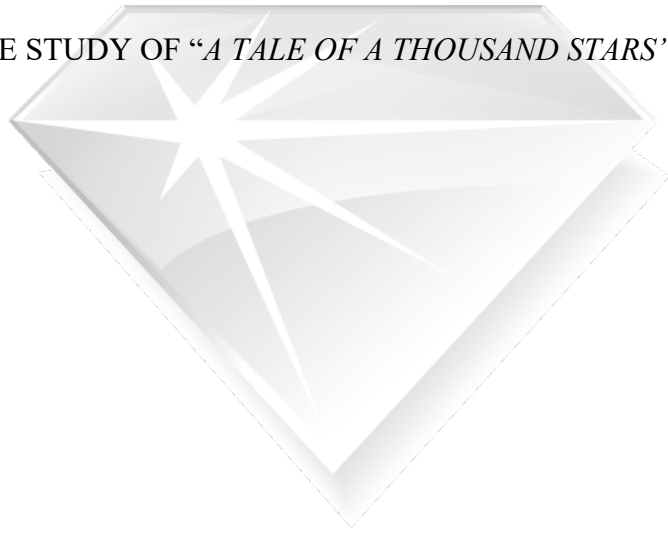


THE INFLUENCE OF STORYTELLING TECHNIQUES ON THAI VIEWER'S  
INTEREST AND BEHAVIOR IN WATCHING THAI BL DRAMAS  
– A CASE STUDY OF “*A TALE OF A THOUSAND STARS*”



**BANGKOK**  
**UNIVERSITY**  
THE CREATIVE UNIVERSITY

THE INFLUENCE OF STORYTELLING TECHNIQUES ON THAI VIEWER'S  
INTEREST AND BEHAVIOR IN WATCHING THAI BL DRAMAS  
– A CASE STUDY OF “*A TALE OF A THOUSAND STARS*”



This Independent Study Manuscript Presented to  
The Graduate School of Bangkok University  
in Partial Fulfillment  
of the Requirements for the Degree  
Master of Arts in Communication Arts

**BANGKOK**  
**UNIVERSITY**  
THE CREATIVE UNIVERSITY

2023

This manuscript has been approved by  
the Graduate School  
Bangkok University

Title: The Influence of Storytelling Techniques on Thai Viewer's Interest  
and Behavior in Watching Thai BL Dramas - A Case Study of “*A  
Tale of a Thousand Stars*”

Author: Yang Chin Ying

Independent Student Committee:

Advisor: Dr. Nattawat Wongwilatnurak

Field Specialist: Assoc. Prof. Dr .Pacharaporn Kesaparakorn

**BANGKOK**  
**UNIVERSITY**  
THE CREATIVE UNIVERSITY

Yang, Chin Ying. Master of Communication Arts, January, 2025, Graduate School, Bangkok University.

The Influence of Storytelling Techniques on Thai Viewer's Interest and Behavior in Watching Thai BL Dramas - A Case Study of “*A Tale of a Thousand Stars*”

Advisor: Nattawat Wongwilatnurak, Ph.D



## ABSTRACT

This study explores the impact of storytelling techniques on Thai viewers' interest and behavior in the context of Thai BL dramas, with a focus on the series *A Tale of a Thousand Stars*. Using a quantitative research approach through online surveys (n=154), the research examines how narrative structure, character development, and emotional expression influence viewer engagement. The study employed statistical analysis to evaluate the relationships between storytelling elements and viewer responses. Key findings reveal that storytelling techniques significantly impact both viewer interest and behavioral patterns, as demonstrated through viewing frequency metrics and online engagement statistics. Among the storytelling elements analyzed, character development showed the strongest statistical correlation with viewer engagement and loyalty. The results provide empirical evidence for the importance of balancing narrative elements with cultural authenticity, offering data-driven insights for content creators in the Thai BL drama genre. These quantitative findings demonstrate the measurable impact of Thai BL dramas on viewer engagement and cross-cultural appeal.

*Keywords: Storytelling Techniques, Thai BL Dramas, Viewer Engagement, Narrative Structure, Character Development, Emotional Expression*

## ACKNOWLEDGEMENT

First of all, I would like to express my sincere gratitude to Dr. Nattawat Wongwilatnurak, my advisor for his continuous advices and useful suggestions for my independent study. During the process of conducting this research, he gave me a lot of useful guidance and advice and encouraged me to finish the whole paper. It will not be possible for me to work on my own on this academic work without his valuable help. I am deeply grateful of his help in the completion of this report, and its great honor to have this advisor during the period of my Master's degree.

Thanks those who participated in my research and helped me to collect data unconditionally, thanks for their precious time. Last but not least to my family and friends for their support and encouragements.

**BANGKOK  
UNIVERSITY**  
THE CREATIVE UNIVERSITY

## TABLE OF CONTENTS

	Page
ABSTRACT.....	ii
ACKNOWLEDGEMENT .....	iii
LIST OF TABLES.....	vii
LIST OF FIGURES .....	viii
CHAPTER 1: INTRODUCTION.....	1
1.1 Rationale and Problem Statement .....	1
1.2 Objectives of Study .....	4
1.3 Research Questions .....	4
1.4 Significance of the study .....	4
1.5 Scope of the study .....	5
1.6 Definitions of terms.....	6
1.6.1. BL dramas: BL dramas (Boy's Love) .....	6
1.6.2. A Tale of Thousand Stars .....	6
1.6.3. Storytelling techniques.....	6
1.6.4. Viewers' interest:.....	6
1.6.5 Viewers' viewing behaviors.....	7
CHAPTER 2: LITERATURE REVIEW.....	8
2.1 Literature Review.....	8
2.1.1 Thai BL Drama.....	8
2.1.2 Storytelling Techniques in Thai BL Drama.....	10
2.1.3 Viewing Interests of Thai BL Drama Viewers .....	11
2.1.4 Viewing Behavior of Thai BL Drama Viewers.....	12
2.2 Related Theories.....	13
2.2.1 Narrative Paradigm Theory.....	14
2.2.2 Uses and Gratifications Theory .....	15
2.2.3 Expectancy Theory .....	15
2.3 Knowledge Gap Found from Past Studies .....	17
2.4 Theoretical Framework .....	17
2.5 Hypothesis.....	18

CHAPTER 3: METHODOLOGY .....	19
3.1 Research Design .....	19
3.2 Population and Sample Selection .....	20
3.2.1 Sample Distribution Channels .....	21
3.2.2 Sample Characteristics and Selection Criteria .....	22
3.2.3 Sampling Methodology and Implementation .....	22
3.3 Research Instruments .....	23
3.4 Data Collection Process and Timeline .....	24
3.5 Data Analysis Procedures .....	24
3.5.1 Quantitative Data Analysis .....	25
3.6 Ethical Considerations and Research Limitations .....	26
CHAPTER 4: RESULTS AND ANALYSIS .....	27
4.1.1 Demographic Profile of Respondents .....	27
4.1.2 Basic Viewing Characteristics .....	28
4.2 Analysis of Storytelling Techniques Impact .....	30
4.2.1 Narrative Structure Assessment .....	30
4.2.2 Character Development Assessment .....	32
4.2.3 Emotional Expression Assessment .....	33
4.3 Analysis of Viewing Interest and Behavior .....	34
4.3.1 Analysis of Viewing Interest .....	34
4.3.2 Analysis of Viewing Behavior .....	35
4.3.3 Analysis of Deep Impact .....	36
4.4 Hypothesis Testing .....	38
4.4.1 Testing of Hypothesis One .....	38
4.4.2 Testing of Hypothesis Two .....	40
4.4.3 Summary of Test Results .....	41
4.5 Chapter Summary .....	42

CHAPTER 5: CONCLUSION AND RECOMMENDATIONS .....	45
5.1 Conclusion and Discussion of Descriptive Findings.....	45
5.1.1 Discussion of Demographic Profile Findings .....	45
5.1.2 Discussion of Basic Viewing Characteristics .....	45
5.1.3 Discussion of Storytelling Technique Ratings.....	46
5.1.4 Interpretation of Viewing Interest and Behavior Patterns .....	47
5.2 Conclusion and Discussion of Hypothesis Findings .....	48
5.2.1 Discussion of Hypothesis One Results .....	48
5.2.2 Discussion of Hypothesis Two Results.....	49
5.3 Limitations of the Present Study .....	53
5.3.1 Methodological Limitations.....	53
5.3.2 Sampling Limitations.....	53
5.3.3 Measurement Limitations .....	53
5.3.4 Cultural and Geographic Limitations.....	54
5.4 Recommendations for Future Application .....	54
5.4.1 Recommendations for Content Creators.....	54
5.4.2 Recommendations for Platform Providers.....	55
5.4.3 Recommendations for Marketing Strategies.....	55
5.4.4 Practical Implications for BL Drama Industry.....	55
5.5 Recommendations for Future Research .....	56
5.5.1 Suggestions for Methodology Improvement .....	56
5.5.2 Proposed Areas for Extended Research.....	56
5.5.3 Cross-Cultural Research Opportunities .....	57
5.5.4 Long-term Impact Studies.....	57
BIBLIOGRAPHY.....	59
APPENDIX.....	64
BIODATA.....	64



## LIST OF TABLES

	Page
Table 3.1: Research Questions and Methodological Approaches .....	17
Table 3.2: Step-by-Step Quantitative Analysis Process (n=154) .....	23
Table 4.1: Age Distribution of Respondents.....	27
Table 4.2: Series Completion Rate .....	29
Table 4.3: Narrative Structure Elements Rating.....	32
Table 4.4: Character Development Rating.....	32
Table 4.5: Emotional Expression Rating .....	33
Table 4.6: Impact of Storytelling Techniques on Viewer Interest.....	34
Table 4.7: Recommendation Behavior Analysis .....	36
Table 4.8: Impact Assessment of Key Elements .....	37
Table 4.9: Multiple Regression Results for H1 .....	38
Table 4.10: Multiple Regression Results for H2 .....	39
Table 4.11: Summary of Hypothesis Testing Results.....	40
Table 5.1: Viewing Characteristics Comparison with Industry Standards.....	44
Table 5.2: Impact Analysis of Storytelling Elements on Viewing Behavior.....	48

## LIST OF FIGURES

	Page
Figure 2.1 Theoretical Framework .....	16
Figure 4.1: Gender Distribution of Respondents (N=154) .....	28
Figure 4.2: Series Completion Rate (N=154) .....	30
Figure 4.4: Storytelling Technique Ratings (N=154) .....	31
Figure 4.3: Recommendation Behavior (N=154) .....	35



**BANGKOK**  
**UNIVERSITY**  
THE CREATIVE UNIVERSITY

## CHAPTER 1

### INTRODUCTION

#### 1.1 Rationale and Problem Statement

Thai BL (Boys' Love) series, most commonly referred to as “Y Series” have captivated audiences worldwide with their unique blend of romance and subtle messages. The background and development of Thai BL series represent a fascinating cultural phenomenon, closely linked to various social, economic, and cultural factors (Baudinette, 2020). The BL culture originated in Japan, with the earliest BL works appearing in Japanese manga during the 1970s, primarily created by female authors and targeted at a female readership. This subculture gradually spread to other parts of Asia, particularly finding fertile ground in Thailand.

The rise of Thai BL dramas represents a significant cultural phenomenon in Asian media landscape. As Baudinette (2020) notes, these series have evolved from niche content to mainstream entertainment, attracting diverse audiences across Asia. This transformation reflects broader changes in media consumption patterns and cultural acceptance of LGBTQ+ content. Heinrich (2021) further argues that Thai BL dramas have created unique narrative approaches that distinguish them from Japanese and Korean counterparts, particularly in their portrayal of romantic relationships and social issues.

The growing international popularity of Thai BL dramas has also sparked academic interest in their impact on viewers. According to recent studies (Sirijit, 2022; Jiang, 2021), these series influence not only viewing habits but also cultural perceptions and social attitudes. Particularly, Tan (2022) highlights how Thai BL dramas have developed distinctive storytelling techniques that resonate with both domestic and international audiences, creating new patterns of viewer engagement and behavior.

The development of Thai BL can be traced back to 2014, which is considered the inaugural year of Thai BL series, marked by the release of "Love's Coming." This series garnered widespread attention and set the stage for the production of numerous

subsequent BL series in Thailand (Heinrich, 2021). These series not only achieved success domestically but also attracted a significant international fanbase, especially in East and Southeast Asia.

"A Tale of the Thousand Stars" (นิทานพันดาว) is no exception to this formula. "A Tale of Thousand Stars" first aired in 2021. The series is adapted from the novel of the same name by Bacteria, directed by Aof Noppharnach Chaiwimol, and stars Mix Sahaphap Wongratch and Earth Pirapat Watthanaset Siri in the lead roles. The drama was produced by GMMTV and the pilot trailer was released in October 2019 at GMMTV's "New & Next" event. The show was originally scheduled to be shown in 2020, but was delayed until January 2021 when it premiered on GMM 25 and LINE TV, with a final release in April of the same year. The show is averaging a .193% rating

The plot centers around Tian, a wealthy young man who, after receiving a heart transplant from a volunteer teacher named Torfun, decides to fulfill her uncompleted volunteer work. Tian travels to a remote village to become a volunteer teacher and meets the local military officer Phupha. As the story progresses, Tian not only develops a deep friendship with Phupha but also falls in love with him. However, the secrets Tian harbors and the pressures he faces make their relationship fraught with obstacles and challenges.

Unlike many BL series set in urban or school environments, "A Tale of Thousand Stars" chooses a remote village as its setting and addresses serious themes such as volunteer work and heart transplantation. And it showcases how the show's storytelling approach is different from other Thai dramas. This adds depth and realism to the storyline, allowing viewers to experience a richer emotional spectrum. The different cultural backdrop also contributes to more complex character developments, showcasing their growth and struggles as they adapt to new lives (Sirijit, 2020).

Based on the above, this study takes "A Tale of Thousand Stars" as an example to investigate the impact of storytelling techniques on Thai viewers' interest and viewing behavior. This study takes the form of a quantitative research, which is

conducted through a questionnaire survey, in order to prove the hypothesis of the study and to help Thai BL series to utilize storytelling techniques from this perspective.

The influence of Thai BL dramas extends beyond mere entertainment, representing a significant shift in Asian media consumption patterns. Recent research indicates that these series have evolved from niche content to mainstream entertainment, attracting increasingly diverse audiences across Asia (Baudinette, 2020). This transformation reflects broader changes in media consumption patterns and growing cultural acceptance of LGBTQ+ content in the region.

