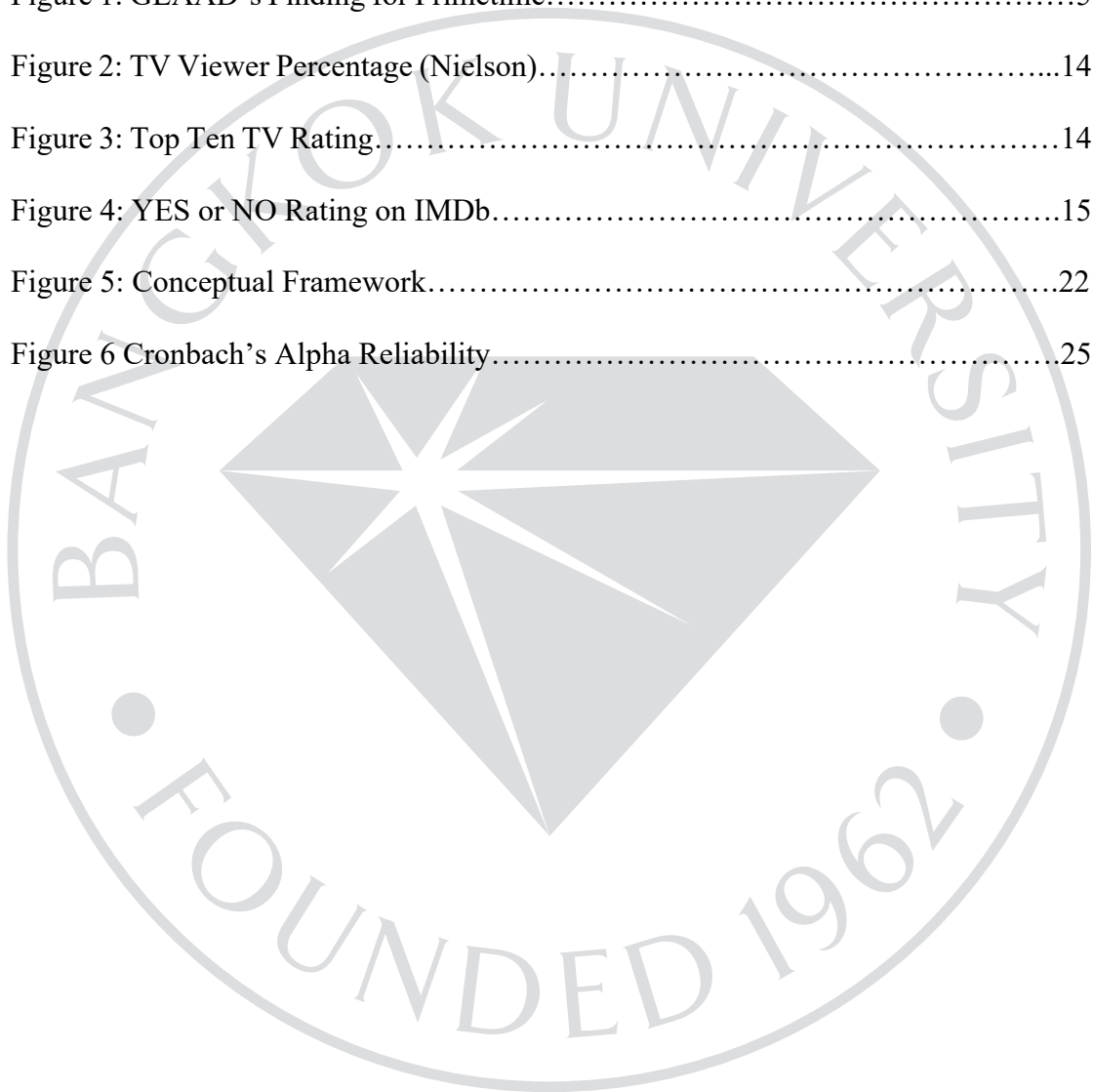
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CHAPTER 1

INTRODUCTION

1.1 Rationale

Homosexuality refers to the sexual attraction, romantic or sexual behaviour towards the same sex. Female homosexuals sexually attracted to females are often known as “lesbians” while male homosexuals attracted to males are generally known as “gays”. Homosexuality is also pictured as the social problem that occurs when the human characteristics are understood to derive from the genes and then be perceived as natural or unavoidable (Stein, 1999).

Homosexuality is unquestionably a controversial topic, and people attitudes toward it also depict diverse complications. Some people do not support and dislike the lifestyles of this particular group that are being different from what lies within the society norm, which supposed to be sexually attracted to opposite sex or heterosexuality. Homosexuality in most parts of the world is seen and considered to be the sexual minority that is inferior to heteronormativity bound by the law, authorities, or even religious belief as the only natural sexual orientation that human should experience in their lifetime. In addition, this creates a very powerful system to dominate the cultural practices in the society and hence, it is undeniable that same sex practices are treated as uncommon and unsupported (Atit, 2011).

Based on the website called ‘erasing 76 crimes’, there are about 72 countries in the world formulating laws against the homosexuality. This includes Jamaica, Grenade (America), Algeria, Egypt (Africa), Indonesia, Malaysia and the most advanced country

in Southeast Asia like Singapore ("73 countries where homosexuality is illegal", 2019). It still seems to be conservative towards the same sex orientation and with that the country discriminates gays as criminals. Singapore's High Court dismissed the activist case that overturned the anti-gay law in the country which means gays will face up to two years sentences for this unnatural sexual taste ("Singapore's High Court upholds anti-gay law", 2020).

However, another viewpoint believed homosexuality as being a normal condition that can be determined even before birth or it can be caused by the child's over socialisation with the opposite gender and later imitate being feminist or masculine. Hence, this attitude toward homosexuality is more of acknowledgment and supportive (Evelyn, 2015). Based on the article, some parts of the world such as Latin America have started to improve the equality for LGBT right and in 2012. Argentina, for example, enacted the law acknowledging the changes on the birth certificate of transgender people. Some other places like Mexico City, Colombia and Asia country like Vietnam have also legalised the same sex marriage (Saner, 2013).

As for Thailand, although it has still not granted any rights to the homosexuals such as marriage acknowledgment, change of gender in the birth certificate after transgender nor the protection rights for gay household as the heterosexuals, the country is very open to acknowledge the homosexual community in the society and especially hold some pride events and associations for the group as well ("Lesbian, Gay, Bisexual and Transgender Community in Thailand," n.d.). The chronological records of homosexual and transgender people in Thailand have been a complex and contradictory situation

from the outside appearance of acceptance that prejudice and discrimination still occurred (Winn, 2015).

When Thailand transitioned itself from an absolute monarchy into constitutional monarchy of government in 1932, many codes and concepts about gender roles as well as sexuality were also adopted as a social construction. Meanwhile, LGBT communities were forming and homosexuality was becoming more noticeable. Based on the LGBTs Capital, there were about 4.2 million homosexuals in Thailand which is one of the facts that led to increasing popularity on the visibility of homosexuality in Thai media. In addition to this, 89% of Thai people in 2015, began to accept rather than tolerating with colleagues who are third gender, 80% of them would not mind if their family members were LGBTs and 59% were in favour of same sex marriage ("Nida Poll: Most Thais agree with same sex marriage - Thai PBS English News", 2015). According to the survey from YouGov, an international internet-based market research and data analytics firm, three in five Thais, or 63 percent of netizens surveyed, support same-sex civil partnerships. In 2017, Bangkok was named as the second- best LGBT city in Asia ("Happy Pride Month! Bangkok named second best LGBT city in Asia", 2017). Just one in 10, or 11 percent, opposed the idea outright, while the remaining 26 percent preferred not to say (Teirra, 2018). Meanwhile, the prejudice against LBGTs still remains there, and some bias or discrimination also occurs to them in the work places such as education field, law or social workers and instead they are pushed to be confined to the entertainment industry for their natural sex orientation (Villadiego, 2018).

The emergence of homosexuality around the globe accelerated in recent years has proven that the LGBTs right movement has been successfully achieved especially in the countries that provide marriage certificate, or change of gender in the birth certificate. Fifty states in the United States, for example that have legalised the rights to the same sex couples for similar benefits to the heterosexuals (Lopez, 2015).

The acceptance and acknowledgement of the LGBTs community in the society may probably result from their significant contributions to the society as well. First of all, they are born with extreme great intelligence with fix goals and fixed career path and especially the creativity that is undeniable. The first American woman, Sally Ride, was the first one to travel into space, and she was known to be interested in the same sexual orientation (Lesbian). Her contribution to the society was even appreciated by President Barack Obama regarding her profound discovery of science and technology (Klotz, 2012). The LGBTs have nonetheless participated in the research and medical field as well; for instance, gay men have contributed to the responses of the HIV epidemic, which was very important in protecting the communities during the time that the virus was outspread (Baral, Sifakis, Cleghorn & Beyrer, 2007).

The contributions of the group have somehow made the world a better place, since they help contribute to numerous researchers in the educational field to conduct studies about their personality, characteristics, roles and so on that shed lights to new body of knowledge. More interestingly, the group has articulated their creativity into the entertainment industry that made huge differences in the content from hundred centuries ago. The visibility of them started to appear into TV programs such as talk

shows, drama and movies. The first show by Ellen in 1997, for example, portrayed Ellen DeGeneres as gay character Ellen Morgan (Fisher, Hill, Grube & Gruber, 2007) and the numbers of such shows kept increasing that have been noticed to be featuring with the gay character of Will & Grace, Dawson's Creek etc. Based on the LGBTs media representation organisation, the GLAAD's annual report of "Where We Are on TV," there is an increasing trend of 10 homosexual characters to 58 characters from 2006 to 2018 (Carson, 2018) (Figure 1) depicts the growth of LGBT characters on TV programs. In addition to this, based on the report of 2018-2019 from GLAAD there is about 8.8% LGBTs or (75 characters) in the TV series and it is calling on the industry to make sure that 10% of series regular characters on prime are for LGBTs within the next two years (Ellis, 2019).

