

Communication Strategy of “Knowledge of Thai Traditional Medicine” to Counter Fake New on Social Networks of Thai Tradition Medical Agencies in Thailand

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Abstract

This research aimed to study about: 1) communication process; 2) communication strategy; 3) communication problems and obstacles; and 4) guidelines to communicate knowledge of Thai traditional medicine to counter fake news in social networks of Thai traditional medicine agencies by means of mixed method research. For quantitative one, samples from the central region of the country (from 22 provinces) were collected with the total number of 2,508 people. For qualitative method, in-depth interview was applied by selecting Thai medical agencies.

The findings revealed that : 1) communication process of knowledge of Thai traditional medicine to counter fake news in social networks was having Thai traditional medical personnel as key messengers and using suitable media with the target group of different age range. This was congruent with factors affecting “Knowledge of Thai Traditional Medicine” communication of Thai people. It was found that the samples had always received the information on this matter from the network of hospitals at a high level with the mean score of 4.11; 2) communication strategy involved propagating facts within twenty-four hours after fake news had been detected ; 3) significant problems and obstacles were those of quantity and speed of fake news on social media which was found to be in abundance; and 4) one communication guideline was that AI should be used to detect fake news and propagate facts, violation should be punishable by a fine, law should be strictly enforced and so forth.

Keywords: communication strategy, Thai Traditional Medicine, fake news, Thailand

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Introduction

The change in an evolution of world communication has an effect on advanced communication technology. There has been the development of online social networks for an abrupt communication, but it has brought about “fake news” since the pandemic spread of covid-19 virus from the year 2019 until now. The spread of fake news information was found on social media (Veronica P´erez-Rosas, V., Bennett Kleinberg, B., Lefevre, A. & Mihaela, R., 2017, p. 35-39) Meanwhile, we had been in the most critical situation of having no vaccine which was able to control the spread of covid-19 virus. Accordingly, World Health Organization (WHO) encouraged every country to join force in search of medical knowledge including traditional medicine, and herbs to cure this pandemic disease (Thai post Online, 2017, p. 3) This point was an ignition for people worldwide to be aware of accessing to information from social media (Jutatip Chanlun, 2020, p. 36-49). More Thai people also had begun to be interested in and looked for the method to count on Thai herbal medicine since this was supported by the research results published in a variety of research journals previously, and they were publicized through online media. Consequently, Knowledge of Thai Traditional Medicine had revisited in the Thai society again. (Thairat Online. 2021, p.4) However, this was also the stimulation of spreading distorted information shared with ignorance and misunderstanding until reaching the level of creating “fake news” with severe consequences on people’s mistaken self-care behavior leading to an increase in the level of ones who were infected with covid-19 disease (Phanwadee Chaikij, Sumonthip Chitsawang, 2021, p. 14-32).

Amid the situation of the pandemic covid-19 (May- July 2020), Thai people needed information about Corona Virus (covid-19) in the topmost position of information retrieval as being analyzed by Google Trends of the first five topmost searched words from using the keyword “covid-19” (Jutatip Chanlun, 2020, p. 36-49). It was found that Thai people have used social media to search for a great quantity of information. Consequently, this would affect in the risk of spreading fake news. The results of the survey carried out by Connected Life Project of Kantar TNS Company revealed distressing information that 40 percent of Thai people who believed in information retrieved from social media. This number was higher than that of many other countries under the investigation. A lot of fake news was connected with supplementary food and health. (Nuntika Noosom, 2018, p. 13-15).

Formerly, Ministry of Public Health encountered the situation of pandemic crises of bird flu and SARS, and it used communication strategy to build confidence of the people by giving facts (Sarawut Jubsri, 2021, p. 13-29). In case of the pandemic covid-19 in Thailand,

there was the communication through the networks of social media by Thai traditional medical agencies under the supervision of the Ministry of Public Health (World Health Organization/WHO, 2020, p. 64-69). However, the problem of fake news about knowledge of various types of Thai traditional medicine in social networks were still found until confusion emerged in the Thai society, starting from making content causing misunderstanding and also propagating distorted information by making its form to look reliable (Gelfert, 2018, 84-117).