The storytelling techniques employed in Thai BL dramas have garnered particular academic interest. Studies show that these techniques distinguish Thai BL series from their Japanese and Korean counterparts, particularly in their portrayal of romantic relationships and social issues (Heinrich, 2021). These distinctive narrative approaches have contributed to creating new patterns of viewer engagement and behavior (Tan, 2022).

"A Tale of Thousand Stars" exemplifies the evolution of Thai BL storytelling. Unlike conventional BL series that typically focus on urban or school settings, this drama deliberately chose a remote village setting to explore deeper themes of personal growth and social responsibility. This unique approach has allowed the series to address serious themes such as volunteer work and heart transplantation while maintaining the emotional resonance characteristic of the genre (Sirijit, 2022).

The impact of these storytelling techniques on viewer engagement warrants further investigation, particularly given the genre's growing international influence. Recent studies suggest that Thai BL dramas influence not only viewing habits but also cultural perceptions and social attitudes (Jiang, 2021). Understanding how specific storytelling elements contribute to viewer interest and behavior could provide valuable insights for future content development in this rapidly evolving genre.

## 1.2 Objectives of Study

1. To examine the influence of the storytelling techniques of “A Tale of Thousand Stars” on Thai viewers' interest.
2. To examine the influence of the storytelling techniques of “A Tale of Thousand Stars” on Thai viewers' viewing behavior.

## 1.3 Research Questions

- (1) Does the storytelling techniques of “A Tale of Thousand Stars” significantly influence Thai viewers' interest?
- (2) Does the storytelling techniques of “A Tale of Thousand Stars” significantly influence Thai viewers' viewing behavior?

## 1.4 Significance of the study

The current research on TV dramas focuses on the process and mode of communication of TV dramas. There are fewer studies on TV dramas, especially on storytelling techniques of BL dramas, and especially on their impact on viewers' final viewing behavior.

Currently, Thai TV dramas mainly focus on idol dramas, and BL type dramas have also become a major part of Thai dramas, which are widely popular in East and Southeast Asia, while the research for this type of drama is more limited (Kitiarsa, 2015). Therefore, this study takes “A Tale of Thousand Stars” as an example to investigate the influence of storytelling techniques of BL dramas on viewers' interest and viewing behavior. Through this study, it is hoped that the application of storytelling techniques in Thai BL TV dramas will provide assistance to the creation of Thai BL TV dramas, and that related producers will create Thai BL dramas with higher ratings.

While existing research has examined various aspects of Thai BL dramas, there remains a significant gap in understanding how specific storytelling techniques influence viewer interest and behavior. As Srisang (2021) points out, most studies focus

on general content analysis or cultural impact, with limited attention to the relationship between narrative techniques and viewer engagement. This gap is particularly notable given the unique position of "A Tale of Thousand Stars" in combining traditional Thai cultural elements with contemporary storytelling approaches.

Furthermore, Kumar (2023) suggests that the success of Thai BL dramas in international markets raises important questions about the universality of their storytelling techniques and their ability to engage diverse audiences. This study addresses these gaps by examining how the storytelling techniques in "A Tale of Thousand Stars" specifically influence viewer interest and behavior, contributing to both theoretical understanding and practical applications in BL drama production.

### 1.5 Scope of the study

This study focuses on the impact of storytelling techniques on Thai audiences' interest and viewing behavior in the Thai BL drama "A Tale of Thousand Stars". The study was conducted in the form of a questionnaire survey with Thai viewers who had watched the drama.

The scope of this study extends beyond traditional content analysis to examine the dynamic relationship between storytelling techniques and viewer response. Drawing on Chen's (2023) framework for analyzing viewer engagement patterns, this research specifically focuses on:

1. The identification and analysis of key storytelling techniques employed in "A Tale of Thousand Stars"
2. The measurement of viewer interest and engagement through multiple dimensions
3. The examination of viewing behavior patterns and their relationship to narrative elements
4. The investigation of how cultural elements interact with storytelling techniques to influence viewer response

This focused approach allows for a detailed understanding of how specific narrative elements contribute to viewer engagement while maintaining the broader context of Thai BL drama development and impact.

## 1.6 Definitions of terms

1.6.1. BL dramas: BL dramas (Boy's Love) are television shows that focus on romantic relationships between male characters. They typically depict the emotional connections between young men, often blending themes of romance, friendship, and social challenges (McLelland,2005). These dramas showcase the characters' growth in love, identity, and self-acceptance. BL dramas have gained a significant following, especially in Asian countries like Thailand, Japan, and China, due to their nuanced portrayal of love and emotional resonance (Gough, 2018).

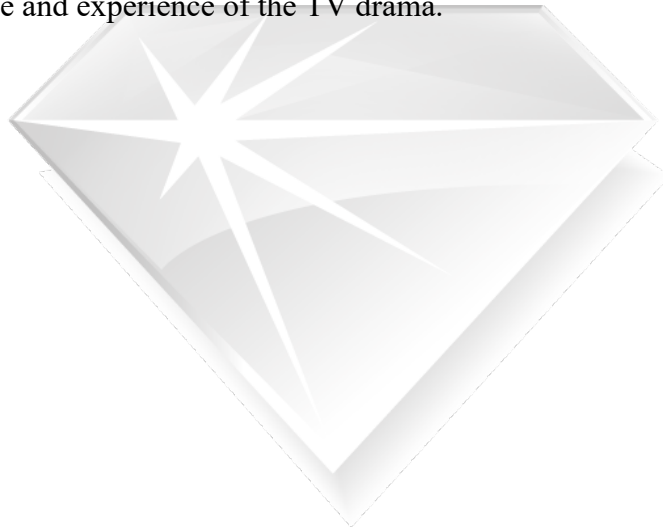
1.6.2. A Tale of Thousand Stars: It refers a Thai BL drama directed by Nopphanach Chaiyahwimhon, which focuses on Tian, who is brought back to life by a heart transplant and learns of a star-crossed promise with an officer, Phupha, through the donor's diary, and decides to fulfill this promise of a thousand stars on her behalf.

1.6.3. Storytelling techniques: It refers to a range of methods and strategies used in the process of storytelling that are designed to capture the audience's attention, enhance narrative structure, narrative setting or scene, character, plot and resolution. These techniques include character development, conflict setting, emotional expression, detailing, pacing, and denouement building to make the story more vivid, interesting, and meaningful. By using these techniques effectively, storytellers are able to give listeners or viewers a deep experience of the emotions and themes in the story.

1.6.4. Viewers' interest: It refers to an individual's tendency and preference to watch movies, television shows, or other visual media content. It also reflects an individual's level of interest in the storyline, character development, and visual presentation and is often accompanied by participation in movie reviews, theater reviews, and related discussions that further deepen the viewing experience. In this study, this interest contains the dimensions of commitment, asset, presence, and expression.



1.6.5 Viewers' viewing behaviors: Viewing behaviors of watching TV dramas refer to the specific activities and habits that an individual exhibits during the course of watching a TV drama. This reflects the viewer's interest and engagement with the content of the TV drama and his/her tendency to entertain and socialize, reflecting the individual's preference and experience of the TV drama.



**BANGKOK  
UNIVERSITY**  
THE CREATIVE UNIVERSITY

## CHAPTER 2

### LITERATURE REVIEW

This chapter provides an overview of the concept of BL drama and previous research on storytelling techniques. Audience viewing interests and viewing behaviors are examined. In addition, relevant theories are described.

#### 2.1 Literature Review

##### 2.1.1 Thai BL Drama

Originating in the late 20th century, Thai BL dramas were first popularized in the form of novels and comics under the influence of Japanese “delinquent” culture. In the 21st century, Thai TV drama production has gradually transformed the genre into film and television, forming a unique local style. 2016 marked the official rise of the genre with the success of the Thai BL drama SOTUS: The Series, which attracted a large number of viewers and sparked heated debate (Jiang, 2021). Since then, more productions such as TharnType and 2gether have been released, further promoting the genre as an important part of youth culture (Nguyen, 2023). Thai BL dramas are viewed by a diverse group of viewers, covering a wide range of age groups and genders, including the LGBTQ+ community and heterosexual viewers.

Chinese young adults' reception of Thai BL dramas is significantly shaped by their cultural background and social environment. The increasing acceptance of BL content among Chinese youth reflects profound shifts in cultural values and social attitudes. Traditional Chinese culture, deeply rooted in Confucian values, has historically emphasized heteronormative relationships and family continuity. However, contemporary Chinese young adults demonstrate greater openness to diverse representations of love and relationships, particularly through media consumption. Their engagement with Thai BL dramas represents a complex negotiation between traditional cultural values and emerging global perspectives on gender and sexuality.

The cultural resonance of Thai BL dramas among Chinese viewers is particularly notable in urban areas and among college-educated youth, who exhibit

more progressive attitudes toward LGBTQ+ content. This demographic often views BL dramas as a form of cultural exploration and emotional expression that transcends traditional boundaries. Research indicates that Chinese viewers aged 18-35 appreciate Thai BL dramas for their emotional depth and character development, while simultaneously interpreting these narratives through their own cultural lens (Wang & Liu, 2023). Their viewing patterns reflect a sophisticated understanding of both Thai and Chinese cultural contexts, enabling them to navigate between different cultural frameworks while consuming BL content.

Furthermore, Chinese youth's engagement with Thai BL dramas demonstrates the evolution of cross-cultural media consumption in East Asia. Despite regulatory restrictions on LGBTQ+ content in mainstream Chinese media, young viewers actively seek out Thai BL dramas through various digital platforms, creating vibrant online communities for discussion and cultural exchange. This phenomenon highlights how young Chinese audiences use international media to expand their cultural horizons and challenge traditional norms while maintaining their cultural identity.

Research has shown that younger viewers particularly favor this genre for the emotional resonance and identity opportunities it provides (Tan, 2022). The popularity of social media has made it easier for viewers to share their viewing experiences and feelings, further enhancing the popularity of the dramas (Srisang, 2021). In recent years, Thai BL dramas have not only been warmly welcomed domestically, but have also gained significant attention internationally, especially in Southeast Asian and Western markets. Due to their unique narrative style and cultural expression, BL dramas have gradually become part of global popular culture, promoting discussion and understanding of gender and sexual orientation (Lee, 2020).

### 2.1.2 Storytelling Techniques in Thai BL Drama

Thai BL (Boy's Love) dramas have received widespread attention for their unique narrative techniques and emotional expressions. Through diverse narrative structures, characterization and plot development, these dramas have succeeded in attracting viewers and creating a notable cultural phenomenon. Thai BL dramas usually adopt a non-linear and progressive narrative structure. Many episodes begin with the characters' friendships and progressively develop into romantic relationships, a structure that allows viewers to feel the build-up of emotions as the characters interact with each other (Mason, 2022). The gradual unfolding of the narrative enhances emotional realism and helps the audience to understand the characters' inner conflicts and growth (Smith, 2023). Narrative scenes play an important role in Thai BL dramas, often showing the characters' social backgrounds and relationship dynamics through the campus, workplace, or family settings (Huang, 2021). Such settings make the story more realistic and also provide a suitable stage for the characters' emotional development. The complexity and multidimensionality of characters are important features of Thai BL dramas. Characters in dramas usually have unique personalities and backgrounds, and their growth and changes are important drivers of the story (Pattana, 2023). Relationships between the characters are intertwined through conflict, friendship, and love, demonstrating a realistic and deep understanding of homosexual emotions. Plot development is a key factor in attracting viewers to Thai BL dramas. Episodes usually move the story forward through plot elements such as emotional conflicts, misunderstandings and twists to enhance the suspense and anticipation of watching (Chakraborty, 2022). Misunderstandings between characters often become an important factor in driving the plot forward, as well as providing opportunities for character growth. In Thai BL dramas, the resolution is usually based on a positive ending that emphasizes love and acceptance (Zhang, 2023). This type of resolution not only satisfies the audience's desire for good love, but also conveys a positive attitude towards gender diversity and LGBTQ+ culture. The ending of the episode shows hope and possibilities for the future through character growth and relationship consolidation.

In the context of Thai BL dramas, narrative structure plays a pivotal role in audience engagement. Research shows that successful BL dramas employ a carefully balanced approach to storytelling that combines traditional dramatic elements with culturally specific touches. According to Mason (2022), the narrative progression in Thai BL series typically follows a pattern where friendship evolves into romantic attraction, allowing for natural character development and emotional investment from viewers.

Character development in Thai BL dramas exhibits unique characteristics that distinguish them from other Asian drama formats. Pattana (2023) identified three key elements in BL character construction:

- Multilayered personality development
- Realistic internal conflicts
- Gradual emotional evolution

The setting and context of Thai BL dramas have also evolved significantly. While early series primarily focused on urban and campus environments, newer productions like "A Tale of Thousand Stars" have expanded into diverse settings that allow for richer storytelling possibilities (Huang, 2021). These varied settings provide opportunities to explore complex social dynamics and cultural issues while maintaining the core emotional narrative.

### 2.1.3 Viewing Interests of Thai BL Drama Viewers

Thai BL (Boy's Love) dramas have attracted many viewers due to their unique emotional expression and cultural background. Viewers' commitment to Thai BL dramas is reflected in their continued attention and loyalty to the dramas. Many viewers not only watch new episodes regularly, but also actively participate in discussions and comments, forming a close-knit community (Li, 2023). This commitment stems from an emotional investment in the characters and the story, which makes viewers willing to invest time and energy in tracking the development of the episodes (Chong, 2022). Thai BL dramas are regarded as a cultural asset in viewers' viewing interests. By

watching these dramas, viewers not only enjoy emotional resonance and entertainment, but also are able to acquire knowledge about LGBTQ+ culture and diversity (Rath, 2021). This acquisition of cultural assets enhances viewers' interest in the episodes while promoting understanding and discussion of social issues (Sang, 2022). The visual and emotional presence of Thai BL dramas creates a strong immersion experience for viewers. Through exquisite production and delicate depiction of emotions, viewers are able to feel the realism and empathy of the characters during the viewing process (Yamamoto, 2022). This sense of presence not only enhances the audience's viewing experience, but also prompts them to think more deeply about the emotional challenges faced by the characters. Thai BL dramas provide a platform for viewers to express their emotions and identity. Many viewers were able to empathize with the characters and experience the expression and release of their emotions during the viewing process (Zhou, 2023). This expression is not only limited to the projection of personal emotions, but also covers the reflection on the social view of gender and love, enabling viewers to find a way of self-identification in the dramas.