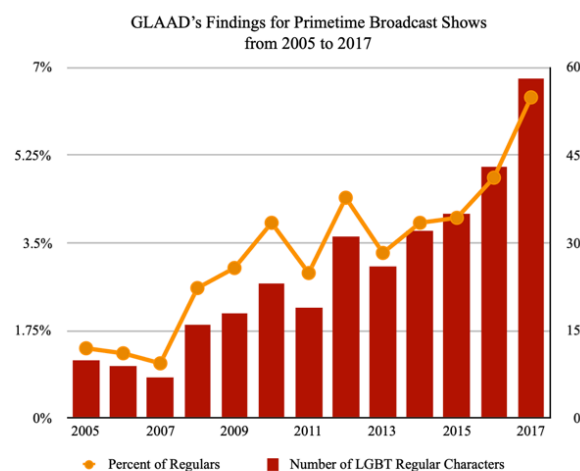


Figure 1. GLAAD's "Where We Are on TV" report shows growth in both the number and percentage of LGBT regular characters on broadcast, primetime television.

(Figure 1) For the research purpose only (Carson, 2018)

Retributively to this, media, which plays vital roles in more than just disseminating information and bounding different cultures altogether, also acts as a powerful body in influencing the society, specifically individuals' beliefs, attitudes, perceptions and

behaviours about homosexuality. There are various types of media and each is distinguished in their forms of target, content and basis of reach and the accessibility. Traditional or print media such as newspapers, magazine or books were the popular tool to influence people way back in the past, though the accessibility might have been limited to some who were illiterate (“Types of Media”, n.d.). Broadcast media like radio and television have been commonly used over centuries till now to broadcast urgent information as the coverage is massive. Besides, this media has been a significant source for entertainment purposes; for instance, television delivers information from the vivid images with the sound to make receivers’ capacity of reach and understanding greater such as talk shows, movies etc. Later internet or the new media has been emerging into the world in the early 21st century and making the coverage progress even bigger, faster, and cheaper compared to the traditional media and especially with the contribution of technology development. For instance, the evolution of television shifted from the terrestrial that used to broadcast only selected programs by the stations under the permission of the governments to digital television that everyone can access any info or latest news or even in live platform through the internet connection (Fink, Fisher, Fisher & Noll, 2020). As what has been claimed, “the new technology does not add or subtract anything, it changes everything (Postman 1992, p.18).”

The portrayal of homosexuality has been evolving since 1990s to present days. Negative portrayals of LGBT character in the film were common at earlier time; for instance, the desperate housewives depicts the gay men having trust issue in their relationship and depict them as a dangerous person who would harm a straight man. This really negatively affects the gay community in a way of showing insecure feeling

in their different type of sexual interest (Carlson, 2013). Moreover, those depiction in early movies or films usually displayed homosexual characters as child molesters, victims of violence or drag queens (Raley & Lucas, 2006). However, the better depiction of the group has also been brought up to spotlight because of many efforts of homosexual individuals. For instance, the first Ellen talk show surprised many audiences and gained vast supports of the show as she has been creating the show with more objective and seriousness, while allowing diverse homosexual characters on show such as *Queer as Folk* and several series such as *Modern Family*, ABC's hit show etc. There were also printed media covering gays and lesbian on the front page serving the military during the HIV epidemic (Croteau & Hoynes, 2014).

In Thai media, it is very unclear on how they portray LGBTs group but the portrayal was mostly negative as the attempts in studying the diverse sexual orientations is still limited in the production (UNDP, USAID, 2014). To explain this, Thai media has included the homosexual characters since 1990s, however this does not mean they accepted the sexual orientation back then as most characters were displayed in the TV comedies and melodramas as laughing stocks and they were made no different to clowns (Lewis, 2007). Later, the movie *Spicy Beauty Queen of Bangkok* 2004, depicts four ladyboys to be characters that had guts to rob the bank in order to fulfil their wishes but their attempt failed and they were mis-recognised as robbers. This representation shows that they are risky people in the society as they do not start any proper career or business to get what they want. Instead, they commit crimes and were depicted as losers compared to heterosexuals (Arnon, n.d.).

Following years later from 2005, there were movies or films that put homosexual relationship as the main themes. Not to any surprise the productions were supported and again in 2010, the series under name (Yes or No) became another hit where they depicted the relationship of school girls (lesbians) during their university life. From 2010 up to 2019 ("Thai LGBT Movies/Dramas", 2020), there were more than 50 homosexual movies or series produced in Thailand, and this might be due to the film producers' more observation of the homosexual incidents as well as less stereotypical viewpoint that they bring into light (Panyasuppakun, 2017).

Television series, herein after TV series, are one among the television contents that mainly influence young and old viewers today albeit their digital or traditional deliverance. Viewing habits have the power to influence the way audiences think and even related to cognitive ability that leads them to behave in some certain ways (Rothwell, 2019). Moreover, exposure to the media can have influences on the development of each individual regardless of positive or negative types of contents and especially when it comes to the strong connection, they share with their role model on media (Matthews, 2003; and Boon & Lomore, 2001). For instance, the research of the influence of media role models on Gay, Lesbian and bisexual identity conducted by Gomillion and Giuliano (2011) in Texas has revealed that programs such as movies, or tv shows like Ellen DeGeneres or Will and Grace have been admitted by the respondents that after watching these, they were inspired with the coming out of closet process.

Research regarding to the Thai TV series influence on the viewers is nonetheless very minute to claim about the behavioural changes of audiences towards the portrayal of LGBTs in Thailand. However, based on the trend of the TV series being produced where its contents have been created to be less stereotypical and depict each homosexual character with ambition, goal just as heterosexuals in the society compared to years ago, prove that the audiences might want to see more realistic depiction of the homosexual characters.

1.2 Problem statements

Television and TV series as a whole tend to have influence on the viewers in three ways; perception bias that viewing frequency may change the way of perceiving the situation in the real world (Gerbner, 1994), desensitisation towards specific contents after the frequent consumption (Anderson et al., 2003), and imitation (Bandura, Ross & Ross, 1963). With the over generalisation of the LGBTs society in the media, it has inevitably and effectively contributed to the prejudice and disgrace towards homosexuality (Louw, 2009). Regardless of the increasing trend of the homosexuality on TV series, people still have different responses to the portrayal of the homosexuals due to various factors.

Homosexuals in the TV series are usually portrayed as inferior beings compared to heterosexuals and they are usually displayed as the supporting roles to the heterosexuals in any career path. This can create the controversial opinion between people in the society towards the unequal treatment of sexual orientation. In addition to that the

frequency of the exposure to the portrayal might also lead to the different ways of responding to the LGBTs' stereo type in the media.

Positive portrayal of the homosexual group can encourage the equality and impartiality of different sexual interests in the society. This might also create solidarity in the society as people learn to accept the different interests and treat everyone with respects regardless of their sexual orientation. The homosexuals, therefore, will not be treated as outcasts or minorities for their coming out of closet process any longer. On the contrary, the negative portrayal might be problematic to the society as people are strongly influenced by the TV content and tend to imitate the action; therefore, if they depict the LGBTs with less respect, then people will perceive this as their reference and treat the group with small appreciation as well.

To sum up, the conduct of the study is to firstly raise awareness on gender equality and treatment especially towards homosexuals as well as to minimise the inequalities produced by social norms. Secondly, it is to create evidence-based knowledge of homosexual on media so that people can have more accessibility to those contents with accurate information as well as to encourage all media producers or film makers to create truthful, relevant and ethical portrayal and reduce the stereotype portrayal of homosexual society. Since very minute study has been conducted related to the topic, this research aims directly to explore the audiences' responses to homosexuality portrayal in Thai media, especially those depicted in TV series.

1.3 Objectives of the study

- 1) To study Thai audiences' responses towards homosexuality portraying in Thai TV series
- 2) To investigate the types of responses amongst audiences regarding homosexuality portraying in Thai TV series

1.4 Significance of the study

The visibility of homosexuality on media has been intensified in the number in the last few decades. Although some still pursuing with the ideas against the same sex orientation and continue with the prejudice and hatred, LGBTs movements have been created in most parts of the world just to demand for the acknowledgment of sexual diversity and be treated equally. Homosexual characters have appeared at a glimpse in some types of the TV programmes, e.g. entertainment, advertisement, while other programmes choose homosexuality as the main topic.

The portrayal of homosexual characters on television series usually are roles that get stressed over their different sexual interests, whether they are scared to be found out by their family members or their closest ones or hide the feeling of making a relationship with people they like. This depiction is showing that this sexual minority is struggling in finding their true self and they are worried about being left out by their beloved ones if they are to confess the true colour. While all the heterosexuals are displayed as roles that can get access to everything and live their lives, it is undeniable that producers are being biased in creating the content as to respond to what the majority wants to see.

This research aims to analyse the various responses of the viewers to the homosexual portrayal in the tv series in order to harmonise the cultural differences in the society and respect the uniqueness of each individual without any social stigma or prejudice.

New representation of homosexuality on television series can also bring out new experiences to both the producers and viewers as to enhance the inspiration of the homosexual individuals that have ambition and strength in life just as the heterosexuals do in the society. As viewers often make reproduction of what they see on TV to the reality, in-depth observations of the movie creators on homosexual characteristics will be inevitably required before media production. Hence, the trend towards the TV series might become more demanded in the future by individuals who believe in the equality of rights. The production of TV series including homosexuality can also be a good sign to prove the world that no one is being left out just because they are sexually attracted to the same sex.

1.5 Scope of the Research

This research study was conducted in Thailand. The sample comprised of 128 participants aged from 18 years old and up, and they must be Thai viewers who have watched the TV series. Data collected through questionnaire was analysed via Statistical Package for the Social Science (SPSS).

CHAPTER 2

LITERATURE REVIEW

2.1 Television and Thai TV Series

Thailand is known as a country with well-developed media sector in Southeast Asian Countries. Thailand earned about 502.8 billion baht (US\$15.3 billion) from entertainment and media market in 2018 (Kate, 2018) and expects to grow about 5.05% in 2023 (which is 643.2 billion baht or US\$19.5 billion). Thai Media is under the control of three organisations namely The Public Relations Department (PRD), National Broadcasting and Telecommunications Commission (NBTC), and The Royal Thai Army (RTA) that issue media licenses.

Ranging from various types of media, TV has contributed to be the most influential medium in Thailand where 22 million households rely on TVs as their primary sources. Thai television system has changed dramatically since 2014 from analog system that contains only five free channels to a digital system that includes up to 48 channels. There were also increasing numbers of viewers on digital television usage while the viewing on analog channels seemed to drop from 33 million people to only 27 million viewers per day (Thai Soap Operas trigger outcry over romanticising rape, 2014). In 2018, the viewership rate of new digital TV channels exceeded the traditional TV channel. According to Nielsen's television, the viewership of new digital TV channels increases 1.9% from December 2017 and reaches 56.8% of total viewers in January 2018. The trend, however, is reversed for traditional TV channels, which has a 43.2% share of total viewers (Nielsen, 2018) (Figure 2).

