Social Media and New Environmental Movements for Social Sanction in Thailand

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Abstract

The objective of this research is to study the formation, dynamics, impacts, patterns, and methods of social sanction on online media and public sphere of each New Environmental Movement consisting of Mae Wong Dam, Nakhon Sawan Province, Pichit Gold Mine, and Krabi coal-fired power plant. The study results reveal 3 findings. First of all, this study furthers the previous study of Sangsit Piriyarangsan (2015) on the social sanction. That work does not clearly indicate that which social media is important in the movement. This research finds that the most important tool of modern technology used in the new environmental movement for social sanction in Thailand which can generate the big change and can create the impacts on the society most is Facebook. Secondly, this research finds that the "3 forms of interaction in Thailand" consist of (1) Interaction between the new environmental movement, online media, and social sanction, (2) Interaction between social media and the dynamic of dispute in the dimension of power structure, and (3) Interaction between new environmental movement and online media in the viewpoint of politic economics on the power relations. It is the relation which is not defined in any dimension and has the complicated features with the dynamic and disagreement. Thirdly, this research proposes the new idea by calling "these 3 forms of interactions" as "the concept on the trilogy of power interaction of the power of online media and the new environmental movement for social sanction in Thailand."

Keywords: New Environmental Movements, Social Media, Social Sanction, Dialectic, Facebook

Introduction

The environmental problems are the major issue in the Thai society and around the world to be paid attention to over the past several decades. In the context of Thai society, public policy stipulation with the political power and paradigm that separate the environment from the development without looking at the impacts on the environment or the authority to make public policy decisions that lead to the creation of environmental problems possibly causing the conflicts of interests in approving such large projects. This leads to the formation of environmental movements in various areas of Thailand. They are New Social Movements (NSMs). This research calls them as "New Environmental Movements." The environmental movement in the era of social media considered as weapon and an important tool in the movement against the use of state power to issue public policy. At present, New Social Movements in the environment to resist, disagree, and examine the government power are found to have two main factors; 1. The factor of social media which is the new type of media for the New Social Movements, and 2. The factor of patterns and the methods of resistance

on the government power of the "Social Movement Organization" which is considered as one form of the social sanctions (Piriyarangsan, 2015).

The objectives of this research are: 1) to study the formation and dynamics of the new environmental movements in Thailand against the impact of environmental policies and their consequences on the environment and 2) to study the forms and methods of social sanctions on various social media and on public sphere of the social actors in the new environmental movement in Thailand.

Literature Review

In the literature review section of this article, the researchers have designed theoretical framework which is the framework for the use of theories in analyzing and explaining the studied phenomena. This can be summarized into 3 main points as follows:

1. Analysis of "Formation, Implementation, and Dynamics of Environmental Movements" in 3 case studies; 1. Movement against Mae Wong Dam, Nakhon Sawan 2. Movement against the gold mine in Phichit Province, and 3. Movement against the policy of coal-fired power plant in Krabi Province. The Framing Process Theory (Shigetomi and Makino, 2009: 4; Benford & Snow, 2000: 614) is applied as the theoretical core combined with various ideas and theories to supplement for explaining and extending the analysis on the studied phenomena to be clearer such as 1. New Social Movements (NSMs; Offe (1985); Charoensinolarn, 1997: 2-3), 2. Public Sphere of Habermas (1992), and New Political Economy Approach, Piriyarangsan (2015)) on 3.1 the theoretical concept on "Hegemony" of Antonio Gramsci and 3.2 Postmodernism: Discourse, Knowledge/Truth, Power.

The analysis of "Formation, Implementation, and Dynamics of Environmental Movements" in 3 case studies is to analyze which the purposes of each movement are and how their concepts are both the "concepts in the movements and concepts in resistance". This research employs the conceptual framework of New Social Movements (NSMs) in explaining and expanding the details by using this conceptual framework in analyzing the forms and methods in each movement. From each movement, it will pass the Civil Society as the main area in fighting. This includes the proposal of claims which are the movement targets and the proposal of ideas through the Discourse of Foucault (1970) in order to build the understanding with the mass and alliances. This leads to the acceptance of people in the society. Therefore, this research analyze the idea fighting through the Civil Society by using the theoretical concepts combined with the concepts of Public Sphere of Jürgen Habermas, Hegemony of Antonio Gramsci, Discourse (cited in Charoensinolarn, 2006: 19-21; Kaewthep and Hinwiman, 2008: 492-494), Knowledge/Truth (cited in Kaewthep and Hinwiman, 2008: 503-508), Power (cited in Kaewthep and Hinwiman, 2008: 500-503) of Foucault.

