

NEUNGHATHAI KHOPOLKLANG : CAUSAL RELATIONSHIP  
MODEL ON SOCIAL NETWORK WEBSITES AFFECTING  
VIOLENCE AGAINST WOMEN. THESIS ADVISOR : ASSOC.  
PROF. WEERAPONG PONIGORNGIT, Ph.D., 424 PP.

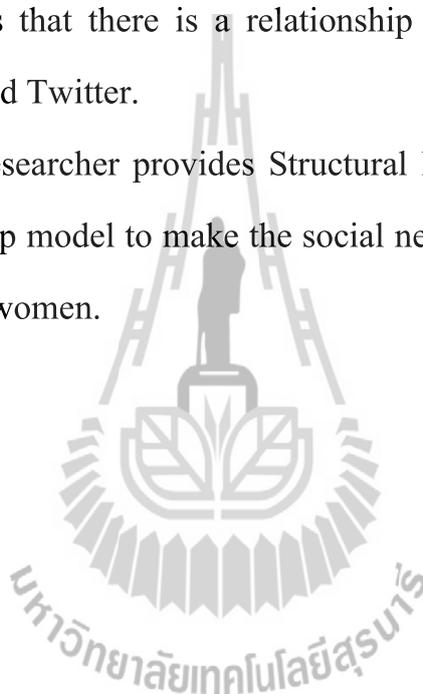
## CAUSAL RELATIONSHIP MODEL, SOCIAL NETWORK WEBSITES AND AGAINST WOMEN

The ultimate aims of this research are to study the causes for the social network websites to influence the violence against women, to analyse the causal relationship among those, and to develop a causal relationship model that makes social network websites influence the violence against women. The research was conducted by using a mixed method approach together with the causal model analysis. In addition, M Plus computer program was used to analyze Structural Equation Model (SEM).

The research finds that the causes can be categorised into four groups. The first group is the factors at the individual level including gender and age. The second group is related to factors at the social level including characteristics of the circulated topic affecting word-of-mouth, the social network, and opinion leaders. Next, the third group is about content of violence against women including characteristics and types of the violence. The last group is the specification of Web 2.0 including website specifications of Facebook and Twitter's communication tools. However, there are two factors at the individual level that do not contribute to violence against women which are education and occupation

The results from the analysis of the relationship among the causes find that the influence of Facebook and Twitter's communication tools has the highest impact while the content of violence against women has the smallest influence. The characteristics of circulated topic affecting word-of-mouth are also associated with Facebook and Twitter's communication tools, opinion leader's relationship and also related to social network. In addition, the researcher also finds that there is a relationship among the communication tools on Facebook and Twitter.

Finally, the researcher provides Structural Equation Model to develop the causal relationship model to make the social network websites to influence the violence against women.



School of Information Technology

Academic Year 2013

Student's Signature \_\_\_\_\_

Advisor's Signature \_\_\_\_\_