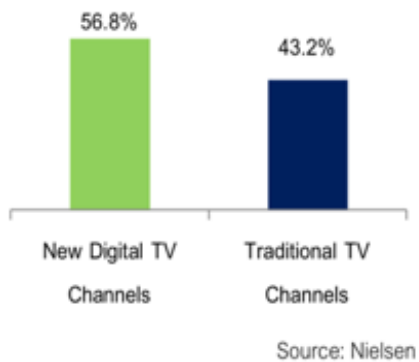


Figure 2

Figure 3

In addition, the top five popular terrestrial channels that gain the most audiences' views in January 2018 are Channel 7, Channel 3, Mono 29, Workpoint TV, and Channel 8 (Figure 3). The popularity of these top five channels has continued for the past few months, signaling the strong audience-base of each channel. Data also showed that the channels ranked top 10 in January 2018, are Variety channels, mostly broadcasting drama, movies, series and the variety shows, and some programs of which have been influenced by American TV shows (i.e. the Face Thailand, Thailand's Next Top Model, etc.). Above of all, Thai movie series have made up most of the number of Thai media that are produced domestically.

Thai TV series are the depictions of Thai culture and society. They reflect the way people preserve the long-standing traditional values and the social norms that Thai society holds., i.e. family reunion and priority, the respect for seniority are the most common scenes. Nevertheless, other common scenes such as luxurious lifestyles, overbearing parents or ungrateful children, non-reciprocated love, and jealousy, are also often seen in the series that contribute to the attention of audiences and to illustrate the reality in the society ("Thai TV series - Page 1/2", n.d.).

2.2 Emersion of Homosexuality Inclusion in Thai Media

With the visibility of LGBTs people in the society since the year of 1970s, Thai media began to bring something new to the content for the audiences' attraction. Previously, gays and lesbians were depicted as jokers or ugly roles that were mean with evil intention to destroy the main characters. Later, they started to appear in many funny talk shows or game shows as the hosts of the programs which illustrates some values given to the group. Then in 2010, a TV film named Rak Ko Rakei (Let's love as we wish) or well known as 'Yes or No' appeared where two lesbians are the main roles. It shows the pure relationship of the two ladies in their college life whose jealousy was being reserved to confess to each other. This movie gained a huge support from both local and international audiences and won the Special Mention Jury award of international Gay and Lesbian film. Two years later, there was the release of 'Yes or No' part 2 (Figure 4).

Following the trend of success, many more and new TV series produce the LGBT people and they started to probe into deeper about the homosexual life and the problems they are facing in the society. Those usually depict the complexities of sexual orientations and how they found their feelings in order not to be hated by the society.



Figure 4

2.3 Thai Media Portrayal of Homosexual

Thai audiences have changed their way of consuming media dramatically from analog to digital, and from the TV platform to portable devices such as phones, laptops, or tablets, since the TV series are enabled for watching on air. Thai dramas or TV series tend to be very popular amongst Thai audiences, reasoning that those TV series usually depict the plot of real-life stories. (i.e. Club Friday the Series). Some people watch those series for entertainment, relaxation and, especially to escape their own problems (Lawchaiyakul, 2017). In addition, some more new contents have been added to the series such as the portrayal of homosexuality. This may stem from the increasing number of LGBTs stepping out in the society and the necessity of producers to create TV drama that respond to the audiences' demand while adding something new on the screen plays or actors' performance in order to be successful (Silarattanakul, 2006).

The emerging of homosexual people in the media does not really affect Thai viewers at all even though they do not fully accept the type of sexual orientation in which a male character feels intimate with the same sex. The movies usually depicted them as comedy roles that do something funny or indescribable in the series. In fact, aside from this emersion, many LGBTs have been witnessed to appear in some funny talk shows as well (Lefevre, 2013). "The entertainment industry accepts us with open arms because we poke fun at ourselves and make people laugh. But if we want to be taken seriously in a field like medicine, we are not afforded the same courtesy," Prempreeda told Reuters.

2.4 Thai Audiences' Responses towards Thai TV

According to the past studies, there were some researches done on homosexuality in Thailand. They have studied about the responses towards gay performances drag, where Thai audiences seem to show some acceptance towards the LGBTs community (Choi, 2018). The study found out different aspects from the participants about the responses towards the drag performance, be it educational performance or entertainment that promotes the gay and lesbian communities into the Thai society. They are more likely to tolerate the culture which depicts that Thai people are moving forwards to a better step into giving value and gradually remove the negative perceptions towards homosexuals (Choi, 2018). Despite this, there seems to be some gaps visible in this study, namely the study only focuses on the drag performances of LGBTs in a particular area of Thailand with some limitations to the sample that can not really represent the whole Thai population.

In addition, there has been another research done by UNESCO office regarding the topic of bullying targeting secondary school students who are perceived to be LGBTs. They have revealed that Thai may seem to be tolerated but actually unaccepting towards homosexuals. That is, in some schools, there still have been sex education stating that same sex is not the normal thing and even regards as prohibition in the culture and worse is to stay away from those whose behaviour are tending to be one of those ("A Brief on school bullying on the basis of sexual orientation and gender identity: LGBT-friendly Thailand?", 2014).

While taking a look at the Philippine culture, they seem to be not much different towards being tolerated in the media and as well not accepted in the society. As the religion has the power and authority to construct social norm and mindset of the society towards homosexuality, in the Philippines, there is thus a silent obligation to the doctrines set by the strict Catholic Church that implies the cultural and the ideology towards practices and perception towards homosexuality (De Leon & Jintalan, 2018).

To sum up, these past studies show that there is some lacking evidence of responses towards homosexuality in Asia and specifically Thailand, a country perceived as gay friendly environment and accepting culture diversity. There seems to be minute research concentrating profoundly on the Thai audiences' view on the homosexual portrayal in media. Therefore, this study aims to analyse those small points in order to respond to the research questions that have been posted about Thai culture and society.

2.5 Theoretical Framework

2.5.1 Social Norms on Gender Roles

Social norms are rules that group people together through beliefs, values, attitudes and behaviours. Individuals in the group believe that everyone must act accordingly to the rule they have set. Any behaviour that is outside the norm will be considered as violations of the rules. In the social norm, they expect male to be masculine and woman to be feminine and in addition, only heterosexual people are accepted in the society. While also being influenced by the of religious practices especially Buddhism to shape the gender concepts, being same sex attracted is usually considered tolerant but not fully accepted. Audiences regardless of their personal interests or characteristics are

forced to behave or think accordingly to what the social norm has set in order not to be left behind in the society. This theoretical frame is therefore helpful in identifying the responses made by people in the society.

2.5.2 Social Cognitive Theory

Social cognitive theory states that when a behaviour is being observed by individuals, the sequences of an event will be remembered and used by people to guide some certain behaviours. Additionally, according to Albert Bandura (McLeod, 2016), new behaviours are not solely learned but it can be some replication of the others' actions and behaviours that have been learned. Media provides models for a vast array of people in many different environmental settings. With the role as a great body in society, mass media communicates and influences perception, attitude and behaviour of the human. In this case, different attitudes towards homosexuality are more likely to vary between those who have some knowledge about homosexual education or view more relating topic than those who have non- interest to the kind.

2.5.3 Reception Theory

Reception Theory widely known as Audience Theory or reader's reception theory was developed by Stuart Hall in 1973. His work focuses on encoding and decoding of the TV content provided to audience regardless of the forms of media whether it is printed (magazines, papers) or digital media such as television/ radio or games (Stilesguilborough, 2017). This theory pinpoints that audiences are the ones who create meaning to movies, books or any shows that do not have any inherent meaning. Their shared meanings differ from one to another, which depends on each individual's social context, culture, and experiences encountered. In order to determine the different

perceptions of audiences, three scopes have been analysed, namely Dominant Audiences, Negotiated Audiences and Oppositional Audiences.

Dominant Audiences refers to the audiences who take in or accept any information given by senders with no hesitation of using any common sense; they are naturally dominated by the film content. Thus, dominant audiences in this context is herein known as the preferable audiences.

Negotiated Audiences refers to those viewers who thought they know and are aware of the acts made in the film as being bad and not right but get on to accept it due to some particular reasons. Thus, they accept the author's message even though it goes against the audiences' personal convictions. However, audiences in this category are also in the contradictory position to resist the content and adjust those into their position such as experiences, social roles, or norms.

Oppositional Audiences refers to audiences that have no acceptance for the author's concept of the film or the subject it handled. It can be morally wrong, emotionally disturbing, unnecessary adult contents of violence and blood gore, religious belief, political outlooks etc., which will make the audience reject the idea.

This theory is crucial to analyse the responses from the viewers, as media plays a big part to elicit homosexual lifestyle and portray it into our lives both positively and negatively. Agreement or not depends on each individual's level of understanding

towards the queer people and especially based on their culture that puts them in the concept.

2.6 Research Hypothesis

The study is to investigate the different types of responses made by audiences who view the TV series portraying homosexuality. The hypotheses are formulated as following:

Hypothesis 1: The frequency level of exposure to TV series containing homosexuality portrayal has correlation with the different types of responses.

Hypothesis 2: People who are more likely to follow social norms tend to have higher negotiated responses towards LGBTs portrayed in Thai Media than those who are less likely to follow social norms.

Hypothesis 3: People who possess positive attitudes towards LGBTs in TV series will have higher preferable or negotiated responses towards LGBTs in Thai Media, while those who possess negative attitude towards LGBTs in TV series will have higher oppositional responses towards LGBTs portrayal in Thai Media.

H4: People who possess more knowledge towards LGBTs in TV series will have preferable or negotiated responses towards LGBTs portrayal in Thai Media, while those who possess few or no knowledge towards LGBTs in TV series will have oppositional responses towards LGBTs portrayed in Thai Media.

