

Empirical Study on the Influencing Factors of Cultural Space Communication Effect in Lou Di City

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Abstract

In the rapidly evolving media landscape, subcultural communication has attracted much attention. However, due to its long duration and low entertainment value, it struggles to create a lasting impact on collective and social memory. This research explores the potential of physical cultural spaces as a new avenue for effective cultural communication. Through quantitative research, the study focuses on the factors influencing the communication impact of public cultural spaces in Lou Di City. The results indicate that attributes such as attention-grabbing, engagement, innovation, ambiance, uniqueness, relevance, clarity, usefulness, recommendations, and satisfaction significantly influence the communication impact of cultural spaces. These findings can guide the enhancement and theoretical reconstruction of cultural spaces.

Keywords: *Cultural Space, Communication Effect, Influencing Factors, Lou Di City, China.*

Introduction

Accompanied by the rapid changes in new media technology, cultural communication ushers in opportunities and challenges. The text, pictures, audio, video, and AI experience provided by new media make cultural communication more vivid and efficient and meet the needs of different audiences. At the same time, the large amount of fragmented information makes high-quality cultural content a short-lived surprise, making it difficult for audiences to watch it in its entirety and generate long-term media and collective memory. Despite the gradual increase in the popularity of new media technologies, there is still a digital divide that prevents some regions and groups of people from fully utilizing new media technologies to participate in cultural communication, thus significantly reducing the effectiveness of cultural communication. As an essential part of urban renewal and transformation, cultural spaces provide cities with important places for cultural display and exhibition, cultural exchange, and dialog. The display of culture and the development of cultural activities promote the interaction and connection of urban residents, enhance their sense of identity and belonging, and become a new territory for cultural communication.

The trend of the "spatial turn" began in the mid-to-late 20th century, and its intervention in communication science has given rise to "spatial communication" as an important new perspective of communication. Facing the situation of "attention scarcity" in the era of integrated media, new media itself has the characteristics of blending the virtual and the real.

In the face of the "attention scarcity" situation in the era of integrated media, the characteristics of the new media itself, such as the fusion of the virtual and the real, have made urbanites not only pay attention to the "urban" scene constructed by the mainstream virtual media but also start to return to the actual scene of the city. Liu Na, Zhang Luxi (2017) pointed out that the great communication significance contained in urban cultural space makes the value of its research more prominent. As a result, the study of the influencing factors of the communication effect of cultural space becomes particularly important.

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Research Objectives

This study aims to study the factors influencing the public cultural space in Lou Di City and provide scientific theoretical guidance for improving and reconstructing it.

Research Methods

This study employs a quantitative research method. The samples of this study are 397 designers and architects in China.

Model Construction and Questionnaire Design

In order to provide a more comprehensive perspective and a better description of the factors influencing cultural and spatial diffusion in Lou Di City, this study tries to propose a hypothetical model, as shown in Figure 1. The model construction is based on the Theory of Rational Behavior TRA (Ajzen, 1975), the Theory of Planned Behavior TPB (Ajzen, 1991), the Theory of Diffusion of Innovations (Rogers, 1962), and the Technology Acceptance Model TAM (Davis, 1989), extends the technology acceptance model by adding other factors that affect the spatial diffusion of culture in Lourdes.

H1(CSCC -> CSTP): Cultural Space Communication Content (CSCC) composed of Fun (FU), Conspicuity (CO), and Creativity (CR) directly influences the Technical Perception of Cultural Space Technology Perception (CSTP).