From the survey on platforms of the media online, which was the space for the investigation of facts about health through the website cofact.org in the year 2023 in Thailand, it was found that the problems of fake news spreading related to Covid-19 in Thailand had two causes, namely 1. communication on Line application was in the form of closed-loop chat rooms, which made it hard to investigate and prevent the spread of fake news. 2. having prejudice by selectively shared something according to one's belief since it was in congruent with his own attitudes without examining any fact. Statistically, number of visits to five items of fake news from infographic news presenting repeatedly content related to Covid-19, namely 1.fake audio clips of medical personnel informing on how to behave oneself during the outbreak of Covid-19: 2.lime and soda can be used to kill Covid-19 disease: 3. alkaline blood lessens the chance of Covid-19 infection: 4. a postal parcel is a source of spreading diseases: and 5. standing in the sun can kill Covid-19 in one's body. These were accessed for 133,016 times by the people with 21,868 times of comments. **(Bangkok Business online, 2023, p.2)**

The above problem was congruent with the study by Nuntika Noosom (2018, p. 13-15), which was found that the spreading of fake news has been conducted for a long time in the form of word of mouth or leaflets. After that, when the Internet played considerably important role in communication until the present time, there has been the development of social networks. Accordingly, the forms of fake news have been adjusted as a consequence until it was able to be spread more easily and rapidly (Gross, 2018, p. 19). The context mentioned earlier was the starting point for the study on "Knowledge of Thai Traditional Medicine" to counter fake news in social media networks of Thai traditional medical agencies in Thailand.

Literature Review

For literature review, the author focused on bringing the concepts, theories related to health communication, the concept of fake news, the concept of social media networks, and the concept of media exposure with the present study as can be seen in the followings:

The Concept of Health Communication

“Health communication” has been connected with two sciences, namely “health” (Habib) and “communication” processes affecting directly to health improvement at an individual level as well as the social one. They have been blended with modern cultures through a variety of media in order to be able to affect health behavior of the target group as needed (WHO, 1996, p.69-73). Health communication consists of the following elements :1) a sender/ encoder is a health leader or health practitioner who initiates changes to the target group; 2) the message content; 3) media or activity channel, how to access to receivers including mass media, social media, community media, special activities and so on; 4) receivers consisting of the main target group, the secondary one and the people in general; each group of the people was able to show their reaction; there was a division of small groups in order to send messages properly to the target groups; 5) the outcomes of the communication are types of perception, interests, an awareness, health-care behavior; and 6) the impact arisen from conducting a communication project (Wasana Chansawang, 2550, p. 54-56). The author has brought about the concept of health communication elements to analyze communication process, communication strategy of “Knowledge of Thai Traditional Medicine” to counter fake news in social networks of Thai traditional medical agencies in Thailand.

The Concept of Fake News

“Fake news” has become terms used in a broader scope of meanings both of organic which is one intended to cause misunderstanding, and it may come from listening to each other without scrutinizing to see if they are facts and it is fake news, senders do not think that receivers may believe in it, but they hope to increase the number of shared information. Some items of news are seen as fake one because they are looked from different angles causing different interpretation among receivers whereas some are the real one, but they report about unreal facts (Pin Pattana, 2017, p. 59-62).

The content of fake news can be divided into seven forms, (Wardle, 2017, p.124-126) namely: 1) having imitating, mocking or satirizing content : 2) having guiding or persuasive content, it may have facts, but it is distorted in order to guide in one way or other; 3) having impersonating content by indicating source of information or claiming that the content has been released by the reliable source; 4) having invented content with an intention to construct all new fake news; 5) linking false content with news headlines, illustrations and details which are

not going in the same way; 6) having the content with wrong context, there is content with real information but it is not used to fit the context or the situation; and 7) having fraudulent content with real information, but it is used with deceitful intention. The researcher used the news content as a significant part when analyzing the characteristics of fake news in order to apply it with communication strategy to counter fake news via social networks.