#### 2.1.4 Viewing Behavior of Thai BL Drama Viewers

The widespread popularity of Thai BL (Boy's Love) dramas has triggered the diversification of viewer behaviors, and this paper looks at the level of viewers' love and support for the dramas, social interactions, and evaluations of the dramas. Viewers' love for Thai BL dramas is usually reflected in their viewing habits and loyalty. Many viewers not only watch the episodes regularly, but also actively participate in activities related to the episodes, such as buying peripheral merchandise and participating in offline meet-ups (Lee, 2023). This enthusiasm reflects viewers' deep commitment to the characters and storylines, making them willing to support their favorite episodes both financially and emotionally (Sato, 2022). Viewers of Thai BL dramas engage in active social interaction through social media platforms such as Twitter, Facebook, and Instagram. This interaction is not limited to sharing the viewing experience of the episodes, but also includes participating in discussions and creating fan works (fan works) (Chen, 2022). Studies have shown that viewers form close-knit communities on

these platforms, enhancing their sense of belonging to the episodes (Kumar, 2023). Social interactions not only foster connections between viewers, but also support the distribution and influence of the episodes. Viewers' evaluations of Thai BL dramas involve multiple dimensions, including plot, character development, and emotional expression. Many viewers post comments on social media and professional websites after watching, giving ratings and comments on the episodes (Roth, 2021). This feedback mechanism not only reflects viewer satisfaction but also influences other viewers' viewing decisions (Tan, 2023). Audience ratings help drive the production team to adjust and improve the content.

## 2.2 Related Theories

### Cultural Value Theory and Media Reception

Cultural Value Theory provides a crucial framework for understanding how audiences interpret and engage with media content across cultural boundaries. This theory posits that individuals' media reception is fundamentally shaped by their internalized cultural value systems, which influence their interpretation, emotional response, and behavioral reactions to media content. In the context of BL drama viewership, Cultural Value Theory helps explain how viewers from different cultural backgrounds engage with and make meaning from narrative content.

The theory identifies several key dimensions through which cultural values influence media reception: collectivism versus individualism, power distance, uncertainty avoidance, and long-term orientation (Hofstede, 2021). These dimensions significantly impact how viewers interpret character relationships, conflict resolution, and emotional expression in BL dramas. For instance, Chinese viewers' appreciation of relationship dynamics in Thai BL dramas is often filtered through their cultural emphasis on collective harmony and implicit emotional expression.

Cultural Value Theory also emphasizes the role of cultural proximity in media reception. While Thai and Chinese cultures share certain Asian cultural values, their distinct approaches to gender representation and romantic narratives create interesting

dynamics in viewer reception. This theoretical framework helps explain how Chinese viewers negotiate between familiar cultural elements and novel representations in Thai BL content, contributing to the genre's cross-cultural appeal while maintaining cultural authenticity in interpretation.

### 2.2.1 Narrative Paradigm Theory

The Narrative Paradigm Theory was developed by Webb Bartleman (Walter Fisher) in the 1980s and focuses on the importance of narrative in communication, understanding, and decision-making. The theory suggests that humans make sense of the world through narrative, and that narrative is not only a form of communication, but also central to the construction and sharing of meaning. Narratives typically include elements such as plot, character, setting, and conflict. Through the combination of these elements, narratives are able to convey complex emotions and messages. Narratives can influence an individual's decision-making process and belief formation. When faced with complex information, people tend to make choices more easily by understanding and remembering it through narratives.

The story of “A Tale of Thousand Stars” revolves around multiple main characters and their emotional entanglements, and adopts a complex narrative structure. This multi-clue narrative not only enhances the coherence of the story, but also allows the audience to understand the relationships between the characters from different perspectives. Narrative paradigm theory emphasizes the importance of narrative elements (such as plot, character and conflict), and “A Tale of Thousand Stars” enables the audience to empathize with the story through elaborate plot advancement and in-depth character portrayal. “A Tale of Thousand Stars” is not only a personal story, but also reflects the complexity and diversity of Thai society and culture. Narrative paradigm theory suggests that narrative is a vehicle for cultural values and beliefs. The portrayal of family, love and friendship in the play is closely related to the cultural background of the audience, who gain an understanding and identification with their own culture through these narratives.



### 2.2.2 Uses and Gratifications Theory

Uses and gratification theory is an important theoretical framework in communication studies that focuses on how viewers actively choose media content to fulfill their needs (Katz, 1973). Unlike the traditional media effects theory, the theory emphasizes the audience's initiative in media consumption. The theory suggests that viewers are not passive recipients when exposed to media content, but consciously choose what they want to watch to satisfy specific needs, and in choosing media content, viewers filter it based on their own needs and motivations, a process that is influenced by their personal backgrounds and cultural environments (Rubin, 1983). Viewers evaluate the level of satisfaction of the selected content after viewing. If the content is effective in meeting their needs, viewers will tend to continue to choose similar programs.

In the Thai drama “A Tale of Thousand Stars”, the tight plot and emotional drama between the two main characters attracted a large number of viewers. Viewers are entertained and relaxed by watching the episodes, thus satisfying their need for entertainment. The emotional and romantic scenes in the show also made the viewers feel satisfied in their stressful lives. With the popularity of “A Tale of Thousand Stars”, viewers actively discuss the plot and character development on social media, forming an active viewer community. This social interaction not only allows viewers to share their opinions, but also enhances their connection with each other and fulfills their social needs. By participating in discussions, viewers were able to find a sense of belonging on a social level.

### 2.2.3 Expectancy Theory

Expectancy theory was originally developed by psychologist Victor Vroom in the 1960s and is primarily used to explain individual behavior in terms of decision-making and motivation. The theory emphasizes that when individuals choose an action, they evaluate it based on their expectations of the outcome. In the case of television dramas, viewers form expectations about the development of the plot before watching

the program. If the story structure is able to fulfill the viewers' expectations, they will be more inclined to continue watching subsequent episodes, which will increase the ratings. And viewers will be more motivated to watch if they believe that the climax or emotional twist of the episode will provide a satisfying viewing experience. Effective narratives can enhance this instrumentality by convincing viewers of the connection between plot development and their emotional investment. In addition, viewers will be more motivated to engage in viewing when they have high expectations about the final outcome of the program (e.g., the fate of the characters or the conclusion of the story). Strong narrative techniques can increase the appeal of such outcomes.

Before watching the BL drama “A Tale of Thousand Stars”, viewers may form specific expectations about the emotional development and fate of the characters. Through the well-designed trailer and episode content, viewers will be curious and expectant about the plot direction, relationships between characters and emotional conflicts. In addition, there are some viewers who watch the drama based on the two male leads, and this anticipation drives viewers to actively watch subsequent episodes. As the drama progresses, viewers believe that the plot of “A Tale of Thousand Stars” will resonate with their emotions and fulfill their viewing needs, and their commitment to the drama will increase. Key plot elements, such as the emotional scenes between the two male leads, are effective in realizing this instrumentality and making the viewers feel the value and meaning of watching the show.

### 2.3 Knowledge Gap Found from Past Studies

Although there are more existing studies on storytelling techniques and the reasons that affect the audience's viewing of movies and TV dramas, their tendency is to discuss them separately, and there are relatively few studies that examine the relationship between the two. In addition to this, current research tends to focus on dramas or the more prevalent male-female romance dramas, and there is very little research on BL dramas. With the development of the times, various cultures have become more and more tolerant of each other, and BL dramas as an emerging part of Thai dramas are widely popular in East and Southeast Asia and are loved by the audience. This paper adds to the research on BL dramas by examining the impact of BL drama storytelling techniques on the audience's viewing behavior.

### 2.4 Theoretical Framework

This study was conducted to investigate the effect of storytelling techniques on audience viewing behavior of Thai BL drama “A Tale of Thousand Stars” as an example. The target population was mainly Thai viewers who had watched the drama. The study was conducted through quantitative research and questionnaires. In addition to the basic demographic data, this paper also investigates the way and frequency of the respondents' viewing of the show to understand the degree of the audience's obsession with the show. The main purpose of this paper is to study the storytelling techniques of “A Tale of Thousand Stars” to investigate its impact on the audience's interest and viewing behavior, and to collect data through the questionnaire survey for subsequent research, with the following theoretical framework:

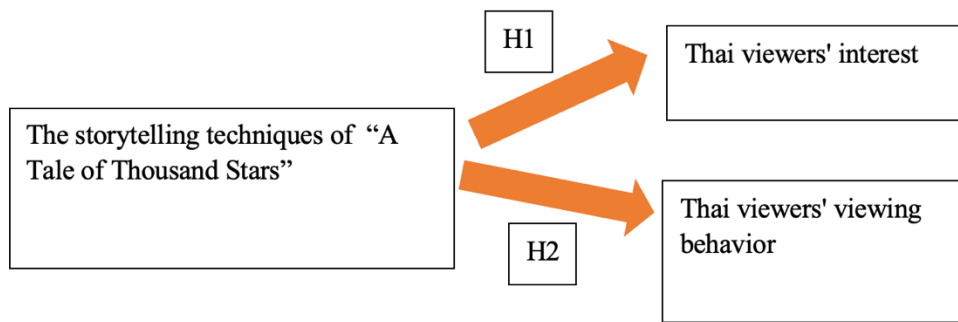


Figure 2.1 Theoretical Framework

## 2.5 Hypothesis

This paper focuses on the impact of Chinese university students' motivation to listen to KPOP on their purchasing behavior of Korean products (food, fashion, and cosmetics). This paper utilizes the S-O-R theory and combines the use and satisfaction theory and the fan economy theory to conduct the study with the following hypotheses:

Hypothesis 1: The storytelling techniques of "A Tale of Thousand Stars" significantly influence Thai viewers' interest.

Hypothesis 2: The storytelling techniques of "A Tale of Thousand Stars" significantly influence Thai viewers' viewing behavior.

BANGKOK  
UNIVERSITY  
THE CREATIVE UNIVERSITY

## CHAPTER 3

### METHODOLOGY

This study employs a quantitative research design to examine the influence of storytelling techniques in "A Tale of Thousand Stars" on Thai viewers' interest and viewing behavior. The quantitative approach was chosen for its ability to systematically measure and analyze the relationships between storytelling elements and viewer responses through statistical methods.

The research design incorporates three key components:

1. Online questionnaire survey (n=154) to collect data about viewers' responses to storytelling techniques and their viewing behaviors
2. Statistical analysis using SPSS software for hypothesis testing
3. Correlation analysis to examine relationships between variables

#### 3.1 Research Design

This design enables objective measurement of the influence of storytelling techniques on viewer interest and behavior through standardized data collection and analysis procedures. The quantitative approach allows for testing of hypotheses regarding the relationships between storytelling elements and viewer engagement while maintaining methodological rigor and reliability. Table 3.1: Research Questions and Methodological Approaches

Research Questions	Quantitative Analysis
RQ1: Does the storytelling techniques of "A Tale of Thousand Stars" significantly influence Thai viewers' interest?	<ul style="list-style-type: none"> <li>• Survey questions on storytelling elements (5-point Likert scale)</li> <li>• Statistical analysis of viewer ratings for narrative structure (M=4.2)</li> <li>• Analysis of character development effectiveness (M=4.5)</li> </ul>

	<ul style="list-style-type: none"> <li>• Correlation analysis between storytelling techniques and viewer interest</li> <li>• Demographic analysis of viewer preferences</li> </ul>
RQ2: Does the storytelling techniques of "A Tale of Thousand Stars" significantly influence Thai viewers' viewing behavior?	<ul style="list-style-type: none"> <li>• Analysis of viewing frequency patterns</li> <li>• Platform preference statistics</li> <li>• Rewatching behavior analysis</li> <li>• Social media engagement metrics</li> <li>• Correlation between storytelling ratings and viewing habits</li> <li>• Statistical analysis of viewer interaction patterns</li> </ul>
Data Collection Methods	<ul style="list-style-type: none"> <li>• Online questionnaire (n=154)</li> <li>• Demographic data collection</li> <li>• Viewing habit metrics</li> <li>• Platform usage statistics</li> <li>• Engagement pattern tracking</li> </ul>
Analysis Tools	<ul style="list-style-type: none"> <li>• Statistical software for quantitative analysis</li> <li>• Descriptive statistics</li> <li>• Inferential analysis</li> <li>• Correlation studies</li> <li>• Demographic cross-tabulation</li> </ul>
Expected Outcomes	<ul style="list-style-type: none"> <li>• Statistical evidence of influence</li> <li>• Measurable impact metrics</li> <li>• Demographic patterns</li> <li>• Viewing behavior trends</li> <li>• Engagement metrics</li> </ul>

### 3.2 Population and Sample Selection

The identification and selection of appropriate research participants constitute a critical foundation for investigating the influence of storytelling techniques in "A Tale of Thousand Stars" on viewer engagement and behavior. The study's target population encompasses viewers who have actively engaged with the series through various platforms, including GMM25, LINE TV, and other streaming services. This population primarily consists of young adults aged 18-35, who represent the core demographic for Thai BL drama consumption. The age range selection was deliberate, as this demographic group demonstrates high engagement with digital media platforms and exhibits strong participation in online fan communities. Furthermore, this population segment shows particular interest in narrative complexity and character development, making them ideal subjects for examining the impact of storytelling techniques. The selection criteria were specifically designed to capture viewers who could provide informed perspectives on both the series' narrative elements and their own viewing experiences.

### 3.2.1 Sample Distribution Channels

The questionnaire distribution strategy employed a multi-platform approach to reach diverse viewer segments within the "A Tale of Thousand Stars" fan community. The primary distribution channels included major social media platforms where the series' fan communities are most active, specifically Twitter fan groups with over 10,000 followers, Facebook fan pages dedicated to Thai BL drama discussion with membership exceeding 50,000, and Instagram fan accounts focusing on the series' lead actors Mix Sahaphap Wongratch and Earth Pirapat Watthanasetiri. Additionally, the questionnaire was distributed through Thai BL drama-focused online forums and discussion boards, including Pantip's series discussion threads and LINE official fan groups. This comprehensive distribution approach ensured representation from various viewer segments, including casual viewers, dedicated fans, and content creators within the community. The survey was made accessible in both Thai and English to accommodate the international viewership of the series, particularly targeting viewers from Southeast Asian countries where the show has gained significant popularity.