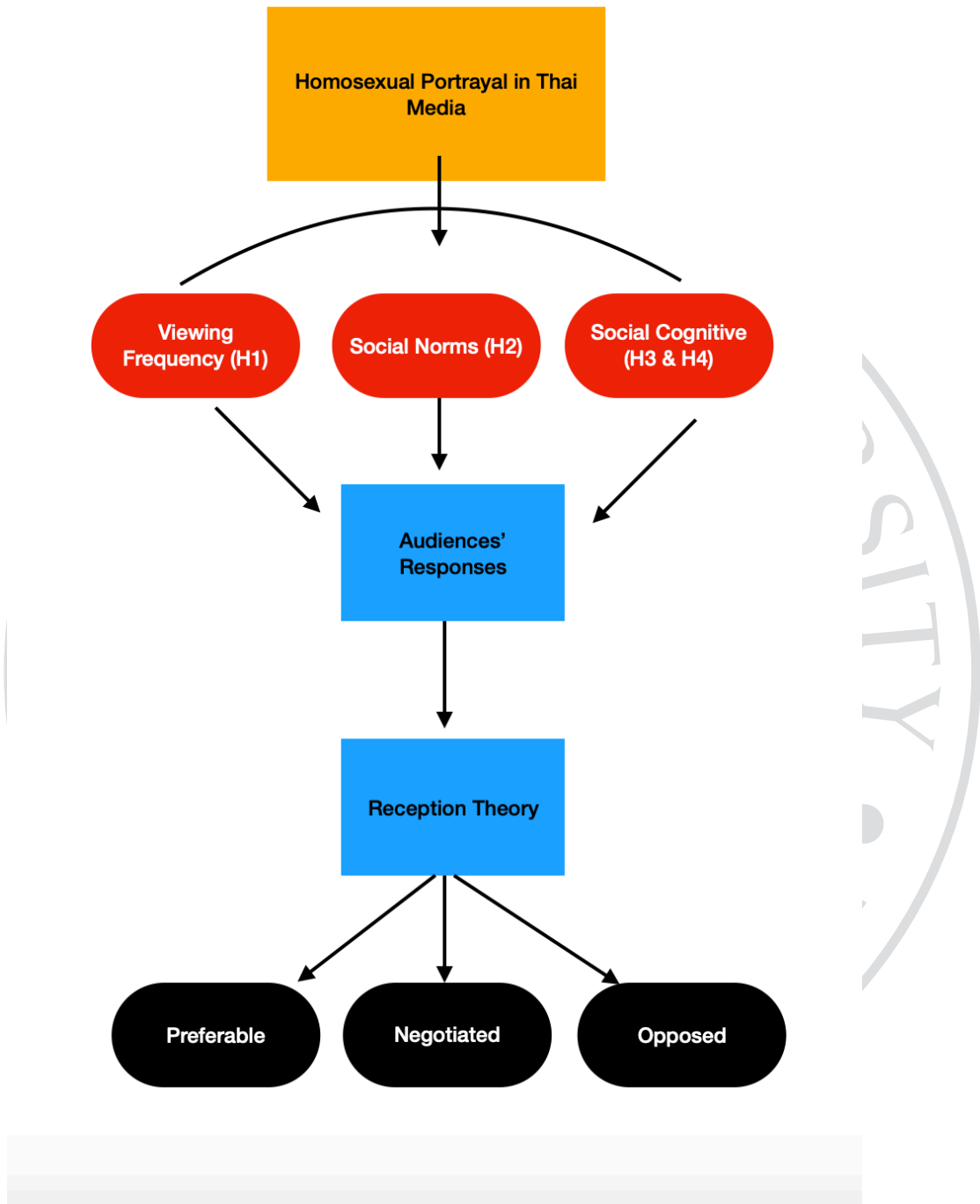


Figure 5 Conceptual Framework

CHAPTER 3

METHOD AND PROCEDURE

3 Introduction

This research study makes use of the quantitative approach which covers the research design and the data collection methods. The study required an approval from the Bangkok University in the survey process as the researcher is a foreigner from the international program. In addition, the current situation of Covid-19 made the researcher even more restricted in conducting a face-to-face survey with questionnaire as a tool. Hence, the questionnaire was distributed to the sample through email and social media platform.

The researcher focused on the portrayal of homosexuality in Thai TV series only. Therefore, this study's limitation lays in its aim to examine the portrayal of LGBTs from selected Thai TV series only, not media as a whole.

3.1 Research Design

This research was conducted using the quantitative approach to investigate the various types of responses based on the frequency of exposure to the homosexual content on media, specifically TV series. Thus, this method is the most suitable method to identify the relationship between two existed variables.

3.2 Population and sample

The population of this research consisted of TV viewers who are exposed to homosexual portrayal in Thai TV series. They can be both males and females with age from 18 years old, and Thai citizens. Since the population number is unknown, the

researcher used Taro Yamane (1973)'s formula to calculate the sample size. With the confidence level of 90%, the sample was 128 Thai TV series viewers.

The sample were selected using the snowball sampling. This non-probability method continuously recruits participants from the potential sampling, thus providing the chances of getting more potential people to participate in the study (Glen, 2014).

3.3 Research Tool

The questionnaire was outlined to two sections, first part consisted of the brief introducing the participants about the researcher' purpose and informing the participants that all information would be confidential and is utilised for the purpose of conducting the study only.

The survey questions were arranged into five sections, where demographic information was covered in the first section, followed by the questions asking about the respondents' exposure to Thai TV series homosexual-related content. Social norms on gender roles will be covered in the next section. The fourth part consisted of questions regarding the attitude and knowledge towards homosexual portrayal in Thai TV series. The last section comprised questions asking about the respondents' responses (preferable, negotiated, and oppositional) to the portrayal of homosexual people in media. The items in this section utilised the five-rating Likert scale to measure the audiences' responses, where 5=strongly agree and 1=strongly disagree.

The survey questions came in two languages, Thai and English, in order to ensure that the participants understood fully each question and answered correctly to what they had been asked. The congruence between the Thai and English section were checked by a communication expert who were fluent in both languages.

The questionnaire was sent to the IS advisor who is an expert in the field to check on content validity that the questionnaire items are investigating the variables they are intended to measure, and can answer to all stated research objectives. Cronbach's alpha coefficient was also calculated to examine the reliability of the questionnaire. The reliability of Cronbach's alpha coefficient was .833 (Figure6) which signified that the questionnaire is of high reliability.

		N	%
Cases	Valid	127	99.2
	Excluded ^a	1	.8
	Total	128	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.833	43

Figure 6 Cronbach's Alpha Reliability

3.4 Data Collection Procedure

In order to proceed the questionnaires, researcher had disseminated the questionnaire via email and utilised the social media channel to reach the sample from 7th June 2020 to 12th June 2020. The questionnaire included the letter explaining the purpose of the study and notified the subjects that all the information was confidential and that would be used for the academic purpose only. They would be given some amount of time to complete the survey and after collecting all data, the researcher carefully observed each question that the participants have answered. On 12th June 2020, the researcher started to prepare raw data into Excel file and prepare for data analysis.

3.5 Data Analysis

The collected data were analysed using a statistical package. The descriptive statistics included frequency and percentage to explain the demographic information and the responses of the respondents and their perceptions towards portrayal of homosexual characters in Thai TV series. Pearson's correlation was used to test hypotheses 1, while independent sample t-test was used to test hypotheses 2-4.

CHAPTER 4

FINDINGS

This chapter presented the findings of this research, consisting of two sections: demographic information and hypothesis testing.

1. Demographic Information

Most of the participants are in the 18-25 years old age group (69.5%), followed by 26.6% of the age group of 26-35 years old. 3.1% of them are from the age group of 36-45 years old while only 1 participant is in the age group of 46 years old and up.

In the total number of participants, it is noticeable that most of them are female that made up about 69.5%, followed by male participants of 21.9%. While transgender from male to female made up about 3.9% of the total number, followed by those who have answered other and transgender from female to male with 3.1% and 0.8% respectively.

For the sexual orientation question, 96 or 75% of total participants have considered themselves to be heterosexual or straight, which is followed by the bio-sexual people with 12.5% and 9.4% considered themselves as gay, lesbian or homosexual individuals while 3.1% have chosen other for their sexual orientation. When asked about their partnership status, the majority of them have stated that they are single (54.3%) which is then followed by 37.8% of those who are in relationship of dating and 7.9% of them are already married.

Majority of the respondents are living in Bangkok City (63%). While those who are living in other parts of Thailand (18.9%) slightly surpass the number of living outside of Bangkok (18.1%) by 0.8% only.

Most of the participants have obtained their Bachelor's Degree (83.6%) while 9.4% of them have finished their Master's Degree and 7 participants or 5.5% have answered that their highest level of education is high school while 1.6% or 2 participants have selected "Other" as their option.

Amongst 128 participants, 69 participants are employed as full-time employees with 53.9%, while 19.5% of the total number are full-time students which is followed by 7.8% of part-time student and 3.1% are part-time employee, with 20 participants (15.6%) being unemployed.

In addition to this, when asked about the industry that that participants are in, most subjects 44.6% have been put into the option of "other" as they have selected more than one option and they are employed in several fields, while 25.6% have answered that they are still pursuing their education, in the field of education/ training (7.4%), and 4.1% of them are from advertising/ public relations and also from the internet/ new media filed. Finally, those in law enforcement/ security and arts/ entertainment/ publishing made up the least percentage of all with about less than 1% each.

Table 1: Frequency and Percentage of Demographic Info

	Frequency (<i>f</i>)	Percentage (%)
Age Group		
18-25 years old	89	69.5
26-35 years old	34	26.6
36-45 years old	4	3.1
46 years old and up	1	0.8
Total	128	100.0
Gender		
Transgender (Male- Female)	5	3.9
Transgender (Female-Male)	1	0.8
Female	89	69.5
Male	28	21.9
Other	4	3.1
Total	128	100.0
Sexual Orientation		
Heterosexual or straight	96	75.0
Gay or lesbian or homosexual	12	9.4
Bio-sexual	16	12.5
Other	4	3.1
Total	128	100.0

(Continued)

Table 1: (Continued) Frequency and Percentage of Demographic Info

Partnership status		
Dating	48	37.5
Single	69	53.9
Married	10	7.8
Not Identify	1	0.8
Total	128	100.0
Residential		
Bangkok	80	62.5
Outside Bangkok	23	18.0
Other parts of Thailand	24	18.8
Not Identify	1	0.8
Total	128	100.0
Educational Level		
Bachelor's Degree	107	83.6
Master's Degree	12	9.4
High school	7	5.5
Other	2	1.6
Total	128	100.0
Occupation		
Full-time employment	69	53.9
Part-time student	10	7.8
Full-time student	25	19.5

Part-time employment	4	3.1
Unemployed	20	15.6
Total	128	100.0

Job Sector			
Advertising/ Relations	Public	5	3.9
Education/ Training		9	7.0
Internet/ New Media		5	3.9
Other		54	42.2
Student		31	24.2
Hospitality/ Travel		7	5.5
Government/ Military		4	3.1
Law Enforcement/ Security		1	0.8
Arts/ Publishing	Entertainment/	1	0.8
Healthcare		4	3.1
Not Identify		7	5.5
Total		128	100.0

2. TV series Consumption

Most subjects (61.7%) spent 2 hours or less to view TV series within a week, followed by 19.5% who spent about 3-4 hours, 9.4% who spent 5-7 hours and 9.4% who spent 8 hours or more to watch TV series. In addition, online platform has been used the most by the subjects (83.6%) to view the TV series, with only 16.4% used offline platform or physical TV program.