The Concept of Social Networks

Social Networking Services (SNS) are platforms providing online services focusing on an exchange of information of mutual interests to create social networks or social relations to exchange information within the system (Namthip Wipawin, 2015, p. 119-127) in which its scope of uses can be divided into five types as in the followings (Jongrak Tesana, 2020, p.54-56). :

1. social network sites in which a user connects himself with other users, and favorite websites online. ;
2. Image Sharing and Messaging Sites;
3. video sharing sites are forms of social networks;
4. social blogging; and
5. social community and discussion sites.

This has been used by the researcher to study about communication process via social networks online.

The Concept Related to Media Exposure

The process of selective exposure or media exposure of Klapper, J.T.(1960, 175) is compared to a news filter in the perception of the receiver includes 4 stages as followed:

- 1) selective exposure is the personal channel of communication in which one selectively exposes to media and information from various informed sources according to his interests;
- 2) selective attention: an information receiver tends to pay attention only to news from any informed source he is interested in to support his original attitudes.
- 3) selective perception and interpretation
- 4) selective retention.

This concept was used with the study on communication process in the aspect of factors affecting a receiver's communication.

Research Methods

This study had the following objectives: 1) to study about communication media; 2) to study about communication strategy; 3) to study about problems and obstacles of communication; 4) to look for guidelines to communicate “Knowledge of Thai Traditional Medicine” to counter fake news in social networks by means of mixed methods research as in the followings:

1. For the qualitative research, population under study consisted of Thai people who were eighteen years old or older; the samples were Thai people who lived in twenty-two provinces located in the central region of the country, which is the business central district resided by the people with the behavior of having high access to information retrieval via online media. Then, quota sampling was applied with 114 people from each province with the total number of 2,508 people as well as applying accidental sampling until it reached the required number. Instruments used consisted of questionnaire online to study in accord with the objective of communication process on "Knowledge of Thai Traditional Medicine" in an aspect of factors affecting communication to promote health literacy. The rating scale was that of Likert's rating scales with five scales of ascending order. Number one means that one agrees with the least degree, whereas number five means that one agrees with the highest degree. Data were analyzed by means of Statistical Package for Social Science, including descriptive statistics, namely percentage, frequency, mean, and standard deviation.

The researchers had tried out the twelve-item questionnaire on factors affecting communication with the samples, using quota sampling (Krejcie & Morgan, 1970, p. 607-610) from the people who lived in the central region with the total number of 150 people, most of them were of working age and having a bachelor degree, who were between 18-25 years of age. Their monthly income was between baht 5,001-20,000. The questionnaire was that of Likert rating scales (Likert, 1967, p.90-95), the answers varying from five scales, namely one means the least, two means less, three means moderate, four means high, and five means the highest. The questionnaire was tested for its quality before applying with the research samples in an aspect of questions on factors affecting communication on "Knowledge of Thai Traditional Medicine" of Thai population in selective exposure to media.

Reliability was calculated from the reliability of each part of the questionnaire items by means of internal consistency, analyzing the Corrected Item-total Correlation (CITC) with the level of statistical significance of the test at .05. Twelve items, which passed the criteria, had the reliability value which was equivalent to .97. Normally, when the result approaches one, that item has the high level of reliability. This means that it is reliable to be used practically. Then the validity of the questionnaire was calculated using Cronbach's alpha coefficient (Cronbach, 1990, p.202-204).

2. For qualitative research, the samples were purposively selected from the Department of Thai Traditional and Alternative Medicine, Ministry of Public Health. Significant instrument was semi-structured interview to be used with two groups of ten key informants as in the followings:

1) The administrators, chief executive administrators had their duties to direct, prescribe communication strategies and select news items of “Knowledge of Thai Traditional Medicine” to counter fake news before presenting it in social networks.

2) Operating officers or working group of the Department of Thai Traditional and Alternative Medicine had their duties to detect fake news in social networks, collect information, content, and design the media on “Knowledge of Thai Traditional Medicine” communication so as to counter fake news in social networks.

Scope of the Content

In this research, the researcher had fixed the duration to conduct the study between October 2021 to April 2022. The guidelines for qualitative questions for the two groups of key informants covered the following aspects.