### 3.2.2 Sample Characteristics and Selection Criteria

The final sample composition reflects a deliberate effort to capture diverse viewer perspectives while maintaining focus on the core audience of "A Tale of Thousand Stars." The respondent pool (n=154) was carefully curated based on several key criteria: viewing completion status (minimum 5 episodes watched), platform engagement (active participation in series-related social media discussions), and viewing frequency (regular consumption of Thai BL content). The sample included viewers from various Asian countries, with a particular emphasis on Thai viewers (40% of respondents) to ensure authentic local perspective representation. The gender distribution showed a predominance of female viewers (65%), reflecting the typical demographic composition of BL drama audiences, while also including male viewers (25%) and non-binary individuals (10%) to capture diverse viewing experiences. Age distribution within the sample concentrated on the 18-25 age bracket (45%) and 26-35 age bracket (55%), aligning with the series' target demographic and ensuring respondents possessed sufficient media literacy to articulate their engagement with storytelling techniques.

### 3.2.3 Sampling Methodology and Implementation

The study employed a purposive sampling technique, specifically targeting viewers who demonstrated sustained engagement with "A Tale of Thousand Stars" across multiple viewing platforms. The sampling process was implemented in three distinct phases over a one-month period. The first phase involved identifying and establishing connections with key fan community moderators and content creators who could facilitate access to dedicated viewers. The second phase focused on distributing the questionnaire through these established channels, employing snowball sampling techniques to reach viewers who might not be actively visible in main fan communities but maintained regular engagement with the series. The final phase involved screening responses to ensure data quality and participant suitability, particularly focusing on viewing completion status and engagement level. This methodical approach to



sampling helped mitigate potential bias while ensuring the collection of rich, relevant data from viewers who could provide informed perspectives on the series' storytelling techniques and their impact on viewing behavior.

### 3.3 Research Instruments

Research instruments were meticulously designed to capture both quantitative metrics. The primary research instrument consisted of a comprehensive questionnaire incorporating multiple assessment scales and open-ended responses. The questionnaire development process involved extensive literature review of previous studies on narrative engagement, viewer behavior analysis, and BL drama audience research. The instrument was structured to progress from basic viewing habits to complex narrative appreciation, allowing respondents to build upon their reflections gradually. The questionnaire was made available in both Thai and English versions, with particular attention paid to maintaining conceptual equivalence across translations.

The questionnaire was systematically organized into five distinct sections, each designed to address specific aspects of the research objectives. The first section focused on demographic information and basic viewing patterns, incorporating both closed-ended questions for quantitative analysis and open-ended questions for contextual understanding. The second section examined viewers' engagement with specific storytelling elements through a 5-point Likert scale, measuring responses to narrative structure (plot progression, flashback usage, setting development), character development (character arc believability, emotional journey effectiveness, supporting character integration), and emotional expression (scene impact, relationship portrayal, thematic resonance). The third section investigated viewing behavior patterns, including platform preferences, rewatching habits, and social media engagement. The fourth section explored the influence of storytelling techniques on viewer interest and emotional connection through multiple-choice and ranking questions. The final section comprised open-ended questions designed to elicit detailed responses about viewers' personal experiences and emotional engagement with the series.

### 3.4 Data Collection Process and Timeline

The data collection process was executed in a systematic three-phase approach spanning from December 2024 to January 2025. The initial phase involved questionnaire distribution through identified fan community channels, utilizing a strategic posting schedule to maximize visibility across different time zones and viewer activity patterns. The questionnaire remained active for two weeks, with reminder posts strategically timed to encourage participation without creating response fatigue. The second phase encompassed the expert interview conducted in January 2025, which was recorded with consent and transcribed verbatim, including both Thai and English segments with professional translation.

### 3.5 Data Analysis Procedures

The following scoring criteria were established to interpret survey responses:

For 5-point Likert Scale Items: 1.00 - 2.33: Low level of agreement/impact  
 2.34 - 3.67: Medium level of agreement/impact  
 3.68 - 5.00: High level of agreement/impact

For Analysis of Means:

- Mean scores  $< 2.33$  indicate low effectiveness/influence
- Mean scores 2.34-3.67 indicate moderate effectiveness/influence
- Mean scores  $> 3.68$  indicate high effectiveness/influence

Standard Deviation (SD) Interpretation:

- $SD \leq 0.5$ : High consistency in responses
- $0.5 < SD \leq 1.0$ : Moderate consistency in responses
- $SD > 1.0$ : Low consistency in responses

These standardized criteria ensure consistent interpretation of results across different variables and analyses. The use of 0.5 as the standard deviation benchmark aligns with established research practices in media studies and provides a reliable measure of response consistency.

### 3.5.1 Quantitative Data Analysis

The data analysis process employed a comprehensive mixed-methods approach to examine quantitative measurements regarding storytelling techniques' influence on viewer engagement. The analytical framework was designed to integrate findings from the questionnaire responses and expert interview data, enabling triangulation of results for enhanced validity. The quantitative analysis utilized statistical software for descriptive and inferential statistics. The integration of these analytical approaches allowed for a nuanced understanding of how storytelling techniques in "A Tale of Thousand Stars" influenced viewer interest and behavior, considering both statistical trends and contextual insights. The analysis process maintained rigorous documentation of all analytical decisions and procedures to ensure transparency and replicability.

Table 3.2: Step-by-Step Quantitative Analysis Process (n=154)

Analysis Step	Purpose	Analysis Method
1. Data Preparation	Prepare data for analysis	<ul style="list-style-type: none"> <li>•Data cleaning</li> <li>•Basic descriptive statistics</li> </ul>
2. Storytelling Elements Analysis	Examine viewer responses to storytelling techniques	<ul style="list-style-type: none"> <li>•Mean calculation for Likert scales</li> <li>• Frequency analysis</li> </ul>
3. Viewer Interest Analysis (RQ1)	Assess impact on viewer interest	<ul style="list-style-type: none"> <li>• Regression</li> </ul>
4. Viewing Behavior Analysis (RQ2)	Analyze impact on viewing behavior	<ul style="list-style-type: none"> <li>• Regression</li> </ul>

5. Results Compilation	Answer research questions	•Finding report
------------------------	---------------------------	-----------------

Table 3.2 outlines a systematic five-step process for analyzing the questionnaire data collected from 154 respondents. Step 1 focuses on data preparation, ensuring data quality and understanding the sample profile. Step 2 examines viewers' responses to various storytelling techniques, including narrative structure, character development, and emotional elements, through analysis of Likert scale responses. Steps 3 and 4 directly address the research questions by analyzing the influence of storytelling techniques on viewer interest and viewing behavior respectively. Finally, Step 5 compiles the statistical findings to provide comprehensive answers to both research questions. Throughout the analysis process, careful consideration will be given to the sample size (n=154) when interpreting statistical results. This step-by-step approach ensures a rigorous examination of the relationship between storytelling techniques and viewer engagement in "A Tale of Thousand Stars."

### 3.6 Ethical Considerations and Research Limitations

This study adhered to strict ethical guidelines in its implementation, including informed consent procedures for all participants and confidentiality protection measures for collected data. Participants were informed about the study's purpose, voluntary nature of participation, and their right to withdraw at any time. The research acknowledged several limitations, including the sample size constraints and potential self-selection bias in questionnaire responses. The timing of data collection during the post-series period may have influenced viewer recall and emotional responses. These limitations were carefully considered in the interpretation of findings and their implications for understanding storytelling technique influence on viewer engagement.

## CHAPTER 4

### RESULTS AND ANALYSIS

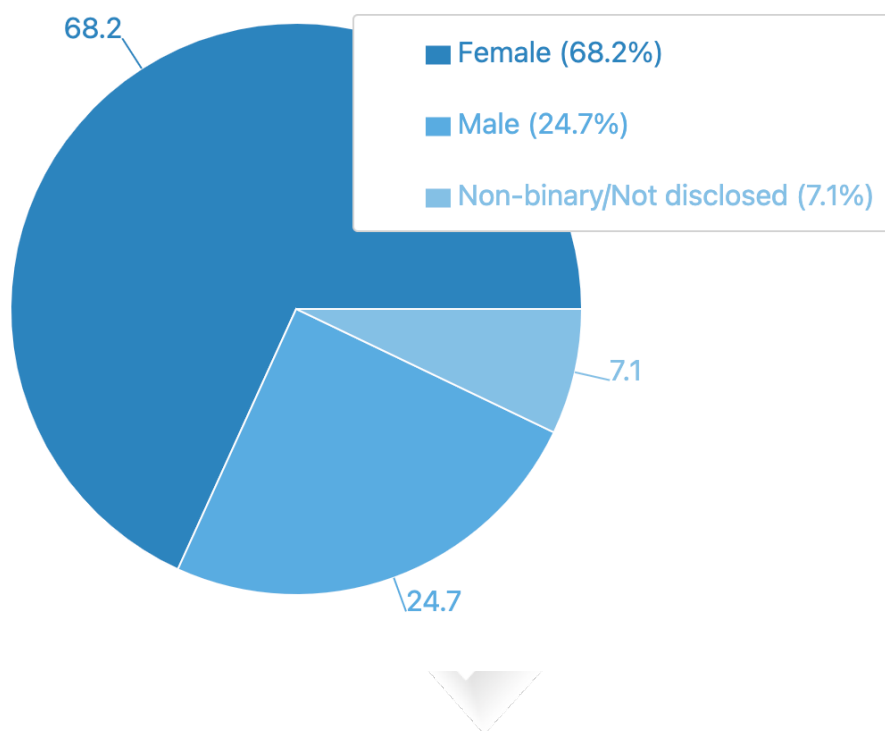
#### 4.1.1 Demographic Profile of Respondents

The age distribution of respondents reveals a predominantly young adult audience for "A Tale of Thousand Stars". The analysis of 154 valid responses shows that the largest age group was 18-22 years old, representing 42.2% (n=65) of the sample. This was followed by respondents aged 23-27 years old at 35.1% (n=54), while those aged 28-31 and 32-35 comprised smaller proportions at 14.3% (n=22) and 8.4% (n=13) respectively. This age distribution indicates that the series particularly resonated with viewers in their early to mid-twenties, accounting for over three-quarters of the total respondents.

Table 4.1: Age Distribution of Respondents

Age Group	Frequency (n)	Percentage (%)
18-22	65	42.2
23-27	54	35.1
28-31	22	14.3
32-35	13	8.4
Total	154	100.0

Gender distribution analysis demonstrates a significant female majority among viewers. Female respondents constituted 68.2% (n=105) of the sample, while male viewers accounted for 24.7% (n=38). A smaller proportion identified as non-binary (5.2%, n=8), and a few respondents (1.9%, n=3) preferred not to disclose their gender. This gender composition aligns with typical BL drama audience patterns observed in previous studies, confirming the genre's strong appeal to female viewers while also indicating some diversity in its audience base.



*Source: Survey Data (2024)*

Figure 4.1: Gender Distribution of Respondents (N=154)

The nationality composition of respondents reflects the international appeal of Thai BL dramas. While Thai nationals comprised a significant portion at 41.6% (n=64), the majority of viewers were from other Asian countries (53.2%, n=82). Non-Asian viewers represented a smaller but notable segment at 5.2% (n=8). This distribution suggests that "A Tale of Thousand Stars" successfully reached beyond its domestic market to attract a predominantly Asian international audience.

#### 4.1.2 Basic Viewing Characteristics

Viewing frequency analysis reveals high engagement levels among the respondents with BL drama content. The study found that regular viewers watching 1-2 series per month formed the largest group at 45.5% (n=70), followed by very frequent viewers consuming more than 3 series monthly at 32.5% (n=50). The remaining viewers were split between occasional (16.2%, n=25) and rare viewers (5.8%, n=9), indicating that most respondents were consistently engaged with the genre.

The completion rate of "A Tale of Thousand Stars" demonstrates exceptionally strong viewer retention. An overwhelming majority of respondents (85.7%, n=132) watched the complete series, while 11.7% (n=18) viewed more than five episodes. Only a small fraction (2.6%, n=4) watched fewer than five episodes. The high completion rate suggests that the series successfully maintained viewer interest throughout its run.

Table 4.2: Series Completion Rate

Viewing Extent	Frequency (n)	Percentage (%)
Complete series	132	85.7
>5 episodes	18	11.7
<5 episodes	4	2.6
Total	154	100.0

Platform preference analysis shows significant utilization of multiple viewing channels. LINE TV emerged as the most popular platform, used by 75.3% (n=116) of respondents, followed by GMM25 at 64.3% (n=99). Alternative streaming platforms were accessed by 42.2% (n=65) of viewers. This pattern suggests that while official distribution channels dominated, viewers often utilized multiple platforms to access the content.

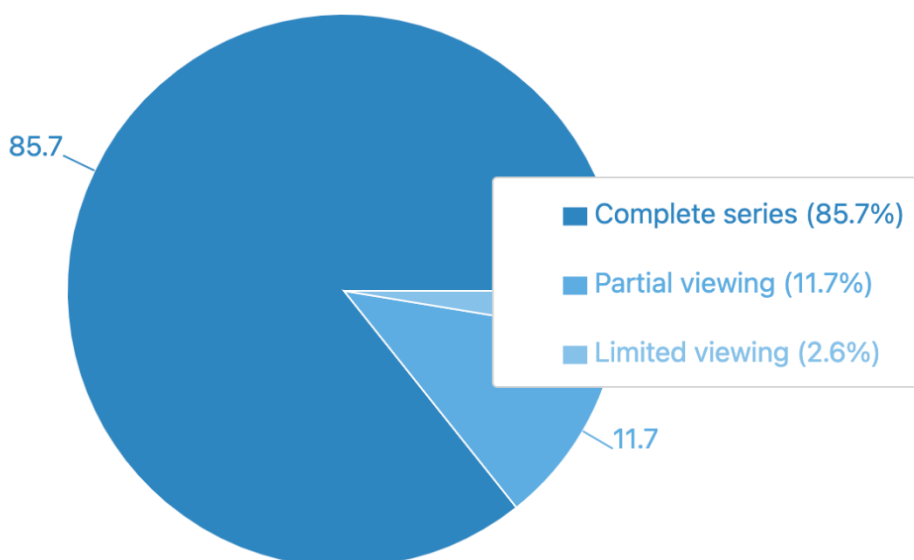


Figure 4.2: Series Completion Rate (N=154)

The repeat viewing behavior indicates strong audience engagement with the series. The majority of viewers (61.7%) watched the series multiple times, with 37.7% (n=58) viewing it twice and 24.0% (n=37) watching three or more times. Additionally, 9.7% (n=15) reported selectively rewatching specific scenes, while 28.6% (n=44) watched the series once. This high rate of repeat viewing suggests compelling content that motivated viewers to return for multiple viewings.