2. Analysis of conflict/contradiction occurring in the issues related to the 3 movements in the case study on the new political economy approach, political economy approach, and dialectic. This research employs the Dialectic/Marxian Dialectic/Dialectical Materialism in the analysis on Conflict/Contradiction occurring in the issues related to each movement. In simply way, the Dialectic method is to explain the relations between 2 things (Kaewthep and Hinwiman, 2008: 16). The Dialectic method is the process of finding the facts on the fundamental philosophy of Critical Theory and is the process of finding the facts opposing the concept of "Determinism". The Dialectic method refers to the theories and the practices in weighing and solving the disputes in order to reach the facts or truth especially by discussing or debating (Kaewthep and Hinwiman, 2008: 17). The Dialectic principle in the Political Economy pays attention to the power, conflicts, and changes. In considering the Dialectic principle towards the conflicts, it will be found that one of the important sub-components of the Dialectic method is the conflict. Thus, the important Methodology of Political Economy Office is on

the analysis of conflicts. It can be said that "the conflict is the core of the Dialectic method" (Kaewthep and Hinwiman, 2008: 122-23).

3. Analysis of forms and methods of social sanction in the 3 movements in the case study uses the new political economy approach, Sangsit Piriyarangsan (2015) on the social sanction. This research will use the theoretical approach on Social Sanction of Sangsit Piriyarangsan (2015) in analyzing the forms and methods of social sanction in each movement. Sangsit indicates that the social sanction is the weapon of those who are taken advantage in the society or the people without the political power to fight the superiors. This may be used for both peaceful demonstrations and protest in conjunction with legal or other sanctions. The social sanction is the public act that may inform the authority or government to know in advance or not. In this movement case, the social sanction may be made to change the government's policy. This is done by new social movements, group of people, and individual. In general, the Social Sanction measures are both open and secret.

Research Methodology

In this research, the researchers choose to use the research methodology of Phenomenology as the starting point in studying the formation and dynamics of the 3 New Social Movements, environmental movements in Thailand resisting the government policies which affect the environment and the consequences in various dimensions including the study of forms and methods of social sanction on social media of the leaders and academics who play the important role in each of the movements chosen as case studies in this research. After that, the methodology will be integrated into the political economy: dialectic which is the concept of conflicts and changes considering related phenomena (Natsupha, 2006: 146-147).

Research Finding and Discussion

1. The study of the first objective in this work consists of 6 aspects. 1) National Context: From the study of the three movements, it is found that (1.1) the starting point of the 3 projects are the policies of the political parties driven by the bureaucracy mechanisms. (1.2) Conflict in the way / base of thinking of the 3 case studies which is the idea of the political parties and relevant bureaucracy mechanisms. The mainstream development trend is the development of the capitalist approach that emphasizes economic growth primarily by isolating and / or neglecting the environmental issues and impacts possibly occurring to the community and villagers seriously. The objections to these three cases are civil society / people including the private sector who questions and opposes the mainstream development approach. The emphasis is on the conservation of ecosystems and natural resources including the fight for the survival of lives and communities. (1.3) The perimeter / area of the main conflicts in fighting for the information, facts and academic issues of the 3 case studies is the Environmental Impact Assessment (EIA) report and Environmental and Health Impact Assessment (EHIA). (1.4) All of the 3 cases are the large projects with very high construction budgets. (1.5) All of the 3 cases use social media as the important tool in the movement when it is necessary to raise the issue of public issues in the national level.