When asked if they have intention in selecting the TV series to watch, 56.3% of the respondents said they YES, while 42.2% said they do not have intention in watching the TV series by their own but rather having been influenced by other factors like the rating on social media, or recommendation from their closest ones.

Additionally, the researcher also developed a question that asked participants whether they encourage the TV series producers to incorporate more homosexual portrayal content and characters into the series. The most popular answer being selected is Maybe (46.9%) while 37.5% said they would encourage and 15.6% didn't encourage.

Table 2: Frequency and Percentage for the TV series Consumption

	Frequency (<i>f</i>)	Percentage (%)
TV Series Consumption Per Week		
0-2 hours	79	61.7
3-4 hours	25	19.5
5-7 hours	12	9.4
8 or more hours	12	9.4
Total	128	100.0
Platform to View		
Online Platform	107	83.6
Physical TV/ Analog	21	16.4
Total	128	100.0
Intentional or not?		
Yes	72	56.25
No	54	42.15
Maybe	1	0.8
Not Identify	1	0.8
Total	100	100.0
Encourage the homosexual portrayal		
Yes	48	37.5
No	20	15.6
Maybe	60	46.9
Total	128	100.0

3. Hypothesis Testing:

Hypothesis 1: The frequency level of exposure to TV series containing homosexuality portrayal has correlation with the different types of responses.

Pearson Product Moment Correlation was used to analyze hypothesis 1 to explore if there is a relationship between the frequency level of exposure to the TV series and different types of responses. According to the table 3, there was no significant level found between the level of exposure and the three types of responses: preferable response ($r = .091$, $p > .05$), negotiated responses ($r = .086$, $p > .05$) and oppositional response ($r = -.110$, $p > .01$). That is the frequency of viewing the homosexual portrayal did not have a significant relationship with the three types of responses (preferable, negotiated or opposed) (Table 3). Hence, the hypothesis 1 was not supported.

Table 3: Correlation for Frequency Level of Exposure and the Responses

	Exposure to TV series	Preferable response	Negotiated response	Oppositional response
Exposure to TV series	1.00			
Preferable response	.091	1.00		
Negotiated response	.086	.393**	1.00	
Oppositional response	-.110	-.139	.097	1.00

** . Correlation is significant at the 0.01 level (2-tailed).

Hypothesis 2: People who are more likely to follow social norms tend to have higher negotiated responses towards LGBTs portrayed in Thai TV Series than those who are less likely to follow social norms.

Independent Sample t-test was conducted to test Hypothesis 2. The result revealed a significant difference between the higher perceived social norms regarding their negotiated responses towards homosexuality in Thai TV series ($t_{126} = -2.028, p < .05$). That is, the participants with higher perceived social norms reported having a higher level of negotiated responses towards LGBTs portrayed in TV series than those who

indicated having a lower level of social norms ($\text{mean}_{\text{high}} = 3.6535$ vs $\text{mean}_{\text{low}} = 3.3571$) (Table 4). In other words, the subjects who had the higher level of social norms reported their somewhat high level of negotiated responses towards LGBTs portrayed in Thai TV series, while those with the lower level of social norms stated their moderate level of the said agreement (Table 5). Hence, the Hypothesis 2 was supported.

Table 4: Mean and standard deviation of negotiated responses between the high and low social norm groups

	N	Mean	SD
Low social norms	42	3.3571	.79576
High social norms	86	3.6535	.76661

Table 5: Results of Independent Sample t-test regarding the different social norms on negotiated responses

		Independent Samples Test								
		Levene's Test for Equality of Variances		t-test for Equality of Means						
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
									Lower	Upper
Nego	Equal variances assumed	.359	.550	-2.028	126	.045	-.29635	.14612	-.58552	-.00717
	Equal variances not assumed			-2.002	78.782	.049	-.29635	.14802	-.59099	-.00170

Hypothesis 3: People who possess positive attitudes towards LGBTs in TV series will have higher preferable or negotiated responses towards LGBTs in Thai Media, while those who possess negative attitude towards LGBTs in TV series will have higher oppositional responses towards LGBTs portrayal in Thai Media.

Independent sample t-test was used to test Hypothesis 3. The results revealed non-significant differences between the viewers with different attitudes (positive vs negative) on negotiated responses ($t_{126} = -1.966, p > .05$) and on oppositional responses ($t_{126} = 1.838, p > .05$) (Table 7) towards LGBTs portrayal in Thai media. That is, the viewers who have negative attitudes towards LGBTs in TV series reported that they had a moderate level of oppositional responses while those with positive attitude reported a low level of oppositional responses towards LGBTs in Thai media ($\text{mean}_{\text{pos}} = 2.47$ vs $\text{mean}_{\text{neg}} = 2.77$) (Table 6.3) or negotiated ($\text{mean}_{\text{pos}} = 3.87$ vs $\text{mean}_{\text{neg}} = 3.49$) (Table 6.2) responses towards LGBTs in Thai media.

However, the independent sample t-test revealed a significant difference between the viewers with different attitude (positive vs negative) on preferable responses ($t_{126} = -3.885, p < .001$) (Table 7) towards LGBTs portrayal in Thai media. That is, the viewers who have either positive or negative attitudes towards LGBTs in TV series reported that they had a somewhat high level of preferable ($\text{mean}_{\text{pos}} = 4.14$ vs $\text{mean}_{\text{neg}} = 3.42$) (Table 6.1). Therefore, the Hypothesis was partially supported.

Table 6.1: Mean and Standard Deviation of Preferable Responses

between Negative and Positive Attitudes

	N	Mean	SD
Positive Attitude	20	4.14	.88282
Negative Attitude	108	3.42	.73723

Table 6.2: Mean and Standard Deviation of Negotiated Responses

between Negative and Positive Attitudes:

	N	Mean	SD
Positive	20	3.87	.92287
Negative	108	3.49	.74808

Table 6.3: Mean and Standard Deviation of Oppositional Responses

between Negative and Positive Attitudes:

	N	Mean	SD
Positive	20	2.47	.92515
Negative	108	2.77	.63111

Table 7: Results of Independent Sample t-test regarding the positive and negative attitudes on the three types of responses

		Independent Samples Test								
		Levene's Test for Equality of Variances		t-test for Equality of Means					95% Confidence Interval of the Difference	
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	Lower	Upper
Pref	Equal variances assumed	.603	.439	-3.885	126	.000	-.71963	.18524	-1.08622	-.35304
	Equal variances not assumed			-3.431	24.153	.002	-.71963	.20976	-1.15242	-.28684
Nego	Equal variances assumed	3.181	.077	-1.966	126	.051	-.37185	.18914	-.74615	.00244
	Equal variances not assumed			-1.701	23.843	.102	-.37185	.21855	-.82308	.07938
Oppose	Equal variances assumed	2.455	.120	1.838	126	.068	.30593	.16641	-.02339	.63524
	Equal variances not assumed			1.419	22.386	.170	.30593	.21560	-.14075	.75260

Hypothesis 4: People who possess more knowledge towards LGBTs in TV series will have preferable or negotiated responses towards LGBTs portrayal in Thai Media, while those who possess less knowledge towards LGBTs in TV series will have oppositional responses towards LGBTs portrayed in Thai Media.

Independent sample t-test was used to test Hypothesis 4. The result revealed there was a significant relationship between the viewers with different level of knowledge (more vs less) on preferable responses ($t_{126} = -6.415, p > .001$) and on negotiated responses ($t_{126} = -4.729, p > .001$) towards LGBTs portrayal in Thai Media (Table 9). That is, the viewers who have either high or low knowledge towards LGBTs in TV series reported a somewhat high level of preferable ($\text{mean}_{\text{more}} = 3.92$ vs $\text{mean}_{\text{less}} = 3.13$) or negotiated ($\text{mean}_{\text{more}} = 3.85$ vs $\text{mean}_{\text{less}} = 3.24$) (Table 8.1 & 8.2) towards LGBTs portrayal in

Thai media, those with more knowledge indicated their higher level of both types of responses than those with less knowledge.

However, the independent sample t-test revealed a non-significant difference between the viewers with different level of knowledge (more vs less) on oppositional responses ($t_{126} = -.274, p > .05$) towards LGBTs portrayal in Thai media (Table 9). That is the viewers who have more or less knowledge towards LGBTs in TV series reported that they had a moderated level of oppositional responses with slightly differences in mean value ($\text{mean}_{\text{more}} = 2.74$ vs $\text{mean}_{\text{less}} = 2.71$) (Table 8.3). Therefore, the Hypothesis 4 was found to be partially supported.

Table 8.1: Mean and standard deviation of preferable responses between the more and less knowledge:

	N	Mean	SD
More knowledge	65	3.92	.66679
Less knowledge	63	3.13	.73103

Table 8.2: Mean and standard deviation of negotiated responses between
the more and less knowledge

	N	Mean	SD
More knowledge	65	3.85	.75209
Less knowledge	63	3.24	.69997

Table 8.3: Mean and standard deviation of oppositional responses between
the more and less knowledge

	N	Mean	SD
More knowledge	65	2.74	.69328
Less knowledge	63	2.71	.69168

Table 9: Results of Independent Sample t-test regarding the more and less knowledge on the three types of responses

		Independent Samples Test								
		Levene's Test for Equality of Variances		t-test for Equality of Means					95% Confidence Interval of the Difference	
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	Lower	Upper
Pref	Equal variances assumed	.216	.643	-6.415	126	.000	-.79292	.12361	-1.03753	-.54830
	Equal variances not assumed			-6.406	124.120	.000	-.79292	.12379	-1.03792	-.54792
Nego	Equal variances assumed	.303	.583	-4.729	126	.000	-.60777	.12852	-.86210	-.35344
	Equal variances not assumed			-4.734	125.796	.000	-.60777	.12837	-.86181	-.35372
Oppose	Equal variances assumed	.055	.815	-.274	126	.785	-.03350	.12243	-.27579	.20878
	Equal variances not assumed			-.274	125.893	.785	-.03350	.12243	-.27579	.20878

Chapter 5

Discussion

This section will be consisted of four elements that conclude the whole research study. The researcher will conclude what have been discussed and also state some limitations that lay in the study which then become the suggestion for more researches to be done to improve in the field.