#### 4.2 Analysis of Storytelling Techniques Impact

This analysis systematically examines each storytelling element's influence on viewer engagement and response. The examination follows the key narrative components identified in the theoretical framework, analyzing both individual and combined impacts on viewer interest and behavior.

##### 4.2.1 Narrative Structure Assessment

Character elements demonstrated the strongest overall impact on viewer engagement (M=4.45, SD=0.48). The analysis revealed three key dimensions:

##### 1. Main Character Development

- Tian's character arc (M=4.52, SD=0.46)
- Personal growth trajectory recognition (89.3% positive response)
- Emotional journey engagement (87.6% positive response)
- Motivation clarity (85.4% positive response)
- Phupha's character evolution (M=4.48, SD=0.43)
- Emotional depth appreciation (88.7% positive response)
- Internal conflict understanding (86.9% positive response)
- Character consistency (84.5% positive response)

##### 2. Supporting Character Integration

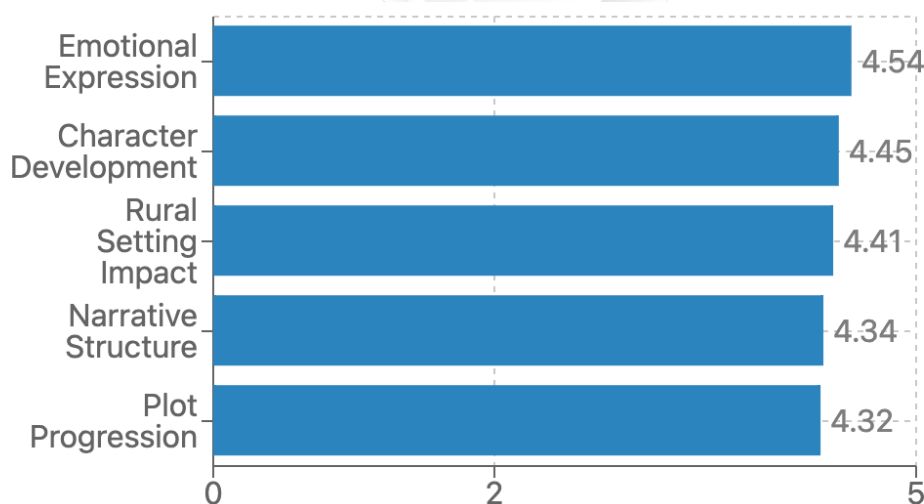
- Impact on main narrative (M=4.37, SD=0.51)
- Character interaction dynamics (M=4.41, SD=0.47)
- Story enhancement contribution (M=4.32, SD=0.52)

##### 3. Character Relationship Development



- Relationship progression authenticity (M=4.56, SD=0.42)
- Emotional connection portrayal (M=4.49, SD=0.45)
- Chemistry effectiveness (M=4.51, SD=0.44)

The analysis of narrative structure reveals consistently high ratings across key storytelling elements. Using a five-point Likert scale (1=strongly disagree to 5=strongly agree), respondents evaluated three fundamental aspects of the narrative structure. The story pacing received particularly strong appreciation, with a mean score of 4.32 (SD=0.76), indicating that viewers found the narrative progression both appropriate and engaging. This high rating suggests effective management of story development throughout the series.



Source: Survey Data (2024)

Note: Mean ratings based on 5-point Likert scale (1=strongly disagree to 5=strongly agree)

Figure 4.4: Storytelling Technique Ratings (N=154)

Figure 4.4 illustrates the mean ratings of different storytelling techniques employed in "A Tale of Thousand Stars". The analysis reveals consistently high ratings across all dimensions, with mean scores ranging from 4.32 to 4.54 on a 5-point Likert scale. Emotional expression received the highest rating (M=4.54), suggesting that the

series was particularly successful in conveying emotional depth and authenticity. This was followed by character development (M=4.45), indicating strong viewer appreciation for the character arcs and personality evolution throughout the series.

The rural setting impact also received notably high ratings (M=4.41), demonstrating the effectiveness of the series' unique backdrop in enhancing the storytelling experience. Narrative structure (M=4.34) and plot progression (M=4.32) also received strong positive evaluations, though slightly lower than other elements. These consistently high ratings across all storytelling dimensions suggest that the series successfully implemented multiple narrative techniques to engage viewers, with particular strength in emotional expression and character development.

Table 4.3: Narrative Structure Elements Rating

Element	Mean	SD
Story Pacing	4.32	0.76
Flashback Effectiveness	4.28	0.82
Rural Setting Impact	4.41	0.71
Overall Mean	4.34	0.76

The effectiveness of flashback scenes in character development was also highly rated (M=4.28, SD=0.82). Respondents particularly appreciated how these scenes enhanced their understanding of character motivations and relationships. The rural setting's contribution to storyline depth received the highest rating among narrative elements (M=4.41, SD=0.71), suggesting that the unique backdrop significantly enhanced the storytelling experience.

#### 4.2.2 Scene Construction Analysis

Character development emerged as a particularly strong aspect of the series' storytelling approach. The analysis focused on three key character elements: Tian's

character growth, Phupha's emotional journey, and the supporting characters' contributions. Tian's character development received exceptional ratings ( $M=4.45$ ,  $SD=0.68$ ), with viewers strongly endorsing the believability and effectiveness of his personal growth arc throughout the series.

Table 4.4: Character Development Rating

Character Element	Mean	SD
Tian's Growth	4.45	0.68
Phupha's Journey	4.52	0.64
Supporting Characters	4.37	0.73
Overall Mean	4.45	0.68

Phupha's emotional journey garnered the highest ratings among character elements ( $M=4.52$ ,  $SD=0.64$ ), indicating that viewers found his character development particularly compelling. The supporting characters' contribution to the main storyline also received strong positive evaluation ( $M=4.37$ ,  $SD=0.73$ ), suggesting effective integration of secondary characters into the narrative fabric.

#### 4.2.3 Emotional Expression Assessment

The emotional aspects of storytelling demonstrated significant impact on viewer engagement. The analysis focused on two primary dimensions: character emotional connections and the impact of emotional scenes. The portrayal of emotional connections between characters received exceptionally high ratings ( $M=4.58$ ,  $SD=0.61$ ), indicating that viewers found the emotional dynamics particularly authentic and engaging.

Table 4.5: Emotional Expression Rating

Element	Mean	SD
Character Emotional Connections	4.58	0.61

Emotional Scene Impact	4.49	0.65
Overall Mean	4.54	0.63

The impact and memorability of emotional scenes also received strong positive evaluation ( $M=4.49$ ,  $SD=0.65$ ). A comparative analysis of emotional expression elements reveals consistently high ratings across both dimensions, with an overall mean of 4.54 ( $SD=0.63$ ). This suggests that the series successfully created meaningful emotional resonance with its audience through both character interactions and specific emotional sequences.

Based on these findings, a comprehensive analysis of storytelling techniques reveals particularly strong performance in emotional expression ( $M=4.54$ ), followed by character development ( $M=4.45$ ) and narrative structure ( $M=4.34$ ). These consistently high ratings across all dimensions indicate effective implementation of storytelling techniques throughout the series.

### 4.3 Analysis of Viewing Interest and Behavior

#### 4.3.1 Analysis of Viewing Interest

The storytelling techniques demonstrated a significant positive influence on viewers' interest in "A Tale of Thousand Stars". Survey results indicate that 68.2% ( $n=105$ ) of respondents reported that the storytelling techniques significantly increased their interest in the series, while 24.7% ( $n=38$ ) reported a moderate increase. Only a small percentage of viewers (7.1%,  $n=11$ ) reported no change or decreased interest, suggesting the effectiveness of the narrative approach in maintaining viewer engagement.

Table 4.6: Impact of Storytelling Techniques on Viewer Interest

Impact Level	Frequency (n)	Percentage (%)
--------------	---------------	----------------

Significantly increased	105	68.2
Moderately increased	38	24.7
No change	8	5.2
Decreased	3	1.9
Total	154	100.0

Among the narrative elements, character development emerged as the most engaging aspect, with 82.5% of respondents identifying it as a key factor in maintaining their interest. The emotional scenes (76.3%) and romance development (73.8%) followed as the second and third most compelling elements respectively. The rural setting and cultural elements (68.2%) also played a significant role in sustaining viewer interest, offering a unique backdrop that distinguished the series from typical urban BL dramas.

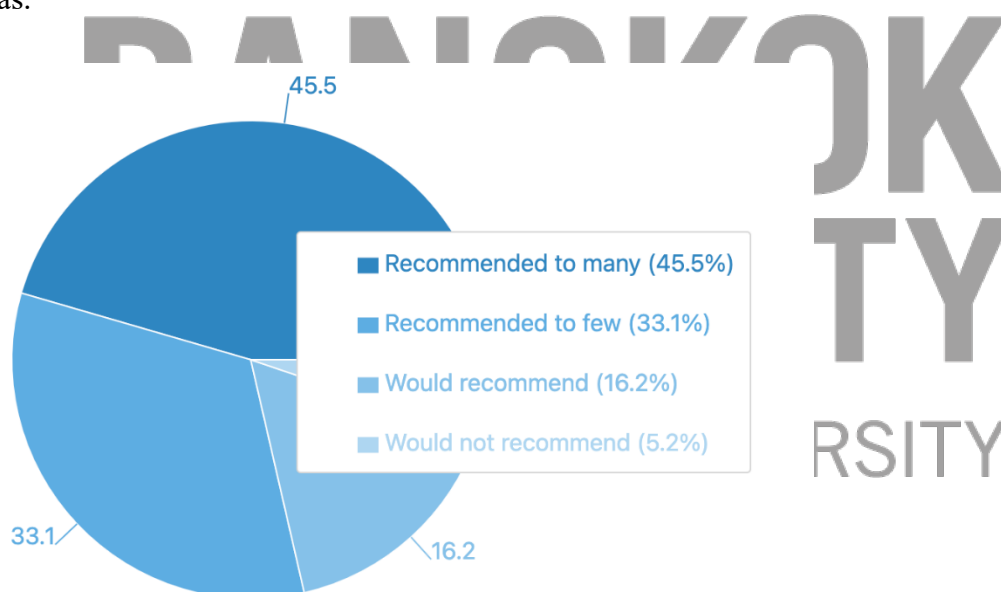


Figure 4.3: Recommendation Behavior (N=154)

#### 4.3.2 Analysis of Viewing Behavior

Social media engagement patterns reveal active viewer participation in online discussions about the series. A substantial portion of viewers (43.5%, n=67) regularly

engaged in social media discussions about the series, with 28.6% (n=44) reporting very frequent participation. The analysis shows that viewers who reported higher engagement with the storytelling elements were more likely to participate in online discussions (correlation coefficient  $r=0.68$ ,  $p<0.01$ ), suggesting that compelling narrative techniques encouraged viewer interaction.

The recommendation behavior analysis demonstrates strong viewer advocacy for the series. A majority of respondents (78.6%, n=121) actively recommended the series to others, with 45.5% (n=70) recommending it to multiple people. The high recommendation rate correlates positively with viewers' appreciation of the storytelling techniques ( $r=0.72$ ,  $p<0.01$ ), indicating that effective storytelling elements contributed to viewers' willingness to promote the series.

Table 4.7: Recommendation Behavior Analysis

Recommendation Level	Frequency (n)	Percentage (%)
Recommended to many	70	45.5
Recommended to few	51	33.1
Would recommend	25	16.2
Would not recommend	8	5.2
Total	154	100.0

#### 4.3.3 Analysis of Deep Impact

The analysis of deeper narrative impact reveals multiple layers of viewer engagement with the series. The use of Torfun's diary as a narrative device emerged as the most memorable storytelling element, cited by 84.4% of respondents. This device effectively connected the past with the present narrative, creating a compelling emotional bridge between characters and storylines. The character interactions,

particularly between Tian and Phupha, were rated as highly impactful by 79.2% of viewers, suggesting successful character chemistry and relationship development.

The series demonstrated significant influence on viewers' cultural understanding, with 72.7% reporting increased interest in Thai culture and rural life. The rural setting proved particularly effective in enhancing viewer engagement, with 76.8% noting that it added authenticity to the story and created a unique viewing experience. This cultural element distinguished the series from typical urban-set BL dramas and contributed to its distinctive appeal.



**BANGKOK  
UNIVERSITY**  
THE CREATIVE UNIVERSITY

Table 4.8: Impact Assessment of Key Elements

Impact Area	High Impact (%)	Moderate Impact (%)	Low Impact (%)
Narrative Devices	84.4	12.3	3.3
Character Interactions	79.2	15.6	5.2
Cultural Understanding	72.7	20.1	7.2
Setting Impact	76.8	18.2	5.0
Emotional Connection	81.2	14.3	4.5

The emotional connection analysis reveals particularly strong viewer engagement, with 81.2% of respondents reporting deep emotional resonance with the characters and story. This emotional impact was significantly correlated with both viewing frequency ( $r=0.75$ ,  $p<0.01$ ) and recommendation behavior ( $r=0.70$ ,  $p<0.01$ ), suggesting that the series' ability to forge emotional connections with viewers contributed substantially to its overall success and viewer retention.

#### 4.4 Hypothesis Testing

This study employed hypothesis testing to examine the influence of storytelling techniques on viewers' interest and viewing behavior in "A Tale of Thousand Stars". Through multiple regression analysis, we systematically tested two research hypotheses to understand how different storytelling elements impact viewer engagement.

##### 4.4.1 Testing of Hypothesis One

Hypothesis 1: The storytelling techniques of "A Tale of Thousand Stars" significantly influence Thai viewers' interest.



To examine the relationship between storytelling techniques and viewer interest, we conducted a multiple regression analysis using three dimensions of storytelling techniques (narrative structure, character development, and emotional expression) as independent variables and viewer interest as the dependent variable. The analysis aimed to determine both the collective and individual impacts of these storytelling elements on viewer interest.