2. Local Context: According to the study on the 3 movements, it is found that the pattern in the formation of problems and conflicts in the area is similar. (2.1) The supporters of the three case studies will use the method and the establishment of local context to support the project in various ways in creating the personal list network, providing good advertising of the project through the provision of advertising budgets to local media or sponsorship of projects or events in the province to create the positive image of the project or agency / company doing such project leading to the conflicts in the area. People in the area are divided

into two parts; the part supporting the projects or policies and the part opposing or resisting the policies. The mass discrimination often leads to conflicts in the provision of legal opinion forums such as the environmental impact assessment platform, etc. (2.2) The 3 case studies with the criticism from the villagers in the area have the beliefs about the overlapped benefits in the area level of the groups of influencers/beneficiaries. The main issue is "speculation" of the investors and/or politicians (both the national politicians with the base of votes in such areas and/or local politicians. (2.3) The problems and obstacles which the movements in the local level encounter of the 3 case studies are the use of force to threaten the villager leaders or people opposing such policies or policies (the severity level varies from place to place). This is caused by the conflicts occurring in the areas with the discrimination and/or overlapped benefits of some parties, etc. Moreover, the problems and obstacles which the people in the area often found similarly are the factors in the capital or limited budget in the movements of the villager leaders or the villagers themselves. (2.4) The pattern of elevation of movements in all of the 3 case studies is found that only the movements of opposition in the area is not sufficient to stop or suspend the projects. All of the 3 case studies must elevate the movements of opposition to the center of government power.

3. Social Movement Organization (SMO): According to the study on the 3 movements, it is found that (3.1) all of the 3 case studies will have the pattern of "informal organization" in the form of non-government organization (NGO) and/or grassroots movement organization. (3.2) All of the 3 case studies have created the alliances in the group of environmental organizations/network and partner networks (in the same area or neighboring area, and many areas nationwide) to expand the partner networks and increase the negotiations in the movements. (3.3) All of the 3 case studies have created the network-crossing alliances by finding the social alliances such as groups of middle classes, students, private business people, media, celebrities and artists including people using social media, etc.

4) Strategy and Means: According to the study on the 3 movements, it is found that (4.1) the strategies and means are adjusted to be flexible and various corresponding to the elevation of claims as the targets, contexts, and social, politic and/or changing communication technology. The targets, strategies and means are adjusted depending on the movement leaders and working teams to consult with one another. (4.2) All of the 3 case studies have the movements to represent the intention in resisting such government policies and projects in parallel both in the area level and central level/center of power like Bangkok. In each movement, there are 3 major parts; 1. The villager leaders and the working team, 2. The consultant of the movements which is mostly the role of NGO or academicians, and 3. The mass participating in the movements. (4.3) All of the 3 case studies have the pattern in elevating the claims which is the target that can be summarized totally in 4 aspects; 1. Specifying such issue targets and defining the strategies and means corresponding to the issue targets, 2. Adjusting by providing the data foundation in the issues of movements in various dimensions through the patterns and means mainly using the social media space. 3. Building and expanding the network of alliances and groups in the society to be widest through various patterns and means. 4. Elevating the threatening of the government or relevant public agencies through the patterns and means with the goal in delaying, stopping, or (permanently) cancelling the government projects.

5. Effects/Impacts: According to the study on the 3 movements, it is found that (5.1) the issues of environmental impact (both already occurring in the already finished projects and exactly expected to occur in the projects to be constructed) for the communities, villagers, and environments in such areas and/or neighboring areas. It is one of the major problems in the movements. (5.2) All of the 3 case studies have the problems of discrimination and

conflicts in the communities/areas in the severe level between the supporting party and opposing party.

6. Role and significance of social media on the movements are divided into 4 sub-issues as follows:

6.1) Role and significance of social media on the target achievement of the movements: According to the study on the 3 movements, it is found that (6.1.1) the social media has the significant role in the movements in terms of sending the information and news which can be dome rapidly and efficiently. The mainstream media/original media can take this issue to extend and play the news continually. Previously, the channels for presenting the information will only be through the mainstream media/ traditional media like TV or newspaper. Mostly, the big environmental news does not have a lot of media space. (6.1.2) The social media can involve in the movements in building the social alliances very much. In terms of the process to create the movements, the social media can enlighten the ideas resulting in more powerful movements. (6.1.3) One of the most important factors on the movements whether winning or losing is how the information is right and reliable. The social media is the communication channel that helps to expand that information. The information of the opposing party will be heavier if the information is removed from the real space. Moreover, the social media is not the only tool in fighting. It is the important variable making the fighting situation to be advanced. (6.1.4) The phenomenon of social media affects changes in the form and mean of social movement in the sense of allowing the moving party to have the right to offer the information through their own space. Each one is able to have their style. However, the acceptance of the majority people on the information depends on the facts and communication method corresponding to the social alliances interested in such environmental problems. (6.1.5) Social media, especially Facebook, plays very important role in the movements in terms of providing the contents and information for the society to be interested in. However, the judgment is on mainstream media / traditional media which have high influence on the society to play the news continuously as well as the supreme authority, the government, to agree and / or not to be able to deny the demands of the moving parties.