5.1 Conclusion

The purposes of the study were to verify the correlation between several independent variables such as frequency of exposure, social norms, attitude and knowledge towards LGBTs in Thai TV series and the three types of responses of the Thai audiences towards the homosexual portrayal in Thai TV series.

Hypothesis 1 stated the relationship between frequency levels of exposure to TV series containing homosexuality portrayal with the different types of responses, but the said relationship was not supported by the research data. The result of the findings revealed that the level of frequency exposure to the TV series portraying the homosexuality did not have any significant relationship with whether preferable, negotiated nor oppositional responses.

Hypothesis 2 stated that people who are more likely to follow social norms tend to have higher negotiated responses towards LGBTs portrayed in Thai TV series than those who are less likely to follow social norms, and this hypothesis was found to be supported. The data findings revealed that the participants who possessed higher level of social norms reported having higher negotiated responses towards LGBTs portrayed in Thai TV series and vice versa.

Hypothesis 3 stated that people who possess positive attitudes towards LGBTs in TV series will have higher preferable or negotiated responses towards LGBTs in Thai TV series, while those who possess negative attitude towards LGBTs in TV series will have higher oppositional responses towards LGBTs portrayal in Thai TV series. The results revealed that the participants who possessed positive attitude towards LGBTs in TV series reported having higher preferable responses towards LGBTs in Thai TV series; however; the participants who possessed either positive or negative attitudes reported to have moderate and low level of oppositional responses towards LGBTs In Thai TV series.

Hypothesis 4 stated that people who possess more knowledge towards LGBTs in TV series will have preferable or negotiated responses towards LGBTs portrayal in Thai TV series, while those who possess few or no knowledge towards LGBTs in TV series will have oppositional responses towards LGBTs portrayed in Thai TV series. The data results proved that there was a significant difference between the level of knowledge on the preferable and negotiated responses, but not on the oppositional responses. That is, the participants who possessed more knowledge towards LGBTs in Thai TV series will have preferable or negotiated responses towards the LGBTs portrayal in Thai TV series, while those having less knowledge tend to report the moderate level of the oppositional responses towards the LGBTs portrayal in Thai TV series.

5.2 Discussion

This study revealed four findings from the data. Firstly, there is no significant differences between the level of viewing frequency towards homosexuality in TV series and the three different types of responses. The result supported the theoretical framework of Reception Theory being proposed in chapter 2. The participants or audiences in this case are the subjects who translate the meaning of the contents or messages from media into their own forms of perceptions. An individual may have preferable, negotiated, oppositional or a mixed of responses at the same time. In addition to this, the cognitive effect from media also stated that the information being exposed to each individual is usually transformed, stored, and memorized into knowledge so that it can be used later on and they also vary in different social context, knowledge, or attitude. Therefore, the audiences first have their authority to reject or ignore any information that they believe not relevant, which means the amount of

viewing frequency does not make any differences to what the audiences have already perceived.

Secondly, the researcher found out the connection between the social norm, attitude, knowledge and the responses which have been supported by the Theory of Reception and the concept social norms on gender roles. Although the frequency level of exposure towards homosexuality in Thai TV series does not yield impact on the way participants responded, other factors including social norms, attitude and knowledge were proved to have an effect on different types of responses. The social norms primarily bring each individual to believe or think in a similar way, thus creating more negotiated responses among the group.

To elaborate on this, the Reception Theory usually explain the variation amongst audiences that come from different social contexts, or having different attitude or knowledge. Those who possess higher level of social norms tend to have negotiated responses towards the LGBTs in Thai TV series, and the said findings coincided with the literature stating that social norms, cultural beliefs, and religious practices tend to shape the gender roles/ concepts.

Since Thailand is a country known as Buddhist domination, Thai people have strictly adopted and followed what the religion has constructed. Buddhism has taught people to respect and appreciate one another including the minorities. To this extent, it is obvious that most Thai people tend to have tolerance and openness towards LGBTs people (Panichpathom, 2013). In addition to the tolerance, Thai people believe that

being sexually attracted towards same sex is often treated as sin that those people get from the past lives (Hays, 2008).. Hence, it is more likely that Thai culture might not be fully accepting this minor group but more likely to put up with this.

Relatively to this, the attitude and knowledge that have found to be partially related to the responses can be implied by the social norm and social context that Thai people practice. First of all, those who have possess more knowledge and positive attitude towards LGBTs group tend to give preferable or negotiated response toward the homosexuality in Thai media. This findings is supported by the Social Cognitive Theory to the extent that people with different attitude and knowledge towards a certain topic tend to behave or respond differently.

Second, interestingly, the researcher also found out that these two concepts are bound by the social norm and practices of Thai culture as well. As mentioned above, Thais are more tolerant towards the homosexuality because of the practices and beliefs which can be the factors that make the participants with negative attitude and less knowledge of homosexuality in TV series not to strongly oppose to the portrayal at all, but instead they showed moderate level of disagreement (Suriyasarn, 2014). It can be said that Thai people might not discriminate the LGBTs group or the portrayal of them in the media; however, that does not mean that there is no stereotype nor prejudice towards the group (Shrestha et al., 2019). In other words, if an individual has less knowledge or negative attitude or been exposed to the negative portrayal for long term, he/she might possibly form the negative perception towards homosexuality in media and as a result they tend to have negative responses.

Therefore, positive portrayal of homosexuality in media may help improve the way people perceive and respond towards the group. The generalisation and the negative attitude might be reduced overtime and with the practices of social norms where Thai people are trying to tolerate and give face to everyone, LGBTs portrayal in media may become the spot light to help homosexual people to be brave and make their come out process.

5.3 Limitations of the study

There are several limitations lying in the study. Mainly, the subjects being chosen for the study is still trivial to cover all the Thai populations and especially identify the overall responses of Thai audiences towards homosexuality in media. Meanwhile, the questionnaire was required to disseminate online due to the epidemic of corona virus. Therefore, the result might not be applicable to define all Thai audiences' responses. Secondly, the media being chosen for the study is only Thai TV series, which means it does not represent Thai media as a whole. In addition, there was no time frame to specify the exact portrayal of homosexuality in TV series to study about the responses of the audiences which shows the gaps between responses to how homosexuality was portrayed years ago and in the present.

5.4 Recommendation

5.4.1 Recommendation for Related Agencies

It is common to know that social norm has shaped the way people perceive and respond to what they see on media and vice versa. It also plays a big contribution to the knowledge and attitude of each individual. Besides this, positive portrayal might also be another factor that shift the way people respond. Therefore, movie producers of TV series or in media should learn more about homosexual issues and incorporate the truthful portrayal of the group in order to avoid the prejudice and discrimination. In addition, having intimacy to same sex is about feeling, emotions, love and faith which is not mainly about having sexual intercourse. Homosexual individuals deserve the real and accurate portrayal of their lives not what media producers want to create. Even though homosexuality right is still questioned in Thailand, but by improving on the mass sector, it is believed that a new a chapter may open the opportunity for LGBTs or anyone who is still confused with their sexual orientation to open up to the society they are in.

5.4.2 Recommendation for Future Research

There have been researches done on the attitude towards LGBTs in general. However, minute study has been conducted to the media responses towards the portrayal of homosexuality in Thailand, while homosexual characters and context have been incorporated into Thai media in recent years. Researchers might take into consideration about further investigation on the responses towards positive and negative portrayal of homosexuality as well as the responses from two different groups (heterosexual and homosexual). In addition, the future researchers should also consider conducting study

from various angles of media such as game show, advertisement etc not just TV series, as the responses to each category might vary from each other.



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APPENDIX

Research Brief

My name is Nary Nal, a graduate student of MCA Program in Global Communication at Bangkok University. I am currently working on a research paper on how Thai audiences respond to the homosexual portrayal in Thai TV Series. The survey is consisted of five sections with 24 questions. This will take approximately 10 minutes of your time. All responses will be kept confidential.

ดิฉันชื่อ Nary Nal นักศึกษาระดับบัณฑิตศึกษาของหลักสูตรนิเทศศาสตรมหาบัณฑิต สาขาการสื่อสารมวลชนมหาวิทยาลัยกรุงเทพ

ดิฉันกำลังทำวิจัยเพื่อศึกษาว่าผู้ชมชาวไทยมีการตอบสนองต่อการรักร่วมเพศในละครโทรทัศน์ไทยอย่างไร แบบสอบถามมี 5 ส่วน 24 คำถาม ซึ่งจะใช้เวลาตอบประมาณ 10 นาที คำตอบทั้งหมดจะถูกเก็บเป็นความลับ

Section 1

Personal Information

Please select the answer that best describes you.

