

1 **Data Storytelling in COVID-19 Pandemic of Center for COVID-19 Situation Administration Facebook Fanpage**  
*Kittikun Khakhai and Patchanee Cheyjanya*

17 **Discursive Strategies in Designing Textbook Tasks: Critical Subjectivities and Embodiments**  
*John N. Ponsaran*

31 **The Relationship between Interest in Online Sales Promotion and Impulsive Buying for Cosmetics among Chinese Generation Z Consumers**  
*Peilin Peng and Papaporn Chaihanchanchai*

41 **Does the Information Posted by Netizens Affect Your Mood? An Exploration through Consumer Socialization Theory**  
*Chenicha Praphruetmona*

52 **Segmenting Thai Generation Z Consumers on Cruelty-free Products: Their Value, Attitude, Brand Loyalty, and Purchase Intention**  
*Emmika Louporn and Teerada Chongkolrattanaporn*