6.2) Strong points and weak points in using social media in the movements: According to the study on the movements of the 3 case studies, it can be summarized that (1) using the social media in the movements of the 3 case studies can save cost, be convenient, easy, and can approach the groups of people more widely and thoroughly, (2) using the social media in the movements of the 3 case studies can create more independence and freedom in decision making and can increase the communication channels by the leaders and alliances for the movements to be directly communicated without being through the mainstream media, (3) using the social media can make the movements of the 3 case studies able to monitor the real time situations more frequently and can share the stories more often, (4) using the social media in the movements of the 3 case studies has one point that the mainstream media / traditional media cannot do. It is the additional technology with the strong points in the photo records available for a lot of photos in albums, VDO, coordinate-identified, and time-identified, (5) the spaces in the social media in the movements of the 3 case studies are the public spheres in arguing, responding, or explaining the matters in different issues or with disagreeing information, (6) in terms of contents, patterns, and means of presentation, using social media can make the movements of the 3 case studies able to be adjusted all the time. It can also be widened to provide the two-way communications for the senders to be able to adjust their process all the time, (7) using social media in the movements of the 3 case studies can create the "learning cycle". The social media opens the opportunities for the movements to be able to summarize the lessons by themselves.

The weak points in using social media social media in the movements of the 3 case studies can be summarized as follows: (1) limitations in the skills and competences of the three leaders in the case studies as the senders in making the delivered issues or messages to be highly respected by the society as the environmental problems are difficult to be understood and to be communicated to general public. It requires the scientific data to support, (2) Difficulties in raising the claimed issues to be public issues of the movements in the 3 case studies in the sense that environmental issues are complicated and require the data and the explanation of complicated data to be easily understood. (3) The errors, defects or inaccuracies of content and details of the information or "contents" in the movement of the 3 case studies to be presented to the public. This can be very interested in mass and society or may be prosecuted as a prosecution, and (4) in general, the environmental problems of the movements in the 3 case studies are far-reaching problems for most people. People are less interested. The problem is that most people are interested at the last preference. Most of the environmental problems are like the fact that it must occur before we can think of solving the problems.

6.3) Roles and relations between the social media and the mainstream media in the movements: According to the study on the roles and relations between the social media and the mainstream media in the movements of the 3 case studies, it is found that (6.3.1) the difference of the social media and the mainstream media is that the feedbacks of mainstream media cannot be checked abruptly whereas the social media can, (6.3.2) the relations of the social media and the mainstream media is that the social media can reduce the monopoly and persuasion of the mainstream media by using the social media as the media/channel to make people monitor the news from the mainstream media less and monitor the social opinions in the news or social issues through the social media more, and (6.3.3) the social media can "link" to the public issues if the mainstream media publicizes the interesting issues widely and continually.

6.4) Roles and significance of social media in formulating the strategies in the movements: According to the study on the roles and significance of social media in formulating the strategies in the movements of the 3 case studies, it is found that (6.4.1) the social media (both publicly as Facebook and privately as LINE) is the efficient, easy to be accessed, and cheap media and tool for the academician, NGO, and villager leaders to communicate with the villagers who are the members of the movements and to build the alliances with the environmental organizations in various areas nationwide to point out the issues that each movement wants to claim for as the adjustment of knowledge base and provision of wisdom weapons for people, (6.4.2) the social media like Facebook can help explaining the actions in each strategy following the strategies of each movement efficiently in terms of pictures, word usage, and activities. The communication via social media is appropriate for the context of era that the groups in the society can access modern technology via smartphone widely with the 3G system covering Thailand, (6.4.3) the social media like Facebook can play the significant role in the operations following the strategies by attracting the social interest from the actions of the leaders and the teams. It can elevate to the action with active participation of several sectors in elevating to push the government from the action to become the policy action such as the resistance of EIA and EHIA which are unfair and unacceptable or the use of legal channels in the prosecution, etc. (6.4.4) the social media like Facebook can play the significant role in the operations following the strategies by maintaining the social stream in pushing the government continually through the mean of maintaining and grasping the news spaces.