1. Which age group are you in? | คุณอยู่ในกลุ่มอายุเท่าไร?

18-25 years old | 18-25 ปี

26-35 years old | 26-35 ปี

36-45 years old | 36-45 ปี

46 years old and up | 46 ปีขึ้นไป

2. What is your gender? | เพศของคุณคือ?

Female | ผู้หญิง

Transgender (Female- Male) | ทอมบอย

Transgender (Male- Female) | กะเทย

Male | ผู้ชาย

Other | อื่นๆ

3. Do you consider yourself to be: | คุณพิจารณาว่าตัวเองเป็น:

Heterosexual or straight | ชอบเพศตรงข้าม

Gay or lesbian or homosexual | เกย์ หรือ เลสเบียน หรือ ชอบเพศเดียวกัน

Bisexual | ชอบทั้งสองเพศ

Other (please specify) | อื่นๆ (กรุณาระบุ)

4. What is your partnership status? | สถานะของคุณคือ?

Single | โสด

Dating | มีแฟน

Married | แต่งงาน

Divorced/ Separated | หย่าร้าง

Widowed | ม่าย

5. Where do you live? | คุณอาศัยอยู่ที่ไหน?

Bangkok | กรุงเทพฯ

Outside Bangkok | นอกกรุงเทพฯ

Other parts of Thailand | อยู่ในประเทศไทย

6. What is your highest level of education? | การศึกษาสูงสุดของคุณคือ?

High school | มัธยม

Bachelor's Degree |ปริญญาตรี

Master's Degree |ปริญญาโท

Doctorate Degree |ปริญญาเอก

Other: | อื่นๆ

7. What is your current employment status? | อาชีพของคุณคือ?

Part-time student | นักเรียนพาร์ทไทม์

Full-time student | นักเรียนเต็มเวลา

Part-time employment | พนักงานพาร์ทไทม์

Full-time employment | พนักงานเต็มเวลา

Unemployed | ไม่มีงาน

8. Which industry are you employed in? | คุณทำงานในอุตสาหกรรมใด?

Student | นักเรียน

Advertising/ Public Relations | การโฆษณา/การประชาสัมพันธ์

Arts/ Entertainment/ Publishing | ศิลปะ/บันเทิง/ประกาศ

Education/ Training | การศึกษา

Healthcare | การดูแลสุขภาพ

Hospitality/ Travel | การท่องเที่ยว

Law Enforcement/ Security | กฎหมาย/การรักษาความปลอดภัย

Internet/ New Media | อินเทอร์เน็ต / สื่อ

Government/ Military | รัฐบาล/ทหาร

Section 2

The Exposure to Homosexual Portrayal in Thai TV series | คุณมีความคิดเห็นอย่างไรกับการเปิดรับคนรักเพศเดียวกันในละครโทรทัศน์ไทย?

1. How much time do you spend watching TV series within a week? | คุณใช้เวลาดูโทรทัศน์กี่ชั่วโมงต่อสัปดาห์?

0 - 2 hours | 0-2 ชั่วโมง

3 - 4 hours | 3-4 ชั่วโมง

5 - 7 hours | 5-7 ชั่วโมง

8 or more hours | มากกว่า 8 ชั่วโมง

2. Which platform do you use to view the series? | คุณดูละครผ่านช่องทางใดบ้าง?

Physical TV program/ Analog | โทรทัศน์ดาวเทียม

Online Platform | ออนไลน์

Others (please specify) | อื่นๆ (กรุณาระบุ)

2. How often are you exposed to homosexual content listed below? |

คุณรับรู้เกี่ยวกับเนื้อหาคนชอบเพศเดียวกันตามด้านล่างมากน้อยแค่ไหน?

Rarely = 1 -2 times, Sometimes = 2-3 times , Often = 3-4 times, Always = more than 4 times per series

	Often	Sometimes	Always	Rarely
The male actor falls in love with another man I พระเอกชอบนายเอก				
A friend of the main role is a gay I เพื่อนของตัวละครหลักเป็นเกย์				
Gay men are feminine and best friends of female roles I เพื่อนสนิทของนางเอกเป็นเกย์ที่มีความสตรีนิยม				
Homosexual teenagers have insecurity about their relationship I เด็กที่รักร่วมเพศมีความไม่มั่นใจในความสัมพันธ์ของพวกเขา				
Homosexual teenagers hide their sexual orientations I เด็กที่รักร่วมเพศปิดบังรัสนิยมทางเพศ				

3. Do you intentionally select the series to watch? |

คุณมักจะเลือกรับชมเนื้อหาบางประเภทเป็นพิเศษหรือไม่?

Yes | ใช่

No | ไม่ใช่

Others (please specify): | อื่นๆ (โปรดระบุ)

4. If it is unintentional, what makes you select the TV series to watch? |

ถ้าคุณไม่ได้ตั้งใจที่จะรับชมสิ่งใดเป็นพิเศษ อะไรคือสิ่งที่ทำให้คุณเลือกรับชมรายการโทรทัศน์

Recommendation from family/ friends | แนะนำโดยครอบครัว หรือ เพื่อน

High rating on social media | ได้รับคะแนนสูงบนโซเชียลมีเดีย

Trend on social media | กำลังมาแรงบนโซเชียลมีเดีย

5. For each TV series listed below, please indicate your exposure and viewing

frequency | กรุณาระบุความถี่ในการรับชมรายการโทรทัศน์ด้านล่าง

	Never Heard of I ไม่เคยได้ยิน	Never Watch I ไม่เคยรับชม	Rarely Watch I แทบไม่เคยรับชม	Watch Occasionally รับชมบางครั้ง	Watch รับชมบ่อย
2gether: The Series					
SOTUS: The Series					
Yes or No 1 and 2					
Dairy Tootsies The Series					
Friend Zone					

Section 3

Social Norm on Gender Roles | บรรทัดฐานทางสังคมต่อบทบาทของเพศสภาพ

1. Please choose the answer that best describes your opinion towards social norms on

gender | กรุณาเลือกคำตอบที่อธิบายความคิดของคุณเกี่ยวกับบรรทัดฐานทางสังคมได้ดีที่สุด

	Strongly Disagree I ไม่เห็นด้วยอย่างยิ่ง	Disagree I ไม่เห็นด้วย	So-so I เฉยๆ	Agree I เห็นด้วย	Strongly Agree I เห็นด้วยอย่างยิ่ง
I believe that the appropriate relationship is only for the opposite sex (man and woman) I ฉันเชื่อว่าการชอบเพศตรงข้ามเท่านั้นเป็นสิ่งที่ถูกต้อง					
I believe that being female must be feminine and inferior to male I ฉันเชื่อว่าผู้หญิงควรมีความอ่อนโยนและอ่อนแอต่อผู้ชาย					
I believe that being male must be more masculine and superior than female I ฉันเชื่อว่าผู้ชายต้องมีความแข็งแรงและเป็นใหญ่กว่าผู้หญิง					
I believe that same sex couple can't make good parents I ฉันเชื่อว่าคนรักร่วมเพศไม่สามารถเป็นพ่อแม่ที่ดีได้					
I believe that having sexual interest with same sex is disgraceful I ฉันเชื่อว่าการมีเพศสัมพันธ์กับเพศเดียวกันนั้นน่าอับอาย					

2. Please choose the answer that best describes your opinion towards social norms on gender | กรุณาเลือกคำตอบที่อธิบายความคิดของคุณเกี่ยวกับบรรทัดฐานทางสังคมได้ดีที่สุด

	Strongly Disagree I ไม่เห็นด้วยอย่างยิ่ง	Disagree I ไม่เห็นด้วย	So-so I เฉยๆ	Agree I เห็นด้วย	Strongly Agree I เห็นด้วยอย่างยิ่ง
I believe in equality in gender rather than the expectation of social norms on gender I ฉันเชื่อในความเท่าเทียมกันของทุกเพศมากกว่าบรรทัดฐานของสังคม					
I believe that sexual orientation does not define roles and attitudes of a person in the society I ฉันเชื่อว่ารสนิยมทางเพศไม่ได้กำหนดบทบาทและทัศนคติของบุคคลในสังคม					
I believe that being sexually attracted to same sex is not a sin nor abnormality I ฉันเชื่อว่าถูกดึงดูดทางเพศกับเพศเดียวกันนั้นไม่ใช่ความบาปหรือความผิดปกติ					
I believe that each individual shall be treated equally regardless of their sexual orientation I ฉันเชื่อว่าแต่ละคนจะได้รับการปฏิบัติอย่างเท่าเทียมกันโดยไม่คำนึงถึงรสนิยมทางเพศของพวกเขา					
I believe that homosexual individuals possess their own values just like heterosexual individuals I ฉันเชื่อว่าคนรักร่วมเพศมีค่าของตัวเองเหมือนคนต่างเพศ					

Section 4

Attitude and Knowledge towards Homosexual Portrayal in Thai TV Series |

ท่าทีและความรู้เกี่ยวกับภาพของคนรักร่วมเพศในละครโทรทัศน์ไทย

1. Please select the option that best describes your attitude towards homosexual portrayal | กรุณาเลือก

Please select the option that best describes your attitude towards homosexual portrayal | กรุณาเลือกคำตอบที่อธิบายความคิดของคุณเกี่ยวกับภาพคนรักร่วมเพศได้ดีที่สุด

	Strongly Disagree I ไม่เห็นด้วยอย่างยิ่ง	Disagree I ไม่เห็นด้วย	So-so I เฉยๆ	Agree I เห็นด้วย	Strongly Agree I เห็นด้วยอย่างยิ่ง
Two individuals of same sex showing in bed together with no sex on screen is acceptable I คนเพศเดียวกันสองคนอยู่บนเตียงด้วยกันโดยไม่ได้มีอะไรกันถือว่าเป็นสิ่งที่ยอมรับได้					
Two individuals of same sex holding hands or showing affection on screen is acceptable I คนเพศเดียวกันสองคนจับมือกันหรือแสดงความรักต่อกันเป็นสิ่งที่ยอมรับได้					
Two individuals of same sex having sexual intercourse on screen is unacceptable I คนเพศเดียวกันสองคนมีความสัมพันธ์ทางเพศบนจอโทรทัศน์เป็นสิ่งที่ยอมรับไม่ได้					
Two individuals of same sex having kiss scene on screen is acceptable I คนเพศเดียวกันสองคนมีฉากจูบกันบนจอโทรทัศน์เป็นสิ่งที่ยอมรับได้					
Two individuals of same sex having flirty and sweet talk with each other on screen is acceptable I					

คนเพศเดียวกันสองคนจับกันบนจอโทรทัศน์เป็นสิ่งที่ยอมรับได้					
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2. Please select the option that best describes your knowledge on the homosexual portrayal in media | กรุณาเลือกคำตอบที่อธิบายความรู้ของคุณเกี่ยวกับภาพคนรักร่วมเพศได้ดีที่สุด

	Strongly Disagree I ไม่เห็นด้วยอย่างยิ่ง	Disagree I ไม่เห็นด้วย	So-so I เฉยๆ	Agree I เห็นด้วย	Strongly Agree I เห็นด้วยอย่างยิ่ง
Homosexuality portrayal on screen is to prove the emergence of the homosexual group has been witnessed in today's society I ภาพคนรักร่วมเพศบนจอโทรทัศน์เป็นสิ่งที่แสดงว่าสังคมได้ตระหนักถึงการมีอยู่ของกลุ่มคนรักร่วมเพศ					
Homosexual contents are incorporated on screen due to the popularity of the audiences I เนื้อหาคนรักร่วมเพศถูกฉายบนหน้าจอเพราะมีผู้ชมเยอะ					
Homosexuality portrayal on screen can educate and spread the equality of the genders in society I เนื้อหาคนรักร่วมเพศบนโทรทัศน์สามารถสอนและเผยแพร่ความเท่าเทียมของเพศต่างๆในสังคมได้					
Homosexual portrayal on screen shows that LGBTs people can be responsible for important roles regardless of their sexual orientation I เนื้อหาคนรักร่วมเพศบนโทรทัศน์สื่อให้เห็นว่าเพศทางเลือกก็สามารถรับผิดชอบบทบาทสำคัญได้โดยไม่จำกัดเรื่องเพศ					
Homosexuality contents are being made due to the quota of movie production I เนื้อหาของคนรักร่วมเพศถูกจัดทำขึ้นตามโควตาการฉายเท่านั้น					

Section 5

Overall Responses to the Homosexual Content | คำตอบโดยรวมเกี่ยวกับเนื้อหาคนรักร่วมเพศ

1. Do you agree with the increasing trend of homosexual portrayal in Thai TV series over the last six months?

คุณเห็นด้วยกับแนวโน้มที่เพิ่มขึ้นของเนื้อหาคนรักร่วมเพศในละครโทรทัศน์ไทยในช่วงหกเดือนที่ผ่านมาหรือไม่?