1) Communication process of “Knowledge of Thai Traditional Medicine” encompassed the followings: 1.1 a messenger; 1.2 messages; 1.3 stages of communication management to counter fake news; 1.4 channels of communication through social networks; 1.5 receivers or people in general; and 1.6 factors affecting communication to promote health literacy.

2) Communication strategy of “Knowledge of Thai Traditional Medicine” in the issues related to communication content and health outcome included: 2.1 factors facilitating receivers’ satisfaction; 2.2 increasing the quality of content ; 2.3 an explanation given by Thai traditional medical agencies; 2.4 people’s participation; 2.5 level of people’s confusion about information about “Knowledge of Thai Traditional Medicine,” which will be decreased once they receive the correct information; and 2.6 cooperating in the development of public health service and telemedicine;

3) Problems and obstacles of communication process on the issues related to communication process, and strategy to counter fake news.

4) Suggestions: there should be guidelines to counter fake news on social media of Thai traditional medical agencies in Thailand.

Results

The findings revealed that: 1) communication process of “Knowledge of Thai Traditional Medicine” to counter fake news in social networks of Thai traditional medical agencies in Thailand covered the followings: 1.1 a sender: the sender referred to the Department of Thai Traditional and Alternative Medicine had a significant role in communication to create confidence of the people during a great number of fake news phenomena found in social networks by using Thai traditional medicine personnel together with the personnel of the department networks as the main senders; 1.2 a message: the message was used to counter fake news focusing on news literacy with various types of fake news, such as one with disinformation, they had to propagate facts back to social media like fact about correct ways to consume Thai herbal medicine, an application of “Knowledge of Thai Traditional Medicine” with self-care as well as creating people literacy in the Thai society so that they were able to protect themselves against fake news (see Figure 1):

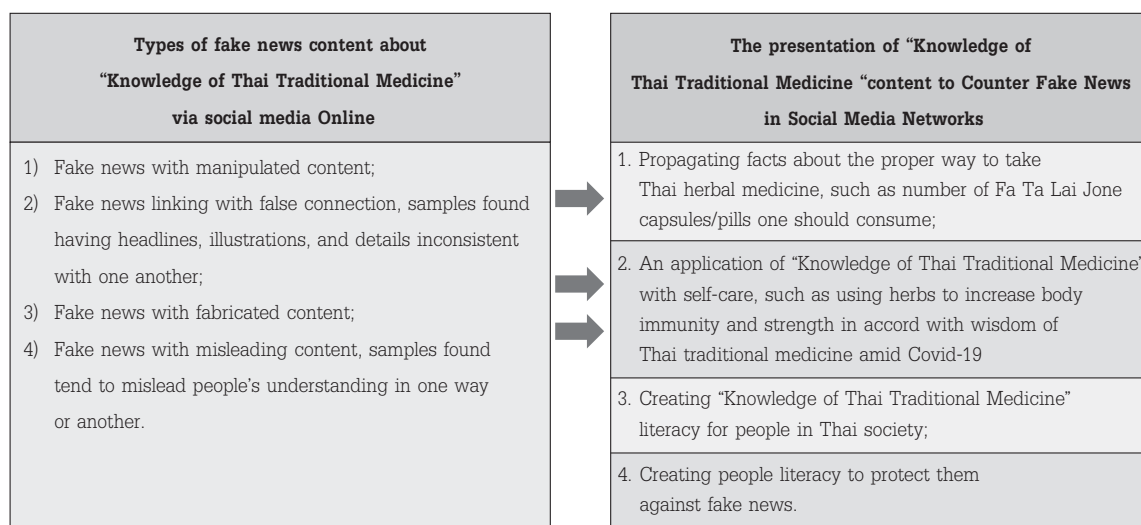


Figure 1: The presentation of “Knowledge of Thai Traditional Medicine” content to counter fake news in social media networks

1.3 There was the cooperation with the network of the Department of Thai Traditional and Alternative Medicine in order to consider, check facts of fake news together with retrieving facts to be propagated to public. For media management, a social network was used together with propagating facts within twenty-four hours after fake news had been detected ; 1.4.communication channels consisted of social networks and application owned by the

Department of Thai Traditional and Alternative Medicine, social networks related to the department, mass media, and independent agencies; 1.5 the receivers or the Thai people; 1.6 the outcome focusing on the revision of communication and evaluation each time it was propagated to the people; and 1.7 an impact was the construction of wave of knowledge and correct understanding which happened rapidly in the Thai society.