H2(CSCS -> CSTP): Cultural Space Communication Subject (CSCS) composed of Atmosphere (AT), Uniqueness (UN), and Agreement (AG) directly influence the Cultural Space Technology Perception (CSTP)

H3(CSTP -> CSCI): Cultural Space Technology Perception (CSTP) such as perceived ease of use and perceived usefulness influence residents' Cultural Space Communication Identity (CSCI)

H4(CSCI -> REBP): Cultural Space Communication Identity (CSCI) influences residents' behavioral participation intention of cultural space (REBP)

H5(CSCC->CSTP->CSCI->REBP): Cultural Space Technology Perception (CSTP) mediates the cultural space; the communication content of the cultural space, the communication subject's communication identity of the cultural space (CSCI)

H6(CSCS->CSTP->CSCI->REBP): Cultural Space Communication Identity (CSCI) mediates the influence of the technology perception of the cultural space on the residents' behavioral participation (REBP)

The influencing factors of communication effects are closely related to the communication effects, and in determining the influencing factors, all the latent and measured variables are partly adapted from the mature scales in foreign literature and partly from domestic published master's and doctoral dissertations in related fields. Considering the immaturity of the quantitative indicators about the communication effects of cultural spaces, we supplemented with 15 key informants interviews for verification and supplementation. We adjusted and improved the questionnaire according to the feedback to form the final version of the preliminary questionnaire. In order to ensure the scientific rigor of the survey, before the formal survey, we conducted a questionnaire prediction through the pre-survey data on the questionnaire's credibility, validity, and other relevant information to carry out a preliminary test, and timely investigation of credibility is not high questions to form the final version of the questionnaire.

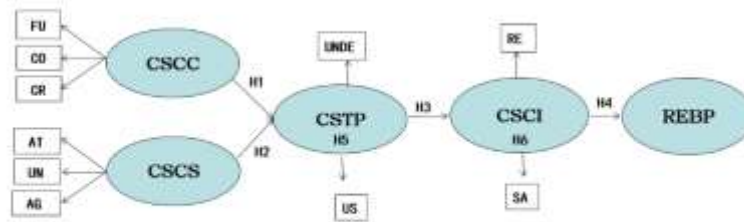


Figure 1: Hypothetical Model of Factors Influencing the Effectiveness of Communication in Cultural Spaces

Demographic Descriptive Statistics of Survey Respondents

Table 1: Frequency Analysis of Demographic Variables

Variable	Description	Frequency	Percentage
gender	man	155	39.00%
	woman	242	61.00%
age	<18	4	1.00%
	18-30	84	21.20%
	30-40	155	39.00%
	40-50	116	29.20%
	> 50	38	9.60%
education	junior college	80	20.20%
	undergraduate course	198	49.90%
	Master's degree or above	59	14.90%
	others	60	15.10%
income	< 3000	76	19.10%
	3001 -5000	106	26.70%
	5001 - 8000	128	32.20%
	8001- 10000	39	9.80%
	> 10000	48	12.10%

According to the analysis results in Table 1, the demographic variables' numerical characteristics reflect the respondents' distribution in this survey. Regarding gender, 39% of respondents are male and 61% are female respectively; the age distribution shows that it is mainly concentrated in the young and middle-aged groups aged 30 to 50, and the proportion of undergraduate education and above is nearly 70%. The main body of the income is concentrated in the range of 3,000 yuan to 10,000 yuan. The overall sampling characteristics align with the demographic characteristics of the city of Lou Di, and the sampling group is representative.

Descriptive Statistics of Research Variables

Descriptive statistics of variables refers to the use of descriptive statistical analysis of the current situation of the research problem of the overall analysis; through the interpretation of the results of the analysis of the current situation, we have a comprehensive understanding of the problem we want to study, to lay the foundation for further data mining, interpretation and so on. This research is about the study of the influence of factors on the dissemination effect of the cultural space in Lou Di City; the status quo analysis can provide the satisfaction and participation of the permanent residents of Lou Di City on the current status of the current public cultural space, descriptive analysis in SPSS version 27 can realize the analysis process and present the results.