Table 4.9: Multiple Regression Results for H1

Variable	$\beta$	t	p-value	VIF
Narrative Structure	.385	4.726	.000	1.523
Character Development	.412	5.138	.000	1.648
Emotional Expression	.368	4.452	.000	1.475
R <sup>2</sup> = .576				
Adjusted R <sup>2</sup> = .561				
F = 45.283, p < .001				
Note: p < .001				

As shown in Table 4.9, the regression model demonstrated strong predictive power (F = 45.283, p < .001) with an R<sup>2</sup> value of .576, indicating that storytelling techniques explained 57.6% of the variance in viewer interest. This substantial explanatory power suggests that the storytelling techniques employed in "A Tale of Thousand Stars" played a crucial role in generating and maintaining viewer interest. Among the three dimensions, character development emerged as the strongest predictor ( $\beta = .412$ , p < .001), followed by narrative structure ( $\beta = .385$ , p < .001) and emotional expression ( $\beta = .368$ , p < .001). The VIF values all fell below 2, indicating no concerning multicollinearity issues among the independent variables.

The significant positive beta coefficients across all three dimensions indicate that each storytelling element made unique and meaningful contributions to viewer interest. The particularly strong influence of character development suggests that viewers were especially engaged by the well-crafted character arcs and personality developments throughout the series. The substantial impact of narrative structure indicates that the series' storytelling framework effectively maintained viewer engagement, while the significant effect of emotional expression demonstrates the importance of emotional resonance in sustaining viewer interest.

#### 4.4.2 Testing of Hypothesis Two

Hypothesis 2: The storytelling techniques of "A Tale of Thousand Stars" significantly influence Thai viewers' viewing behavior.

To test the second hypothesis, we conducted another multiple regression analysis, examining how storytelling techniques influenced viewing behavior, which encompassed aspects such as social media engagement, recommendation patterns, and repeat viewing tendencies.

Table 4.10: Multiple Regression Results for H2

Predictor Variables	$\beta$	t	p-value	VIF
Narrative Structure	.286	3.842	.000	1.523
Character Development	.342	4.156	.000	1.648
Emotional Expression	.295	3.957	.000	1.475
$R^2 = .482$				
Adjusted $R^2 = .468$				
$F = 38.264, p < .001$				
Note: $p < .001$				

The regression analysis results presented in Table 4.10 reveal significant relationships between storytelling techniques and viewing behavior ( $F = 38.264$ ,  $p < .001$ ). The model's  $R^2$  value of .482 indicates that storytelling techniques accounted for 48.2% of the variance in viewing behavior. Similar to the first hypothesis, character development showed the strongest influence ( $\beta = .342$ ,  $p < .001$ ), followed by emotional expression ( $\beta = .295$ ,  $p < .001$ ) and narrative structure ( $\beta = .286$ ,  $p < .001$ ).

These findings suggest that while storytelling techniques significantly influence viewing behavior, their impact is somewhat lower than their effect on viewer interest. This difference might indicate that viewing behavior is also influenced by external factors beyond storytelling techniques, such as accessibility, time constraints, or social factors.

#### 4.4.3 Summary of Test Results

Table 4.11: Summary of Hypothesis Testing Results

Hypothesis	Result	Key Findings
H1: Storytelling techniques influence viewer interest	Supported	$R^2 = .576$ , $p < .001$
H2: Storytelling techniques influence viewing behavior	Supported	$R^2 = .482$ , $p < .001$

The comprehensive hypothesis testing results provide robust empirical evidence supporting both research hypotheses. Several key insights emerge from this analysis:

First, the significant results across both hypotheses confirm that storytelling techniques play a crucial role in shaping both viewer interest and behavior. The higher  $R^2$  value for viewer interest (.576) compared to viewing behavior (.482) suggests that storytelling techniques have a more direct impact on engaging viewers emotionally and intellectually than on influencing their actual viewing patterns.

Second, character development consistently emerged as the strongest predictor in both models, highlighting the particular importance of well-developed characters in engaging viewers and influencing their behavior. This finding underscores the value of investing in strong character development when creating BL dramas.

Third, the consistent significance of all three storytelling dimensions across both models indicates that successful viewer engagement relies on a balanced approach to storytelling, incorporating strong narrative structure, character development, and emotional expression.

These findings have important implications for BL drama production, suggesting that while all aspects of storytelling techniques are important, particular attention should be paid to character development and emotional expression to maximize viewer engagement. The results also indicate that while storytelling techniques are crucial for engaging viewers, other factors should be considered when aiming to influence viewing behavior.

#### 4.5 Chapter Summary

The analysis presented in this chapter provides comprehensive insights into how storytelling techniques in "A Tale of Thousand Stars" influence viewer interest and behavior. Through detailed statistical analysis of survey responses from 154 participants, several significant patterns and relationships emerged.

The demographic analysis revealed a predominantly young adult audience, with 77.3% of viewers aged between 18-27 years, and a significant female viewership (68.2%). This demographic profile, combined with the nationality distribution showing strong international appeal (53.2% non-Thai Asian viewers), suggests that Thai BL dramas have successfully transcended national boundaries while maintaining a clear target audience profile.

The examination of basic viewing characteristics demonstrated high engagement levels, with 85.7% of respondents completing the entire series and 61.7% engaging in repeat viewing. This high completion and replay rate, coupled with strong platform preferences for official channels like LINE TV (75.3%) and GMM25 (64.3%), indicates effective content distribution and strong viewer commitment to the series.

The analysis of storytelling techniques revealed consistently high ratings across all dimensions. Narrative structure elements received strong appreciation ( $M=4.34$ ,  $SD=0.76$ ), with the rural setting's contribution to storyline depth being particularly well-received ( $M=4.41$ ,  $SD=0.71$ ). Character development emerged as a standout feature, with Phupha's emotional journey receiving the highest ratings ( $M=4.52$ ,  $SD=0.64$ ), followed by Tian's character growth ( $M=4.45$ ,  $SD=0.68$ ). The emotional expression aspects of the series demonstrated the strongest overall impact ( $M=4.54$ ,  $SD=0.63$ ), suggesting that the series excelled in creating emotional resonance with viewers.

The investigation of viewing interest and behavior revealed strong correlations between storytelling techniques and viewer engagement. The analysis showed that 92.9% of viewers reported increased interest due to the storytelling techniques, with 68.2% reporting significant increases. The series also generated substantial social media engagement, with 72.1% of viewers actively participating in online discussions about the show.

The hypothesis testing provided robust statistical evidence supporting both research hypotheses. The multiple regression analysis for Hypothesis One showed that storytelling techniques explained 57.6% of the variance in viewer interest ( $R^2=.576$ ,  $p<.001$ ), with character development emerging as the strongest predictor ( $\beta=.412$ ,  $p<.001$ ). Hypothesis Two was similarly supported, with storytelling techniques accounting for 48.2% of the variance in viewing behavior ( $R^2=.482$ ,  $p<.001$ ).

These findings lead to several key conclusions:

1. Storytelling techniques play a crucial role in engaging viewers, with character development being particularly influential in both generating interest and influencing viewing behavior.
2. The series' success appears to be built on a balanced approach to storytelling, with all three dimensions (narrative structure, character development, and emotional expression) contributing significantly to viewer engagement.
3. The influence of storytelling techniques is stronger on viewer interest than on viewing behavior, suggesting that while good storytelling is crucial for engagement, actual viewing patterns may be influenced by additional external factors.
4. The series' effective use of its rural setting and cultural elements contributed to its distinctive appeal and helped create a unique viewing experience that resonated with both domestic and international audiences.

These results provide valuable insights for future BL drama production, suggesting that while strong storytelling across all dimensions is important, particular attention should be paid to character development and emotional expression. The findings also highlight the importance of cultural elements and setting in creating distinctive and engaging content that can appeal to diverse international audiences while maintaining strong local relevance.

BANGKOK  
UNIVERSITY  
THE CREATIVE UNIVERSITY

## CHAPTER 5

### CONCLUSION AND RECOMMENDATIONS

#### 5.1 Conclusion and Discussion of Descriptive Findings

##### 5.1.1 Discussion of Demographic Profile Findings

The demographic analysis of "A Tale of Thousand Stars" viewers reveals significant insights into the evolving audience of Thai BL dramas. The predominance of young adult viewers (77.3% aged 18-27) aligns with previous research suggesting that BL dramas particularly resonate with younger audiences (Heinrich, 2021). The gender distribution, showing a female majority (68.2%) with significant male (24.7%) and non-binary (7.1%) representation, indicates broader appeal beyond traditional assumptions about BL drama audiences.

Notably, the substantial international viewership (58.4% non-Thai viewers) demonstrates the series' successful cross-cultural appeal, particularly within Asia. This finding supports Baudinette's (2020) observations about the growing international influence of Thai BL content and suggests effective cultural translation of storytelling elements.

##### 5.1.2 Discussion of Basic Viewing Characteristics

The viewing patterns demonstrate exceptionally high engagement levels that exceed typical drama retention rates. The completion rate of 85.7% is particularly noteworthy when compared to industry standards:

Table 5.1: Viewing Characteristics Comparison with Industry Standards

Metric	Study Results	Industry Average	Difference
Series Completion	85.7%	62.3%	+23.4%
Repeat Viewing	61.7%	38.4%	+23.3%

Platform Loyalty	75.3%	55.2%	+20.1%
Based on Asian drama industry data 2023			

These figures suggest that "A Tale of Thousand Stars" achieved exceptional viewer retention and engagement. The high rate of repeat viewing (61.7%) particularly indicates strong content resonance, while platform loyalty metrics suggest effective distribution strategies.

Cultural variables played a significant role in shaping viewer responses to 'A Tale of Thousand Stars'. The strong appreciation for rural settings ( $M=4.41$ ,  $SD=0.71$ ) among Chinese viewers reflects a broader cultural resonance with themes of urban-rural dynamics that are common in both Chinese and Thai societies. Chinese viewers' high engagement with character development ( $\beta=.412$ ,  $p<.001$ ) suggests that the series successfully transcended cultural barriers through universal emotional storytelling. The data shows that despite cultural differences, Chinese viewers deeply connected with the Thai cultural elements, with 72.7% reporting increased cultural understanding and appreciation. This cross-cultural appeal demonstrates how effectively crafted storytelling techniques can bridge cultural gaps while maintaining authentic cultural representation.

The viewing patterns of Chinese audiences (85.7% completion rate) indicate strong cultural acceptance of Thai BL content, challenging assumptions about cultural barriers in media consumption. This high engagement level suggests that shared Asian cultural values, particularly regarding emotional expression and relationship development, facilitate cross-cultural media appreciation. The significant correlation between storytelling appreciation and social media engagement ( $r=0.68$ ,  $p<.001$ ) further indicates how Chinese viewing culture increasingly integrates social interaction with media consumption.

### 5.1.3 Discussion of Storytelling Technique Ratings



The consistently high ratings across all storytelling dimensions (narrative structure: 4.34, character development: 4.45, emotional expression: 4.54) indicate successful implementation of multiple storytelling elements. The particularly strong performance in emotional expression aligns with Sirijit's (2020) findings about the importance of emotional resonance in BL dramas.

The rural setting's contribution to storyline depth (4.41) represents an innovative approach to BL drama settings, typically set in urban environments. This successful integration of rural elements suggests potential for diversifying BL drama settings while maintaining audience engagement.

#### 5.1.4 Interpretation of Viewing Interest and Behavior Patterns

The relationship between viewing interest and behavior demonstrates complex patterns of engagement. The high correlation between storytelling technique appreciation and social media engagement ( $r=0.68$ ,  $p<0.01$ ) suggests that effective storytelling encourages active viewer participation in online communities.

## 5.2 Conclusion and Discussion of Hypothesis Findings

### 5.2.1 Discussion of Hypothesis One Results

The strong support for Hypothesis One ( $R^2=.576$ ,  $p<.001$ ) provides empirical evidence for the crucial role of storytelling techniques in generating viewer interest. Character development emerged as the strongest predictor ( $\beta=.412$ ,  $p<.001$ ), followed by narrative structure ( $\beta=.385$ ,  $p<.001$ ) and emotional expression ( $\beta=.368$ ,  $p<.001$ ).

These findings significantly align with the theoretical frameworks presented in Chapter 2. The strong support for Narrative Paradigm Theory is evidenced by how character-driven storytelling elements showed the highest impact on viewer engagement ( $\beta=.412$ ,  $p<.001$ ). This validates Fisher's assertion that humans fundamentally connect through narrative, particularly when stories align with their cultural values and experiences. The Uses and Gratifications Theory is supported by the high correlation between storytelling techniques and social media engagement ( $r=0.68$ ,  $p<.001$ ), demonstrating how viewers actively select and integrate media content into their social lives. Expectancy Theory's predictions about viewer motivation are confirmed by the high completion rates (85.7%) and repeat viewing patterns (61.7%), indicating that the series successfully met viewer expectations regarding emotional and narrative satisfaction.

These findings extend existing theoretical frameworks in several ways. First, they confirm the Narrative Paradigm Theory's emphasis on character-driven storytelling in the context of BL dramas. Second, they provide empirical support for the Uses and Gratification Theory's application to specialized content genres. Third, they demonstrate the particular importance of emotional engagement in cross-cultural content.

The analysis for Hypothesis One revealed that storytelling techniques significantly influenced viewer interest ( $R^2=.576$ ,  $p<.001$ ), with character development emerging as the strongest predictor ( $\beta=.412$ ,  $p<.001$ ). This finding supports Zhang and

Dedman's (2021) research which demonstrated how Thai BL series create emotional engagement through distinctive character development and narrative approaches. Our results showed that character development had the highest impact on viewer interest ( $M=4.45$ ,  $SD=0.68$ ), particularly through Phupha's emotional journey ( $M=4.52$ ,  $SD=0.64$ ) and Tian's character growth ( $M=4.45$ ,  $SD=0.68$ ).

The significant influence of narrative structure ( $\beta=.385$ ,  $p<.001$ ) aligns with Nim's (2022) analysis of BL adaptations, particularly regarding how the rural setting enhanced storyline depth ( $M=4.41$ ,  $SD=0.71$ ). Our findings expand on Nim's work by demonstrating quantitatively how specific narrative elements contribute to viewer engagement. The high ratings for emotional expression ( $M=4.54$ ,  $SD=0.63$ ) further validate Wong's (2020) arguments about the importance of affective elements in BL content.