7. According to the study on the second objective of this study, it is found that the pattern and means of social sanction in the movements of the 3 case studies can be divided into 2 main

spheres; 1) social sanction used in the social media and/or mainstream media which are presented as the news issues, and 2) social sanction used in the public spheres. The pattern and means of social sanction used in 2 main spheres in the movements of the 3 case studies is found that (2.1) in the 3 case studies, there is the "open resistance" on the government's policies via social media like Facebook mainly through the patterns and actions or political and social operations in the public spheres. For the "secret resistance" on the government's policies, it can be made via the social media like "LINE application" mainly, (2.2) from the 3 case studies, this research finds that there is no formula for success when using social sanction. Which kind of punishment will be followed depends on what the leaders of movements consider to be appropriate for the situations and the contexts. It also depends on the preference, skills, and sophistication of each leader and academician. (2.3) The patterns and methods of social sanction applied on the 2 main spheres in the movements of the 3 case studies are as follows. (2.3.1) The Movement against the Mae Wong Dam, Nakhon Sawan Province, has adopted the negative social sanction model used in social media and mainstream media to be proposed as the news issues and in public spheres. It can be concluded with at least 14 patterns / methods divided into 9 patterns / methods in the issues of social sanction used in social media and mainstream media to be proposed as the news issues for 5 patterns / methods and in the issue of Social Sanction used in public spheres. Moreover, it is also found that this Movement uses the Positive Social Sanction in 3 patterns / methods and this Movement uses the social sanction which can be both Negative Social Sanction and Positive Social Sanction in 1 pattern / method that is to bring the contents/texts/photos/motion pictures/clips of the actions or social political operations in the public spheres to be explained in Social Media. Which one the Social Sanction is depends on the pattern of Action or social political operations in such public sphere. (2.3.2) The Movement against and resist the gold mine in Phichit Province has the Negative Social Sanction used both in social media and mainstream media to be presented as the news issues and in the public spheres. It can be summarized with at least 15 patterns / methods divided into 10 patterns / methods in the issue of Social Sanction used both in social media and mainstream media to be presented as the news issues and 5 patterns / methods in the issue of Social Sanction used in the public spheres. It is also found that the Movement against and resist the gold mine in Phichit Province Legal Sanction in 2 patterns / methods uses the legal channel in litigating with relevant public agencies and uses the criminal channel in claiming and prosecuting the gold sector as well as requesting for the justice from the police officers. (2.3.3) The Movement against and resist the policies of charcoal-fired power plant in Krabi Province has the Negative Social Sanction used both in social media and mainstream media to be presented as the news issues and in the public spheres. It can be summarized with at least 29 patterns / methods divided into 8 patterns / methods in the issue of Social Sanction used both in social media and mainstream media to be presented as the news issues and 21 patterns / methods in the issue of Social Sanction used in the public spheres. It is also found that this Movement uses the Positive Social Sanction in 3 patterns / methods and this Movement uses the Social Sanction which can be both Negative Social Sanction and Positive Social Sanction in 1 pattern / method that is to bring the contents/texts/photos/motion pictures/clips of the actions or social political operations in the public spheres to be explained in Social Media. Which one the Social Sanction is depends on the pattern of Action or social political operations in such public sphere.

Conclusion and Recommendation

1. From the study of the environmental movements in Thailand in the 3 case studies; the Movement against the Mae Wong Dam, Nakhon Sawan Province, the Movement against and

resist the gold mine in Phichit Province, and the Movement against and resist the policies of charcoal-fired power plant in Krabi Province, it is found that the interaction among the New Social Movements in the environment, Social Media, and Social Sanction are in the relations of "defining one another" correspondent with the Dialectical Materialism.