Table 2: Descriptive Statistics of Variables

Items	z	N	Mean value	Standard deviation
FU		397	3.79	0.86
CO		397	3.85	0.79
CR		397	3.78	0.81
AT		397	3.84	0.77
UN		397	3.79	0.77
AG		397	3.85	0.75
UNDE		397	3.93	0.73
US		397	3.91	0.77
RE		397	3.85	0.79
SA		397	3.82	0.79
PA		397	3.91	0.74

From Table 2, it can be seen that the fun, eye-catching, innovation, sense of atmosphere, uniqueness, degree of fit, ease of understanding, usefulness, recommendation, satisfaction, and behavioral participation are a total of 11 factors affecting the effect of communication of the cultural space in Lou Di City status quo situation. For example, the average score of the current status of the cultural space communication factors of interest is 3.79 points, compared with the original quantitative score in this questionnaire survey, in which 2 points = disagree, 3 points = general, and 4 points = agree. It can be seen that the residents of Lou Di City the current Lou Di City, the public cultural space of the fun experience feel general, tend to agree, from 5 points of very satisfied, there is still a great distance, that is, Lou Di City, the cultural space communication activities in the interest of presenting an intermediate to a high level. By analogy, the average value of other indicators such as eye-catching, innovation, sense of atmosphere, uniqueness, and degree of fit are all above 3.7. The average value of indicators such as easy to understand, usefulness, recommendation, and satisfaction are all above 3.8, which shows a certain degree of acceptance of the overall status quo of the communication of the existing cultural space among the interviewees. However, there is still a certain distance from being very satisfied, which means that the communication of the cultural space in Lou Di City still needs to be improved.

Reliability Testing

The reliability test in this study mainly adopts three methods: Cronbach alpha coefficient (CA), Construct reliability (CR), and Average Variance Extracted (AVE). The CA coefficient takes a value between 0 and 1; when it is more significant than 0.7, it is very reliable, and more significant than 0.9, it is very reliable; the CR value detects the internal consistency of the indicators between the models, and 0.7 is the acceptable threshold (Hair, 1997), and the value of 0.6 or above is suggested by (Fornell & Larcker, 1981); the AVE value is 0.5 as the critical value and 0.5 as the critical value, generally takes 0.5 as the critical criterion, and when its value is more significant than 0.5, it indicates that the composite validity is good. Table 3 shows

that the CA values of this scale are all between 0.8 and 0.9, indicating good internal reliability; CR values are all above 0.9, indicating strong internal consistency; and AVE values are all above 0.7, indicating good compound validity.

Table 3. Scale Reliability Test

First Order Constructs	Items	Loadings	T statistics	P	CA	CR	AVE
AG	AG1	0.851	59.597	0.000	0.860	0.905	0.704
	AG2	0.849	53.566	0.000			
	AG3	0.866	71.931	0.000			
	AG4	0.79	36.429	0.000			
AT	AT1	0.864	55.373	0.000	0.875	0.914	0.728
	AT2	0.863	64.186	0.000			
	AT3	0.85	59.046	0.000			
	AT4	0.835	53.561	0.000			
CO	CO1	0.846	55.333	0.000	0.870	0.911	0.720
	CO2	0.85	64.08	0.000			
	CO3	0.844	59.815	0.000			
	CO4	0.854	61.86	0.000			
CR	CR1	0.85	59.809	0.000	0.834	0.900	0.750
	CR2	0.879	77.859	0.000			
	CR3	0.869	66.549	0.000			
FU	FU1	0.91	113.754	0.000	0.868	0.919	0.791
	FU2	0.884	76.702	0.000			
	FU3	0.875	65.996	0.000			
PA	PA1	0.887	84.741	0.000	0.855	0.902	0.698
	PA2	0.826	50.362	0.000			
	PA3	0.827	52.294	0.000			
	PA4	0.799	38.46	0.000			
RE	RE1	0.865	72.93	0.000	0.879	0.917	0.734
	RE2	0.847	60.032	0.000			
	RE3	0.863	82.869	0.000			
	RE4	0.852	68.038	0.000			
SA	SA1	0.866	74.894	0.000	0.882	0.919	0.739
	SA2	0.837	57.945	0.000			
	SA3	0.866	73.615	0.000			
	SA4	0.87	75.336	0.000			
UN	UN1	0.777	33.369	0.000	0.835	0.889	0.668
	UN2	0.827	43.043	0.000			
	UN3	0.851	61.855	0.000			
	UN4	0.813	38.946	0.000			
UNDE	UNDE1	0.889	80.225	0.000	0.882	0.919	0.739
	UNDE2	0.836	57.4	0.000			
	UNDE3	0.858	68.594	0.000			
	UNDE4	0.854	61.075	0.000			
US	US1	0.885	75.601	0.000	0.907	0.931	0.729
	US2	0.889	86.396	0.000			
	US3	0.825	53.693	0.000			
	US4	0.834	56.767	0.000			

