

As lives continue, we gradually move on from the pandemic. Many of us relish their sacred simplicity, while some enjoy their travelling. The 2023 communication and media trends still gear toward digital and technology, especially AI that continues to transform different industries, including academic arena.

This issue of CMAP evolves around these trends. It starts with data storytelling in COVID-19 Pandemic on Center for COVID-19 Situation Administration's Facebook page. It, then, presents two research involving with online shopping and shopper's mood. It also covers strategies on designing textbook tasks in media literacy education and on segmenting Generation Z consumers for cruelty-free products.

Once again, thank you for your continuous support and enjoy reading!

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