The results of quantitative study on factors affecting “Knowledge of Thai Traditional Medicine” communication revealed that the most affecting factor was that information on “Knowledge of Thai Traditional Medicine.” from the network of hospitals, village health volunteers (VHVS) or agencies related to Thai traditional medicine was at a high level with the mean score of 4.11. intelligible language was use when communicating with people, which was also at a high level with the mean score of 4.02 as can be seen from Figure 2.

Factors Affecting Communication	Mean Score	Affecting Level
1. Receiving information on “Knowledge of Thai Traditional Medicine” from Agencies Related to Thai Traditional Medicine	4.11	High
2. Language used is intelligible for the people.	4.11	High
3. Health information from Thai traditional medical agencies affects people’s decision to suggest other people use to care for their health.	4.02	High
4. People are able to retrieve information easily via online media.	4.00	High
5. Thai traditional medical agencies have a variety of communication channels via online media for the people to access to and they are able to communicate via Line, Facebook and so forth.	3.98	High
6. When the samples get confused with fake news, they are able to find information on how to behave themselves from Thai traditional medical agencies disseminated via online media.	3.98	High
7. The samples are confident that information from Thai traditional medical agencies can be reshared.	3.98	High

Figure 2: Factors Affecting Communication on “Knowledge of Thai Traditional Medicine” to counter Fake News Via Social Networks of Medical Agencies

2) Communication strategy of “Knowledge of Thai Traditional Medicine” to counter fake news on social media of Thai traditional medical agencies consisted of the followings: 2.1. the strategy of communication policy, which was suitable for each target group and propagate the content counterattacking fake news in unison in order to empower an ability to send the content of the messages in a large volume to replace as much fake news as they could, in so doing, people’s participation in sharing their information was constructed; 2.2 content strategy: there was situation assessment of fake news on online media, then it was analyzed and used to prepare the content propagating facts to counter fake news as a series so that the content communicated would be congruent with one another and it was also the most reliable one; 2.3 an explanation: the explanation was used to counter fake news by the government sector, which was relayed to the Department of Thai Traditional and Alternative Medicine in order for them to resume their duties in harmony with each other; moreover, an emphasis was put on the communication with a friendly manner to explain facts for correct understanding to the society; 2.4 the level of people’s confusion in the information about “Knowledge of Thai Traditional Medicine” would be decreased once they received correct information and facts rapidly within twenty-four hours after fake news was detected; 2.5 the strategy of time used to propagate information to counter fake news, focusing on propagating facts rapidly within twenty-four hours after fake news was detected.

3) Problems and obstacles to counter fake news on social networks of medical agencies in Thailand encompassed the following issues: 3.1 problems of fake news covered the followings: 1) it was of large quantity; 2) it was speedily propagated; 3.2 the problems of compiling facts to counter fake news included the followings: 1) there was the problem of having a great quantity of information, accordingly, there was a selection of information as needed by the Thai society; 2) the information of fake news was slipped away from the detection, causing misconceptions in people’s self-care found on social media and the department was unable to produce correct content and send it to the people thoroughly; 3.3 problems of receivers included: 1) the lack of confidence in bringing “Knowledge of Thai Traditional Medicine” to be used for people’s self-care; 2) people lacked the scrutinization of news content to see which one was fake and which one was not; 3.4 problems with communication channels covered the following topics: 1) there were too many communication channels in social networks until it was hard to control the direction of fake news; 2) there were no communication channels for the people to get access to the department rapidly; 3.5 the lack of information sources for basic knowledge on

Thai traditional medicine, which was adequately reliable in the Thai society; 3.6 problems of receivers included the followings: 1) people lacked knowledge and understanding and shared information because of their ignorance; 2) the social context; and 3) the lack of basic information which was the primary data in the society.