	US5	0.835	61.591	0.000						
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Validity Testing

In this study, the validity of the constructs was verified using HTMT. HTMT (Heterotrait-Monotrait Ratio) (Henseler et al., 2015) is a statistical method used to validate the validity of constructs. It is often used in structural equation modeling (SEM) to compare the different latent variables to confirm whether they correlate more with their associated observed variables than with other latent variables. They suggested setting the threshold of HTMT below 0.90 to ensure that other variables do not confound the correlation between two latent variables. However, as research progressed and practical experience was gained, some researchers adjusted the threshold to below 0.85, which was considered more stringent. The detailed results of this study are presented in Table 4. Based on the correlation matrix provided in Table 4, it can be seen that the HTMT values between each of the two variables in this study are lower than 0.85, indicating that, as a whole, each variable has an excellent discriminatory validity.

Table 4. Validity Test for Each Variable

Items	UNDE	US	RE	SA	PA	FU	CO	CR	AT	UN	AG
UNDE											
US	0.734										
RE	0.603	0.625									
SA	0.646	0.587	0.783								
PA	0.583	0.520	0.697	0.734							
FU	0.588	0.595	0.472	0.410	0.461						
CO	0.609	0.594	0.450	0.423	0.487	0.714					
CR	0.558	0.554	0.338	0.341	0.438	0.748	0.742				
AT	0.478	0.373	0.249	0.307	0.311	0.312	0.246	0.271			
UN	0.510	0.428	0.348	0.372	0.436	0.284	0.244	0.317	0.768		
AG	0.543	0.480	0.368	0.460	0.476	0.325	0.291	0.278	0.711	0.715	

Assumptions and Model Validation

This study constructs its structural equation modeling. Structural equation modeling is the method of empirical analysis that divides variables into measurable and potential variables and verifies the hypothesized relationship between the measurable and potential variables. In this study, the model and hypotheses were tested by Smartpls4.0, and the model fit R-square, predictive relevance index Q², and effect size (f^2) were selected to test the model's reliability and aggregation validity; Bootstrap repetitive sampling method (Chin W, 1998) was used to conduct the path analysis and to test the significance of the relationship between the model variables.

R-Square of Model Fit

Model fit R-squared (R-squared) is a commonly used metric for assessing the goodness of fit of a regression model, which indicates the proportion of the variance in the dependent variable that can be explained by the independent variable and takes a value between 0 and 1. In general, an R-squared of the endogenous latent variable greater than 0.67 indicates a robust explanation; between 0.33 and 0.67 indicates a moderately strong explanation; between 0.19 and 0.33 indicates a small explanation, and when it is lower than 0.19, it means that there is little explanation. As can be seen from Table 5, the R-square of the three dependent variables of residents' behavioral participation, communication identity, and communication technology perception are 0.459, 0.529, and 0.430, respectively. These results indicate that our regression model explains the variations in residents' behavioral, technological perception, and identity toward cultural spatial communication in Lou Di City relatively well. The model has the most muscular explanatory power

regarding technological perception, mainly reflecting the importance of technology for cultural space communication.