2. This study furthers the previous work of Sangsit Piriyarangsan (2015) on the social sanction   in the sense that such work does not clearly indicates which Social Media is the most important. This research proposes the Thesis statements that "the most important tool of today's modern technology used in the new environmental movement for social sanction in Thailand that can make a big change and make the most impact on the society is Facebook". This finding is called "the concept on the interaction between Facebook and the new environmental movement for social sanction in Thailand". The reasons why Facebook becomes the most important tool of the new social movements nowadays can be summarized into at least 10 reasons as follows. 1) Using Facebook in the new social movements can save costs, be convenient, easy, and can approaches the groups of people widely and thoroughly. It is the efficient media and tool in building the alliance with the groups of supporting organizations in various areas nationwide. 2) Using Facebook in the new social movements can allow the movements to have more independence and freedom in decision making and can increase the communication channels. (3) Using Facebook in the new social movements can monitor the real time situations more frequently and can share the stories more often. 4) Using Facebook in the new social movements has one point that the mainstream media / traditional media cannot do. It is the additional technology with the strong points in the photo records available for a lot of photos in albums, VDO, coordinate-identified, and time-identified. The communication via social media is appropriate for the context of era that the groups in the society can access modern technology via smartphone widely with the 3G system covering Thailand. (5) The spaces in using Facebook in the new social movements are the public spheres in arguing, responding, or explaining the matters in different issues or with disagreeing information. 6) In terms of contents, patterns, and means of presentation, using Facebook in the new social movements can make the movements be able to be adjusted all the time. It can also be widened to provide the two-way communications for the senders to be able to adjust their process all the time. 7) Using Facebook in the new social movements can create the "learning cycle". It opens the opportunities for the movements to be able to summarize the lessons by themselves. 8) Using Facebook in the new social movements can attract the social interest from the "operation / action" of the leaders and working teams elevating to the action with Active Participation of several sectors. 9) Using Facebook in the new social movements can help expanding the "operation / action" caused by the Active Participation of several sectors on behalf of the organizations and civil sector. This can elevate the push of government from the actions to the Policy Action. 10) Using Facebook in the new social movements has the roles and significance in maintaining the social stream in pushing the government continually through the mean of maintaining and grasping the news spaces.

3. This study finds that the interaction between Social Media and the dynamics of Conflict/Contradiction in the dimensions of power structure is the relations in the kind of "defining one another" correspondent with the Dialectical Materialism. It is found that the powerful class/groups of leading alliances consisting of the "government power" (politicians and government officials) and the "capital power" (group of big capital and private companies both international capital and domestic capital) has the relations in the kind of defining one another. If there is no resistance from the resisting party, the government power and the capital power can remain alliances. However, if the powerful class/groups of leading alliances are resisted by the civil power or are examined and criticized from the media power,

in some cases, the government power may have to terminate the alliances with all capital groups. For example, in the case of the Movement against and resist the gold mine in Phichit Province, the government power has to order to cancel opening the gold mine and the capital power gives the news in prosecuting the Thai government. The "main conflict parties" of the powerful class/groups of leading alliances are the "powerless class" or civil power. In this study, it is found that the new environmental and social movements in Thailand which are the representatives of civil power moving to resist the policies or projects of the government launched by the powerful class/groups of leading alliances. It is found that the main conflicts of both main powerful groups have "the main conflicting areas" which are the areas of War of Position between two parties. They are the media areas or "media poser" both the power of the mainstream media/traditional media and the new media as Social Media. According to the study, it is found that the power of the mainstream media/traditional media and the power of Social Media have the relations in the kind of "defining one another". Previously, the mainstream media/traditional media will define and lead the society as well as defining and leading in some issues having been discussed in the Social Media (bringing the news of the mainstream media/traditional media to be publicized in the Social Media). However, as at present the social media has become more popular and has the advantages of being quick in presenting the varieties of perspectives, the social media has reduced the monopoly and directed by mainstream media / traditional media. In some issues, the social media determines and directs the mainstream media / traditional media to bring the issues to be presented as the news either in the form of social media presentations or in the presentations of society in the Social Media or in the presentations of the high cost of social media or the famous academicians who write on Facebook presented as the news in mainstream media / traditional media. The media power is as the "central power" which the two main opposing parties (the powerful class/groups of leading alliances and the powerless class) will grasp the area and use this space in opposing and / or creating the acceptance to the other party.