4). Communication guidelines to counter fake news via social networks included: 4.1 the communication process with the following guidelines: 1) an aspect of a messenger: the messenger should be confident in adapting “Knowledge of Thai Traditional Medicine” with their self-care regime by having people’s influencers as messengers because it helped to make people satisfied with it until they became more open-minded with news information; 2) an aspect of media channels: AI should be used to detect fake news via social networks; 3) an aspect of news content: the focus should be given on counterattacking fake news on social networks timely and keeping up with people’s interests; 4) an aspect of the receivers: people’s confidence in “Knowledge of Thai Traditional Medicine” should be initiated by bringing groups of influencers to become the messengers; 5) an aspect of media management: there should be knowledge management on the topic of “Knowledge of Thai Traditional Medicine” to be propagated to the people, also there should be the strict enforcement of law; and 6) the communication strategy: an emphasis should be put to proactively counter fake news in social networks as well as using AI as a tool to detect it.

Discussion / Conclusion

Since the spread of Covid-19 in the year 2018 until now, Thailand has found the abrupt spread of fake news information via social media online (Cherd Bundasak, 2019, p. 1). From in-depth interview information of the Department of Thai Traditional and Alternative Medicine this time, types of different characteristics of fake news were found, which included: 1. news presented with deceptive content; 2. fake news linking with incorrect information; and 3. fake news with fabricated content, which could be found the most from this study.

This point of view was congruent with the study by Gelfert, A. (2018, p. 84-117) on the topic “Fake News: A Definition,” and it was found that fake news had been originated by a design of phrases. It is the design of sources, and channels in which fake news is spread intentionally or unintentionally to affect public’s cognitive process, which is consistent with the study by Kheawpan Leelasorn (2018, p. 1), who classifies types of fake news and one

with misleading information, which is the presentation of news with misinformation and it can be found in one with an intention to cause misunderstandings. The present study on health communication has found the following significant aspects:

1) Significant communication process affecting the planning of policy to counter fake news this time included the followings: 1) the senders had an impact on leading changes to Thai people by having the leading health personnel or health practitioners to communicate with the people (Wasana Chansawang, 2007, p. 54-56),. This was consistent with information on “Knowledge of Thai Traditional Medicine” from agencies related to Thai traditional medicine, which was at a high level with the mean score of 4.11. Moreover, intelligible language was used with the people at a high level with the mean score of 4.02. Furthermore, the Department of Thai Traditional and Alternative Medicine has the system to detect fake news via the network of social media online in order to compile facts to counter types of fake news to be accessed easily by the people. This was consistent with the study by Xinyi, Z., Reza, Z., Kai, S. & Huan, L. (2019, p 836-837). on the topic, “ Fake News: Fundamental Theories, Detection Strategies and Challenges,” and it was found that the significant strategy was that there should be the detection of fake news in social networks, so as to use it in the planning of content.. For this study, the Department of Thai Traditional and Alternative Medicine had created better understanding and consciousness to support, change , and maintain suitable health behavior as in the followings: 1. facts about the proper way to take Thai herbal medicine; 2. an application of “Knowledge of Thai Traditional Medicine” with self-care, such as using herbs to increase body immunity and strength in accord with wisdom of Thai traditional medicine amid Covid-19 situation; 3. creating Thai people literacy on “Knowledge of Thai Traditional medicine” and how to protect themselves against fake news. This communication process was in accord with the study by Benjawan Khunwiroteluksana, Supakit Iddisai and Arnon Tubtiang (2020, p. 196-213) on the topic of factors decreasing the spread of fake news online, and it was found that factors affecting a decrease in the spread of fake news online could be ranked from the most degree to the least one in the following sequence: 1) the receiver factor; 2) the factor of ones publicizing news information; 3) the factor of social media; and 4) the government factor with the coefficient of 0.355, 0.126, 0.11, and 0.104, respectively. This had positive effects on the decrease of fake news, which was spread on social media online.