Yes | เห็นด้วย

No | ไม่เห็นด้วย

Maybe | อาจจะ

2. Please select the answer that best reflects your responses towards the portrayal of homosexuality in Thai TV series.

กรุณาเลือกคำตอบที่อธิบายความคิดเห็นที่คุณมีต่อภาพคนรักร่วมเพศในละครโทรทัศน์ได้ดีที่สุด

	Strongly Disagree ไม่เห็นด้วยอย่างยิ่ง	Disagree ไม่เห็นด้วย	So-so เฉยๆ	Agree เห็นด้วย	Strongly Agree เห็นด้วยอย่างยิ่ง
The portrayal of homosexuality can improve the equality on gender ภาพของคนรักร่วมเพศช่วยส่งเสริมความเท่าเทียมกันของทุกเพศ					
The portrayal of homosexuality can eliminate the discrimination towards LGBTs people ภาพของคนรักร่วมเพศช่วยขจัดอคติที่มีต่อกลุ่มคนเพศทางเลือก					
The portrayal of homosexuality is important in depicting the reality in the society ภาพของคนรักร่วมเพศมีความสำคัญต่อการอธิบายถึงความเป็นจริงของสังคม					
The portrayal of homosexuality can bring new contents to the film, movies, and series production ภาพของคนรักร่วมเพศสามารถช่วยให้เกิดเนื้อหาใหม่ๆ ในการผลิตหนังและละคร					
The portrayal of homosexuality can encourage individuals to discover and disclose their sexual orientation ภาพของคนรักร่วมเพศสามารถช่วยให้ผู้คนค้นพบหรือเปิดเผยรสนิยมทางเพศของตนเองได้					

3. Please select the answer that best reflects your responses towards the portrayal of homosexuality in Thai TV series.

กรุณาเลือกคำตอบที่อธิบายความคิดเห็นที่คุณมีต่อภาพคนรักร่วมเพศในละครโทรทัศน์ได้ดีที่สุด

	Strongly Disagree ไม่เห็นด้วยอย่างยิ่ง	Disagree ไม่เห็นด้วย	So-so เฉยๆ	Agree เห็นด้วย	Strongly Agree เห็นด้วยอย่างยิ่ง
The positive portrayal of homosexuality might be useful for people to understand sexual diversity ภาพของคนรักร่วมเพศในเชิงบวกอาจช่วยให้คนเข้าใจมากขึ้นเกี่ยวกับความหลากหลายของเพศ					
The negative portrayal of homosexuality might build discrimination towards the group ภาพของคนรักร่วมเพศในเชิงลบอาจทำให้ผู้คนมีอคติต่อคนกลุ่มนั้น					

The positive portrayal is needed to reduce the prejudice towards the homosexual group ภาพของคนรักร่วมเพศในเชิงบวกเป็นสิ่งที่จำเป็นต้องลดอคติที่มีต่อกลุ่มคนรักร่วมเพศ					
Less stereotyped contents of homosexuality portrayal is needed in media เนื้อหาที่เหมารวมคนรักร่วมเพศบนสื่อต่างๆควรมีน้อยลง					
Sensitive contents like sexual intercourse between homosexuals is bringing negative response to the homosexual group เนื้อหาที่ละเอียดอ่อนเช่นการมีเพศสัมพันธ์กันของคนรักร่วมเพศทำให้เกิดการตอบสนองในเชิงลบต่อกลุ่มคนรักร่วมเพศ					

4. Please select the answer that best reflects your responses towards the portrayal of homosexuality in Thai TV series.

กรุณาเลือกคำตอบที่อธิบายความคิดเห็นที่คุณมีต่อภาพคนรักร่วมเพศในละครโทรทัศน์ได้ดีที่สุด

	Strongly Disagree ไม่เห็นด้วยอย่างยิ่ง	Disagree ไม่เห็นด้วย	So-so เฉยๆ	Agree เห็นด้วย	Strongly Agree เห็นด้วยอย่างยิ่ง
The portrayal of homosexuality is affecting the social norms and culture ภาพของคนรักร่วมเพศมีผลต่อบรรทัดฐานทางสังคมและวัฒนธรรม					
The portrayal of homosexuality is encouraging sexual abuse in the society ภาพของคนรักร่วมเพศส่งเสริมการล่วงละเมิดทางเพศในสังคม					
The portrayal of homosexuality affects the audiences' sexual orientation especially young people ภาพของคนรักร่วมเพศส่งผลต่อรสนิยมทางเพศของคนดู โดยเฉพาะในเด็กวัยรุ่น					
The portrayal of homosexuality is non-educational ภาพของคนรักร่วมเพศสื่อถึงความไร้การศึกษา					
The portrayal of homosexuality should be reduced ภาพของคนรักร่วมเพศควรจะมีน้อยลง					

5. Do you encourage movie producers to incorporate more homosexual content into the series? คุณสนับสนุนให้ผู้อำนวยการสร้างหนังสร้างเนื้อหาเกี่ยวกับคนรักร่วมเพศเพิ่มมากขึ้นหรือไม่?

Yes | สนับสนุน

No | ไม่สนับสนุน

Maybe | อาจจะ

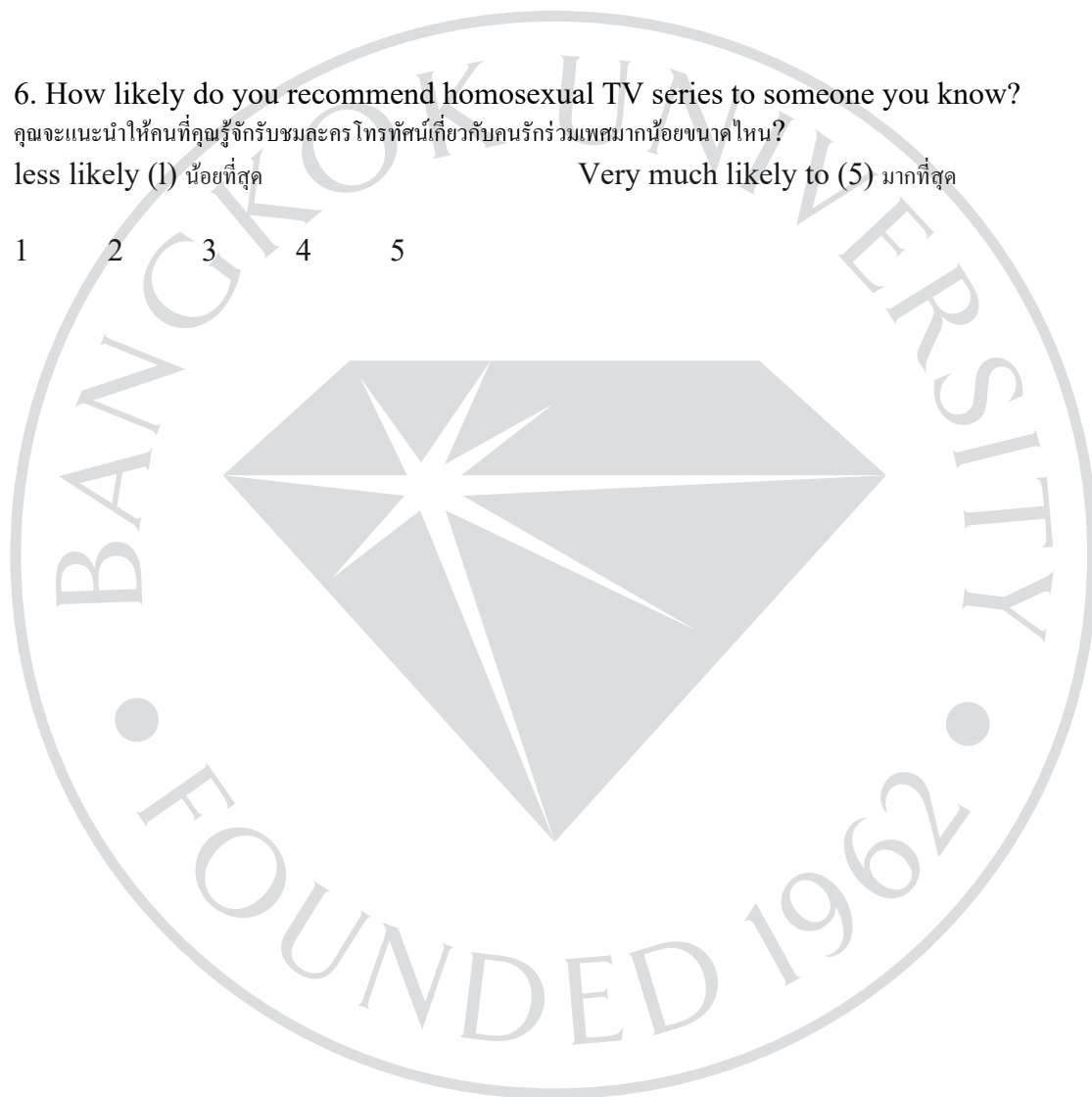
6. How likely do you recommend homosexual TV series to someone you know?

คุณจะแนะนำให้คนที่คุณรู้จักรับชมละครโทรทัศน์เกี่ยวกับคนรักร่วมเพศมากน้อยขนาดไหน?

less likely (1) น้อยที่สุด

Very much likely to (5) มากที่สุด

1 2 3 4 5



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