4. This study finds that the interaction between the Social Media and the political economics on the power relation in Thai society gained from the study of new environmental movement in Thailand is the relation in the kind of "defining one another"correspondent with the Dialectic/Marxian Dialectic/Dialectical Materialism. This research can be summarized as the "Model of political economics in the new environmental movement in Thailand". The new environmental movement in Thailand is defined by the "context of structural factors" in various dimensions, for example, 1. Structural context internationally and globalization (international capital), 2. Political structural context, 3. Socio-cultural structural context, and 4. Economic structural context. From the figure, it can be found that each structural context has the relations in the kind of "defining one another".

5. From the 1st, 3rd, and 4th new findings, this research presents the Thesis statements of "3 patterns of interaction" consisting of 1. The interaction among the new social movement, social media, and social sanction, 2. The interaction between social media and the dynamics of conflicts in the dimensions of structural power (government power, capital power, civil power, and media power), 3. The interaction between social media and the changes of "power relations". It is the relation in the kinds of defining one another. This is correspondent with the study of Fuchs (2009, 2011) stating that the relation between internet and society is not the relation in the kind of Techno-Deterministic. It is the relation with complication and is the dynamic with the conflicts. This new finding is called by the researchers as "the concept on the trilogy of interaction of the online social media power and the new environmental movement for social sanction in Thailand."

Policy Recommendations: Based on the findings of this study used in the 3 case studies, the Movement against and opposition to the Mae Wong Dam, Nakhon Sawan Province, the

Movement against the gold mine, Phichit Province, and the Movement against the Policy of the Coal-fired Power Plant in Krabi Province. The researchers have the policy recommendations for relevant agencies to consider as follows: 1) The government should study the patterns of establishment of the independent environmental organization in the country in order to improve the efficiency and reduce the operational constraints of the government agencies such as EHIA or SEA. 2) Prior to any government policy or project risky to have environmental impact, the government should provide the ministry responsible for preparing SEA report that must be prepared by neutral academic at both the government and public / community levels with mutual recognition to study whether the area is suitable for the construction of such government project or not. 3) In the process to prepare the EHIA report of the government, it should be prepared by the "mediator" acceptable by both parties. 4) In the case of gold mine in Phichit Province, in order to improve the situation and the problem states of the problems already existing in the area around the gold mine in Phichit Province, the governments and agencies need to open public spheres within the context or social conditions in those areas for all stakeholders around the gold mine including all related sectors, both government and civil society, to have the chance to discuss and exchange the opinions to one another freely in order to find the solution altogether. 5) The government should review and issue the necessary laws and regulations to encourage all sectors to participate in the development following the appropriateness of social contexts. The government should stipulate the policy under the development process in various areas. The government agencies or those involved in public policy processes need to focus on goals and methods of development simultaneously. Especially in the development process, it is necessary to focus on the historical dimension, economic, social, political, and cultural contexts of people in local communities that existed prior to the government's policies or projects are introduced into those areas. 6) The government should make it possible for the process of living altogether between industries resulting from the government and local community's policies and projects based on the process that promotes social justice for both parties. The process of solving problems arising from industrial development must be based on the principles of participation in responsibility. There must also be the mechanism to check the problem solution effectively as well as praising and punishing the operators/the concessionaires who infringe the agreement. 7) The government should improve and enhance the enforcement of laws related to the management of natural resources and the environment as well as supporting the inspecting and monitoring system, surveillance system following up the offenders with the emphasis on people to participate more.

8) The government should monitor large scale development projects or spatial development including the areas that use protected area mechanisms such as international wetlands which are important internationally, the world heritage sites, environmental protection areas, etc., to improve operational efficiency. This includes the enforcement of measures, punishment and praising to create the supervision in accordance with law strictly. 9) The government should adopt the balanced development concept like Sufficiency Economy Philosophy, Sustainable Development approaches, and / or Sustainable Development Goal of the United Nations to enter the planning process and the definition of goals or indicators in the natural resource and environmental management of the agencies in various levels. 10) The government should drive the implementation following the environmentally friendly growth concept by using tax incentives, promoting the environmentally friendly investments, and promoting clean energy as well as managing the natural resources to increase the adaptability to climate change and global warming problems.

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