2) The communication strategy: The communication strategy was that one who disseminated news had to assess the situation of fake news in social networks before compiling facts in the same series so as to counter fake news and communicate the content in the same way by using the strengths of social media in terms of speedy communication with a large quantity of content via social networks of the Department of Thai Traditional and Alternative Medicine's alliances. This was in accord with the study by Benjawan Khunwiroteluksana, Supakit Iddisai and Arnon Tubtiang (2020, p. 196-213) on the topic of factors decreasing the spread of fake news online. It was found that factors affecting a decrease in the spread of fake news online could be ranked from the highest degree to the least one in the following sequence: 1) the factor of receivers; 2) the factor of ones publicizing news information; 3) the factor of social media; and 4) the government factors with the coefficient of 0.355, 0.126, 0.11, and 0.104, respectively. The factors mentioned above had positive effects on the decrease of fake news spread on online social media.

3) Significant problems and obstacles of fake news: there was a great deal of fake news speedily publicized in social networks together with the spread of infodemic in the online world. Isariya Pireepairit. (2017, p. 3) said that human behavior tended to "believe in what they have believed in before" or they have confirmation bias causing incorrect news without facts, but catches readers' fancy. It has also become popular by means of retweeting or sharing information perceived like what other people do until it is hard to know the informed sources. Consequently, fake news is spread widely until there is no space for facts. However, Lazer et al. (2018, p. 1094-1096.) specify that fake news is not just restricted to false content, but includes the writing of poor quality news, and advertising products or services to cause misunderstandings;

4) Significant guidelines used to counterattack fake news in social networks of Thai traditional medical agencies in Thailand included: first, highlighting the strength of the messengers by bringing groups of influencers to become communication leaders for Thai people as well as an alignment of guidelines for news publishers to share their parts in controlling the spread of fake news proactively; second, emphasizing the dissemination strategy by making use of AI as the tool to detect fake news. However, the obstacle of managing the spread of fake news still exists since in Thailand there is no forceful law, but there is the Defamation law and the Computer Crimes Act in which one who spreads fake news will encounter life imprisonment for a period of seven years (Chalermchai Kokkeadtikul,

Thanyanontanat Danpaiboon. 2018, p. 174-192), whereas in some countries such as Germany that specifies a fine of 50 million euros with a media company which refuses or does not agree to bring out unlawful content from the media within twenty-four hours (European Commission, 2018a). Thus, the significant guideline of Thailand is that there should be the imposition of high fine penalty to control the society; third, there should be knowledge management or KM on the topic, "Knowledge of Thai Traditional Medicine." Although the Department has disseminated it to the people continually, there should be the study on guidelines for the production of content too. This was congruent with the study conducted by Chalermchai Kokkeadtikul, Thanyanontanat Danpaiboon (2018, p.174-192) on the topic, "Fake News: Problems and Challenges." And it was found that content creators and content organizers had to adjust their professionalism in the production of reliable and qualified content. Moreover, there should be an encouragement to bring about the production of more analytical news for the consumers. This was also consistent with the study by Paporn Phuttitanakarn and Akawit Theintawon (2020, p. 173-182) on the topic, "Development Guidelines of Media Literacy for Fake News for Undergraduate Students in Bangkok." It was found that there should be the construction of body of knowledge for the students of the receivers so that they will have media literacy with the habit of analyzing causes and thinking critically.

Strengths and Limitations

This study has a few limitations. First, an analysis of communication strategy to counter fake news on social networks of Thai traditional medicine agencies should include collecting data from related agencies in each region countrywide. Data collected especially from the department may not be a real representative of deep-rooted problems and obstacles found at work since all contexts of fake news will lead to communication planning. Secondly, the study of social media this time collected data, which was propagated to counter fake news for the duration of one year, but problems of fake news have occurred for a very long period of time. Thus, the future study should trace back and collect data propagated for the long duration so that one can study the characteristics of fake news in various perspectives. Thirdly, the study of fake news strategy should classify its types which will lead to communication strategy to counter fake news in the future. Finally, findings from communication strategy to counter fake news from this study may be useful in the communication of content to counter fake news of Thailand and any other countries worldwide confronting with fake news in social networks.

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