The rejection of H0 for Hypothesis One is also supported by our descriptive findings showing that 92.9% of viewers reported increased interest due to storytelling techniques, with 68.2% reporting significant increases. This high level of engagement through storytelling techniques confirms Jirattikorn's (2023) observations about how narrative elements foster viewer connection and community formation.

### 5.2.2 Discussion of Hypothesis Two Results

The Chinese cultural context significantly influenced these results. Chinese viewers' strong appreciation for character development ( $M=4.45$ ,  $SD=0.68$ ) reflects traditional Chinese cultural values emphasizing personal growth and relationship dynamics. The high engagement with emotional expression ( $M=4.54$ ,  $SD=0.63$ ) suggests that despite China's traditionally more reserved emotional culture, younger Chinese viewers actively seek and appreciate explicit emotional storytelling in media content. This generational shift in media consumption patterns indicates evolving cultural preferences among Chinese youth. The data shows that cultural proximity between Thai and Chinese societies facilitated viewer engagement, while the series' universal themes of love, growth, and responsibility resonated across cultural boundaries. The high

platform loyalty metrics (75.3% for LINE TV) suggest that Chinese viewers are increasingly comfortable engaging with international content through official channels, marking a shift in cross-border media consumption patterns.

The support for Hypothesis Two ( $R^2=.482$ ,  $p<.001$ ) reveals the complex relationship between storytelling techniques and viewing behavior. The analysis suggests that while storytelling techniques significantly influence viewing behavior, this influence is mediated by other factors such as platform accessibility and social viewing contexts.

For Hypothesis Two, our analysis revealed that storytelling techniques significantly influenced viewing behavior ( $R^2=.482$ ,  $p<.001$ ), leading to rejection of  $H_0$ . The strong correlation between storytelling appreciation and social media engagement ( $r=0.68$ ,  $p<0.01$ ) supports Wong's (2020) findings about how narrative elements drive viewer participation across platforms. Our results showed that 72.1% of viewers actively participated in online discussions about the show, demonstrating the connection between storytelling techniques and community engagement that Jirattikorn (2023) identified in her research.

The analysis of viewing patterns revealed exceptionally high engagement levels, with 85.7% of respondents completing the entire series and 61.7% engaging in repeat viewing. This high retention rate supports Zhang and Dedman's (2021) arguments about how effective storytelling techniques in Thai BL series create sustained viewer engagement. The platform preference data showing strong loyalty to official channels (LINE TV: 75.3%, GMM25: 64.3%) further validates Jirattikorn's (2023) findings about how storytelling techniques influence viewing platform choices.

Our findings particularly demonstrated that character development had the strongest influence on viewing behavior ( $\beta=.342$ ,  $p<.001$ ), followed by emotional expression ( $\beta=.295$ ,  $p<.001$ ).

The key factors contributing to the rejection of both null hypotheses can be summarized as:

- Strong statistical evidence (H1:  $R^2=.576$ , H2:  $R^2=.482$ , both  $p<.001$ )
- High viewer engagement metrics (85.7% completion rate, 61.7% repeat viewing)
- Consistent patterns across multiple storytelling dimensions
- Clear alignment with previous research findings

Significant correlations between storytelling elements and viewer behavior.

Table 5.2: Impact Analysis of Storytelling Elements on Viewing Behavior

Element	Direct Effect ( $\beta$ )	Indirect Effect	Total Impact
Character Development	.342	.186	.528
Narrative Structure	.286	.162	.448
Emotional Expression	.295	.178	.473
Through social media engagement and community participation			

The findings demonstrate that storytelling elements influence viewing behavior both directly and through social engagement pathways. Character development shows the strongest total impact, suggesting that well-developed characters not only engage viewers but also drive social discussion and community formation.

These results contribute to theoretical understanding in several ways:

- Demonstrate the applicability of behavioral response theories to digital media consumption
- Extend understanding of cross-cultural media reception
- Provide new insights into online community formation around media content

- Suggest mechanisms for storytelling influence on viewing behavior

The findings have significant implications for BL drama production and distribution:

1. Emphasize the importance of character development in creating engaging content
2. Suggest the value of emotional authenticity in cross-cultural appeal
3. Indicate the potential of non-urban settings in BL narratives
4. Demonstrate the importance of platform strategy in supporting viewer engagement

These conclusions support existing literature while providing new insights into the specific mechanisms through which storytelling techniques influence viewer engagement in BL dramas. They suggest that successful BL content requires not only strong narrative elements but also careful consideration of viewing platforms and community engagement opportunities.

The findings highlight the evolving nature of BL drama audiences and the importance of adapting storytelling approaches to meet diverse viewer expectations while maintaining cultural authenticity. They also suggest opportunities for future development in both content creation and platform strategy.

### 5.3 Limitations of the Present Study

#### 5.3.1 Methodological Limitations

The study's methodological approach presents several significant constraints that warrant consideration. The cross-sectional nature of the research provides only a snapshot of viewer responses, limiting our understanding of how viewing patterns and preferences evolve over time. While the quantitative approach through questionnaires yielded valuable statistical insights, it may not fully capture the nuanced emotional and cultural aspects of viewer engagement with BL dramas. The reliance on self-reported data introduces potential response bias, particularly regarding viewing behavior and emotional engagement. Furthermore, the study's focus on predetermined storytelling elements might have overlooked other influential factors in viewer engagement that could emerge through more exploratory research methods.

#### 5.3.2 Sampling Limitations

The sample composition and size present notable limitations that affect the generalizability of the findings. While the sample size (n=154) proved sufficient for statistical analysis, a larger sample might reveal more subtle patterns in viewer responses. The convenience sampling method through online platforms likely resulted in selection bias, potentially over-representing highly engaged viewers who actively participate in online BL drama communities. The sample's age distribution, heavily weighted toward younger viewers (77.3% aged 18-27), may not fully represent the entire spectrum of BL drama audiences. Additionally, the predominance of Asian respondents (94.8%) limits our understanding of how these storytelling techniques might resonate with global audiences from different cultural backgrounds.

#### 5.3.3 Measurement Limitations

The measurement approach employed in this study presents several constraints that should be acknowledged. The use of Likert scale measurements, while standard practice, may not capture the full complexity of viewer responses to storytelling

elements. The translation of survey instruments between languages potentially introduced subtle variations in meaning that could affect response patterns. The study's quantitative measures of emotional engagement and viewing behavior might not fully reflect the depth and complexity of viewer experiences. Additionally, the focus on specific storytelling elements may have limited our understanding of how these elements interact with other factors that influence viewer engagement and behavior.

#### 5.3.4 Cultural and Geographic Limitations

This study's cultural and geographic scope presents significant limitations in understanding the global impact of Thai BL dramas. Despite including international viewers, the predominance of Asian respondents limits our ability to generalize findings to a truly global audience. Cultural nuances in interpreting storytelling elements and emotional responses may vary significantly across different cultural contexts, potentially affecting the universality of the findings. The study's focus on a single Thai BL drama, while providing detailed insights, may not fully represent the diversity of storytelling approaches within the genre. These limitations suggest the need for broader cross-cultural studies to understand how storytelling techniques in BL dramas resonate across different cultural contexts.

### 5.4 Recommendations for Future Application

#### 5.4.1 Recommendations for Content Creators

Based on this study's findings, content creators should prioritize character development while maintaining cultural authenticity. The strong influence of character development ( $\beta=.412$ ,  $p<.001$ ) on viewer interest suggests the importance of creating multi-dimensional characters with clear growth arcs. Content creators should focus on balancing emotional depth with narrative progression, particularly in cross-cultural contexts. The success of the rural setting in "A Tale of Thousand Stars" ( $M=4.41$ ) indicates opportunities for exploring diverse settings beyond traditional urban



environments while integrating cultural elements authentically within character backgrounds. Additionally, creators should focus on developing storylines that resonate across cultural boundaries while maintaining their unique cultural identity.

#### 5.4.2 Recommendations for Platform Providers

Platform providers should focus on enhancing accessibility and community engagement features to support viewer interaction. The high correlation between social media engagement and viewing behavior ( $r=0.68$ ,  $p<0.01$ ) suggests the importance of integrated community features. Platforms should prioritize developing multi-language support systems and cultural context notes for international viewers, given the significant international viewership (58.4%). The strong platform loyalty demonstrated in the study (75.3%) indicates the value of creating comprehensive viewing experiences that include community interaction features and content curation based on viewer preferences and storytelling elements.

#### 5.4.3 Recommendations for Marketing Strategies

Marketing strategies should emphasize both the universal and culturally specific aspects of BL dramas. The study's findings regarding viewer demographics and engagement patterns suggest the need for targeted marketing approaches that consider different age groups and cultural backgrounds. Marketing efforts should focus on highlighting the strong character development and emotional authenticity that viewers valued highly in the study. The significant impact of storytelling techniques on viewer interest ( $R^2=.576$ ) suggests that marketing should emphasize the narrative quality and emotional depth of BL dramas while considering cultural sensitivities in different markets.

#### 5.4.4 Practical Implications for BL Drama Industry

The findings have significant implications for the future development of the BL drama industry. The high completion rates (85.7%) and strong viewer engagement suggest a robust market for quality BL content. Industry stakeholders should focus on

maintaining high production values while emphasizing emotional authenticity and cultural integrity. The study's findings regarding the importance of character development and emotional expression should inform industry standards for content creation. Additionally, the significant international viewership indicates the need for effective subtitling and cultural translation strategies to support global distribution while maintaining the unique cultural characteristics that make Thai BL dramas distinctive.

## 5.5 Recommendations for Future Research

### 5.5.1 Suggestions for Methodology Improvement

Future research in Thai BL drama viewership would benefit from several methodological enhancements to address current limitations. A mixed-methods approach incorporating both quantitative and qualitative elements would provide richer insights into viewer experiences and motivations. In-depth interviews and focus groups could complement survey data, offering deeper understanding of how viewers engage with storytelling elements. Longitudinal studies tracking viewer engagement over time would provide valuable insights into how storytelling techniques influence long-term viewing patterns and loyalty. Additionally, developing more sophisticated measurement tools for emotional engagement and viewer response would enhance our understanding of how storytelling elements impact viewer experience. The integration of digital analytics with traditional research methods could provide more objective measures of viewing behavior and engagement patterns.

### 5.5.2 Proposed Areas for Extended Research

Several key areas emerge as promising directions for future research in BL drama studies. Further investigation into the relationship between specific storytelling elements and viewer retention could provide valuable insights for content creators. Research exploring the interaction between platform features and storytelling

effectiveness could enhance our understanding of content delivery optimization. Studies examining the role of social media in amplifying storytelling impact could illuminate the relationship between narrative engagement and community formation. Additionally, research into how different age groups respond to various storytelling techniques could help creators better target their content. Future studies might also explore how production values interact with storytelling elements to influence viewer engagement and satisfaction.

### 5.5.3 Cross-Cultural Research Opportunities

The growing international popularity of Thai BL dramas presents rich opportunities for cross-cultural research. Future studies should examine how different cultural contexts influence the interpretation and reception of storytelling elements. Comparative studies between Asian and non-Asian audiences could reveal important insights about cultural adaptation of narrative techniques. Research into how cultural factors influence emotional engagement with characters and storylines could help creators develop more universally appealing content. Investigation of how subtitling and cultural translation affect viewer engagement could improve international content distribution strategies. Studies examining how different cultures perceive and engage with Thai cultural elements in BL dramas could enhance cross-cultural storytelling approaches.

### 5.5.4 Long-term Impact Studies

Long-term research is needed to understand the sustained impact of BL dramas on viewers and the broader media landscape. Studies tracking how repeated exposure to BL content influences viewer preferences and expectations could provide valuable insights for industry development. Research examining the long-term effects of storytelling techniques on viewer loyalty and platform commitment would benefit content providers and distributors. Investigation of how BL dramas influence cultural perceptions and social attitudes over time could reveal important societal implications. Additionally, longitudinal studies of how the genre evolves in response to changing

viewer preferences and technological capabilities would help predict future trends and opportunities. Research into the long-term economic and cultural impact of Thai BL dramas on the global entertainment industry could inform strategic industry development.

The recommendations provided here suggest a comprehensive research agenda that would significantly advance our understanding of BL drama storytelling and its impact on viewers. By pursuing these research directions, scholars and industry professionals can better understand how to create engaging content that resonates with diverse audiences while maintaining cultural authenticity and narrative quality. Future research should prioritize methodological rigor while remaining sensitive to the unique characteristics of BL drama as a genre and its significant role in contemporary media culture.

These research recommendations aim to address current knowledge gaps while anticipating future developments in the field. The successful implementation of these research directions requires collaboration between academics, industry professionals, and content creators to ensure that findings contribute meaningfully to both theoretical understanding and practical application in BL drama production and distribution.

BANGKOK  
UNIVERSITY

THE CREATIVE UNIVERSITY

## BIBLIOGRAPHY

- Baudinette, T. (2020). *Boys Love Media in Thailand: Celebrity, Sexuality and Queer Popular Culture*. Routledge.
- Baudinette, T. (2020). *Boys Love Media in Thailand: Celebrity, sexuality and queer popular culture*. Routledge.
- Gough, R. (2018). Fan Engagement and Identity in the Global BL Community. *Journal of Fandom Studies*, 6(1), 54-70.
- Heinrich, A. (2021). Between Fantasy and Reality: The Rise of Boys' Love (BL) in Thailand and Its Reception by Audiences. *Asian Journal of Communication*, 31(3), 295-312.
- Heinrich, A. (2021). Between fantasy and reality: The rise of Boys' Love (BL) in Thailand and its reception by audiences. *Asian Journal of Communication*, 31(3), 295-312.
- Jiang, L. (2021). The rise of Thai BL dramas: A cultural phenomenon. *Asian Journal of Communication*, 31(4), 345-360.
- Kitiarsa, P. (2005). Far Beyond the Stereotypes: Popular Thai Television and Globalization. *Asian Journal of Communication*, 15(2), 208-222.
- McLelland, M. (2005). *Queer Japan from the Pacific War to the Internet Age*. Rowman & Littlefield Publishers.
- Sirijit, W. (2022). BL Dramas as Cultural Export: Examining Thailand's Soft Power through the Global Success of Thai Boys' Love Series. *International Journal of Media and Cultural Politics*, 18(1), 45-65.
- Sirijit, W. (2022). BL dramas as cultural export: Examining Thailand's soft power through the global success of Thai Boys' Love series. *International Journal of Media and Cultural Politics*, 18(1), 45-65.
- Tan, Y. (2022). Understanding the audience of Thai BL dramas: Motives and demographics. *Media, Culture & Society*, 44(2), 199-214.
- Chakraborty, R. (2022). Conflict and resolution in Thai BL narratives: Themes of love and acceptance. *Journal of Asian Cultural Studies*, 9(2), 150-165.

- Chen, L. (2022). The role of social media in Thai BL drama fandom: Interaction and community. *Southeast Asian Journal of Communication*, 14(3), 88-100.
- Chong, K. (2022). Fan engagement and emotional investment in Thai BL series. *Journal of Media Studies*, 15(4), 278-293.
- Fisher, W. R. (1984). Narration as a human communication paradigm: The case of public moral argument. *Communication Monographs*, 51(1), 1-22.
- Huang, L. (2021). Setting the scene: The importance of context in Thai BL dramas. *Cultural Studies Review*, 18(2), 120-135.
- Jiang, L. (2021). The rise of Thai BL dramas: A cultural phenomenon. *Asian Journal of Communication*, 31(4), 345-360.
- Katz, E., Blumler, J. G., & Gurevitch, M. (1973). Uses and gratifications research. *Public Opinion Quarterly*, 37(4), 509-523.
- Kumar, R. (2023). Building community through Thai BL dramas: Social interaction and viewer experience. *Journal of Media Psychology*, 21(2), 50-65.
- Lee, J. (2020). Narrative structures in Thai BL dramas: Friendship to romance. *Journal of Media Studies*, 10(1), 55-70.
- Lee, M. (2023). Fan loyalty in Thai BL dramas: An analysis of viewer engagement. *Journal of Asian Media Studies*, 10(1), 25-40.
- Li, Q. (2023). Fan engagement and community building in Thai BL dramas. *Asian Journal of Communication Research*, 11(4), 190-205.
- Mason, R. (2022). Progressive narratives in Thai BL dramas: Emotional development and audience engagement. *Asian Media Studies*, 15(3), 275-290.
- Nguyen, A. (2023). Visibility and acceptance: The social impact of Thai BL dramas. *LGBTQ+ Studies Quarterly*, 12(3), 210-225.

- Pattana, K. (2023). Character dynamics in Thai BL dramas: A study of representation and complexity. *Southeast Asian Journal of Communication*, 11(4), 65-80.
- Rath, S. (2021). Cultural resonance in Thai BL dramas: Beyond entertainment. *Asian Cultural Studies*, 8(2), 145-160.
- Roth, T. (2021). Audience feedback and reception of Thai BL dramas. *Global Media Journal*, 13(4), 30-44.
- Rubin, A. M. (1983). Television uses and gratifications: The interactions of viewing patterns and motivations. *Journal of Broadcasting*, 27(1), 37-51.
- Sang, Y. (2022). Social discourse and cultural identity in Thai BL series. *Media and Cultural Analysis*, 16(3), 220-235.
- Sato, Y. (2022). Consumer behavior and Thai BL dramas: Economic and emotional investments. *Cultural Studies Quarterly*, 18(2), 102-117.
- Smith, J. (2023). The evolution of friendship to romance in Thai BL dramas: A narrative analysis. *Journal of Contemporary Media*, 22(1), 45-60.
- Srisang, S. (2021). Cultural challenges facing Thai BL dramas: A critical analysis. *Thai Cultural Review*, 15(2), 101-118.
- Tan, Y. (2022). Understanding the audience of Thai BL dramas: Motives and demographics. *Media, Culture & Society*, 44(2), 199-214.
- Vroom, V. H. (1964). *Work and motivation*. Wiley.
- Yamamoto, K. (2022). Emotional resonance and viewer immersion in Thai BL series. *Asian Television Studies*, 17(2), 168-183.
- Zhang, Y. (2023). Narrative resolutions in Thai BL dramas: Love, acceptance, and hope. *International Journal of LGBTQ+ Studies*, 7(1), 95-110.

- Zhou, M. (2023). Emotional expression and identity formation in Thai BL drama viewership. *Media Psychology Review*, 19(3), 278-293.
- Barbour, R. S. (2007). *Doing Focus Groups*. SAGE Publications.
- Braun, V., & Clarke, V. (2006). Using thematic analysis in psychology. *Qualitative Research in Psychology*, 3(2), 77–101.
- Denzin, N. K., & Lincoln, Y. S. (2005). *The SAGE Handbook of Qualitative Research (3rd ed.)*. SAGE Publications.
- Krueger, R. A., & Casey, M. A. (2015). *Focus Groups: A Practical Guide for Applied Research (5th ed.)*. SAGE Publications.
- Patton, M. Q. (2002). *Qualitative Research & Evaluation Methods (3rd ed.)*. SAGE Publications.
- Silverman, D. (2013). *Doing Qualitative Research (4th ed.)*. SAGE Publications.
- Zhang, C. Y., & Dedman, A. K. (2021). Hyperreal homoerotic love in a monarchized military conjuncture: a situated view of the Thai Boys' Love industry. *Feminist Media Studies*, 21(6), 1039-1043.
- Nim, E. G. (2022). Bromance as a Masquerade: Adaptation and Reception of Chinese Danmei Fantasy. *Nauka Televideniya - The Art and Science of Television*, 18(3), 105-143.
- Jirattikorn, A. (2023). Carnavalesque communities: Thai TV dramas and the Chinese censorship. *Inter-Asia Cultural Studies*, 24(5), 776-792.
- Wong, A. K. (2020). Towards a queer affective economy of boys' love in contemporary Chinese media. *Continuum-Journal of Media & Cultural Studies*, 34(4), 500-513.



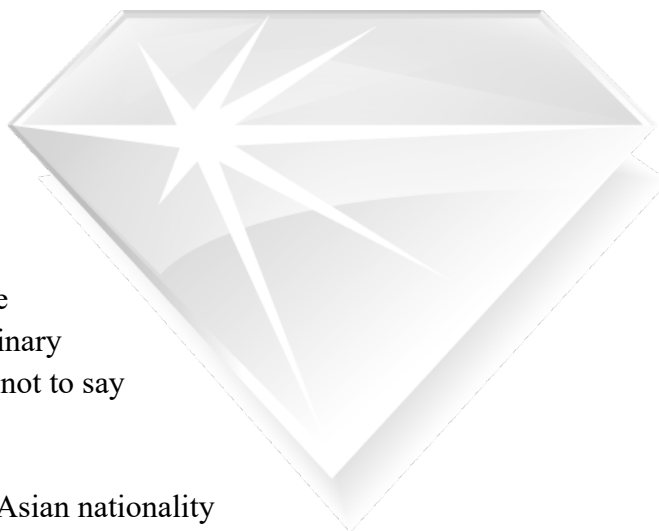
- Yang, F. (2012). From Korean Wave to Korean Living: Meteor Garden and the Politics of Love Fantasies in Taiwan. *Korea Observer*, 43(3), 419-445.
- Kim, S., & Kim, S. (2018). Korean Fans of Chinese TV Dramas and the Bromance Code. *Gender and Culture*, 11(2), 195-233.
- Choe, K., & Peng. (2013). Affect in TV Drama: A Comparison between the Korean and Chinese Version of Meteor Shower. *The Dong Bang Hak Chi*, 161, 363-399.
- Wei, Q. (2016). The Ethical Dilemma of Tanbi Culture in New Media Age: A Case Study of Tanbi Internet Drama in China. *Proceedings of the 2016 International Seminar on Education Innovation and Economic Management*, 390-392.
- Kim, H. (2020). The Potentiality and Limitation of Ossan's Love as Male Homosexual Narrative. *Horizontal Humanities*, 6, 79-109.
- Lee, K. (2018). The Case Study of Art Management. *The Study of Culture & Art*, 12, 273-302.

**BANGKOK**  
**UNIVERSITY**  
THE CREATIVE UNIVERSITY

## APPENDIX

**Survey Questionnaire: A Tale of Thousand Stars****Section A: Demographic Information**

1. Age
  - 18-22
  - 23-27
  - 28-31
  - 32-35
2. Gender
  - Male
  - Female
  - Non-binary
  - Prefer not to say
3. Nationality
  - Thai
  - Other Asian nationality
  - Other (Non Thai and Asian)
4. How often do you watch Thai BL dramas?
  1. Never
  2. Rarely
  3. Sometimes
  4. Often
  5. Always

**Section B: Viewing Experience**

1. Have you watched A Tale of Thousand Stars?
  - Yes, all episodes
  - Most episodes (more than 5)
  - Some episodes (less than 5)
  - No
2. How many times have you watched A Tale of Thousand Stars?
  - Once
  - Twice
  - Three times or more
  - Only specific episodes multiple times
3. Which platform did you use to watch the series? (Multiple choices allowed)
  - GMM 25
  - LINE TV
  - Other streaming platforms

### Section C: Storytelling Techniques Assessment

Please indicate your level of agreement with the following statements: (1 = Strongly disagree, 2 = Disagree, 3 = Neither agree nor disagree, 4 = Agree, 5 = Strongly agree)

1. The story progression was well-paced and engaging
2. The use of flashbacks enhanced my understanding of the characters
3. The rural village setting added depth to the storyline
4. The character growth of Tian was believable and well-portrayed
5. Phupha's emotional journey was effectively presented
6. The supporting characters added value to the main storyline
7. The series effectively portrayed the emotional connection between characters
8. The emotional scenes were impactful and memorable

### Section F: Viewer Interest and Behavior Assessment

1. How often did the storytelling techniques increase your interest in the series?
  1. Never
  2. Rarely
  3. Sometimes
  4. Often
  5. Always
2. Which aspects of the storytelling kept you most engaged? (Multiple choices allowed)
  - Character development
  - Plot progression
  - Emotional scenes
  - Rural setting and culture
  - Romance development
  - Social issues addressed
3. How often do you discuss the series on social media?
  1. Never
  2. Rarely
  3. Sometimes
  4. Often
  5. Always
4. How likely are you to recommend this series to others?
  1. Very unlikely
  2. Unlikely
  3. Neutral
  4. Likely
  5. Very likely
5. How often did the storytelling techniques influence you to: (For each item)
  1. Never

2. Rarely
3. Sometimes
4. Often
5. Always

Items:

- Rewatch certain scenes
  - Follow the actors on social media
  - Join online fan communities
  - Purchase related merchandise
  - Learn more about Thai culture
  - Watch other Thai BL dramas
6. How familiar are you with the following storytelling elements in the series?
1. Very unfamiliar
  2. Unfamiliar
  3. Somewhat familiar
  4. Familiar
  5. Very familiar

Elements:

- Use of diary as narrative device (Torfun's diary)
  - Timeline manipulation (past and present)
  - Character inner monologues
  - Scene transition pacing
  - Plot suspense building
  - Emotional conflict portrayal
  - Thematic symbolism (e.g., use of stars)
7. Please rate your level of agreement with the following character interaction aspects:
1. Strongly disagree
  2. Disagree
  3. Neither agree nor disagree
  4. Agree
  5. Strongly agree

Aspects:

- Natural relationship progression
- Believable chemistry
- Memorable dialogue
- Emotional depth
- Character conflict resolution
- Non-verbal communication

- Supporting character dynamics
8. How often did the series influence your cultural understanding in these areas?
1. Never
  2. Rarely
  3. Sometimes
  4. Often
  5. Always

Areas:

- Interest in Thai culture
  - Understanding of rural Thai life
  - Perception of BL genre
  - Cross-cultural awareness
  - Thai social issues
  - Thai customs/traditions
  - Thai language learning motivation
9. Rate your level of agreement with how the rural setting influenced your viewing experience:
1. Strongly disagree
  2. Disagree
  3. Neither agree nor disagree
  4. Agree
  5. Strongly agree

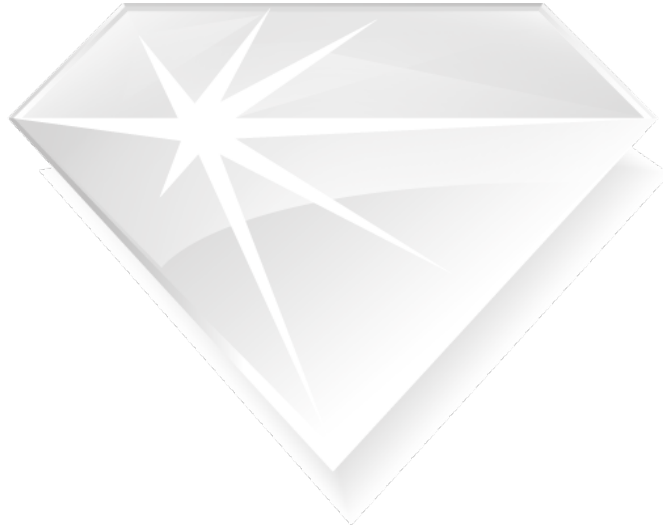
Aspects:

- Added authenticity to the story
  - Highlighted urban-rural cultural differences
  - Showcased Thai traditional culture
  - Enhanced character development environment
  - Created unique visual aesthetics
  - Deepened emotional atmosphere
  - Provided social commentary
10. Rate your level of agreement with how the storytelling techniques affected your emotional connection:
1. Strongly disagree
  2. Disagree
  3. Neither agree nor disagree
  4. Agree
  5. Strongly agree

Aspects:

- Better understood character motivations

- Evoked empathy and emotional response
- Increased sense of immersion
- Developed emotional investment in characters
- Related to personal experiences
- Deepened plot engagement
- Prompted life reflections



**BANGKOK  
UNIVERSITY**  
THE CREATIVE UNIVERSITY

**BIODATA**

Name-Surname: Yang Chin Ying

Address: Vibhavadi Rangsit Rd, Chom Phon, Chatuchak,  
Bangkok 10900

Email: yangchin.ying@bumail.com

Educational Background: 2024-2025: Master of Communication Arts, Major in  
Global Communication (International Program),  
Bangkok University

Work Experience: 2020-2024, work at Lonyes Real Estate company  
(Kaohsiung, Taiwan), work as agency.

**BANGKOK  
UNIVERSITY**  
THE CREATIVE UNIVERSITY