Table 5. R-Square of Model Fit

Items	R-square	R-square adjusted
REBP	0.459	0.458
CSTP	0.529	0.527
CSCI	0.430	0.429

Predictive Relevance Indicator Q^2

The predictive relevance metric Q^2 (Q-squared) assesses the external predictive power of a structural equation model (SEM). It measures the model's generalization performance to new data, i.e., how well it performs with unseen data. Q^2 values typically range from 0 to 1, with closer to 1 indicating that the model's predictive ability on new, unseen data is better. Specifically, a Q^2 greater than 0 implies that the model has some predictive ability, a Q^2 between 0.02 and 0.13 indicates less predictive ability, a Q^2 such as between 0.13 and 0.26 indicates average predictive ability and a Q^2 greater than 0.26 indicates better predictive ability. The results of this study are shown in Table 6 below, which shows that the prediction accuracy in these three aspects is 31.7%, 43.1%, and 36.1%, respectively. It shows that our model performs well in predicting Lou Di City residents' communication behavior, technology perception, and identity of cultural space, especially in the aspect of technology perception, which has the highest degree of prediction accuracy.

Table 6. Forecast of Relevant Indicators Q^2

Items	S	SSE	$Q^2 (=1-SSE/SSO)$
REBP	1588	1084.261	0.317
CSTP	794	451.437	0.431
CSCI	794	507.377	0.361

Covariance Diagnosis VIF

Cointegration diagnosis is one of the methods used to check for the presence of multicollinearity between independent variables. VIF (Variance Inflation Factor) is a commonly used covariance diagnostic measure of linear correlation between independent variables. A value of VIF (Belsley, D. A, 1984) greater than 10 or 5 may indicate a multicollinearity problem. As can be seen from the specific results in Table 7, the VIF values between the measured variables in this study are 1.949, 1.927, 2.006, 2.023, 1.985, 1.831, 1.756, 1.756, 1.912, 1.912, and the VIF values of each question item are between 1 and 3, which are lower than 5. This indicates that the model does not suffer from covariance, has no high levels of variable correlation or linear correlation, and has a high predictive ability for new data.

Table 7: Co-Linearity Diagnostic VIF

Items	VIF	Items	VIF	Items	VIF
FU	1.949	AT1	2.388	UNDE1	2.662
CO	1.927	AT2	2.201	UNDE2	2.07
CR	2.006	AT3	2.125	UNDE3	2.243
AT	2.023	AT4	1.995	UNDE4	2.185

UN	1.985	UN1	1.712	US1	2.884
AG	1.831	UN2	1.792	US2	2.985
UNDE	1.756	UN3	1.935	US3	2.218
US	1.756	UN4	1.779	US4	2.272
RE	1.912	AG1	2.13	US5	2.236
SA	1.912	AG2	2.11	PA1	2.557
FU1	2.636	AG3	2.124	PA2	1.979
FU2	2.22	AG4	1.759	PA3	1.857
FU3	2.14	RE1	2.358	PA4	1.823
CO1	2.134	RE2	2.128		
CO2	2.078	RE3	2.154		
CO3	2.086	RE4	2.218		
CO4	2.113	SA1	2.277		
CR1	1.965	SA2	2.045		
CR2	1.897	SA3	2.373		
CR3	1.945	SA4	2.347		

Effect Size and Path Coefficients

In Structural Equation Modeling (SEM), SmartPLS is a commonly used tool to analyze a model's relationship between effect size and path coefficients. Path coefficients are used to quantify the strength of direct relationships between variables. At the same time, effect sizes are represented by path coefficients, which reflect the degree of influence between variables in the model.

Table 8. Effect Values and Path Coefficient Values

Path	f-square	Original sample	T	P
CSCC -> CSTP	0.542	0.534	15.785	0.000
CSCS -> CSTP	0.23	0.348	9.554	0.000
CSTP -> CSCI	0.754	0.656	24.053	0.000
CSCI -> REBP	0.849	0.678	22.236	0.000
CSCC->CSTP->CSCI->REBP		0.237	10.677	0.000
CSCS->CSTP->CSCI->REBP		0.155	7.993	0.000

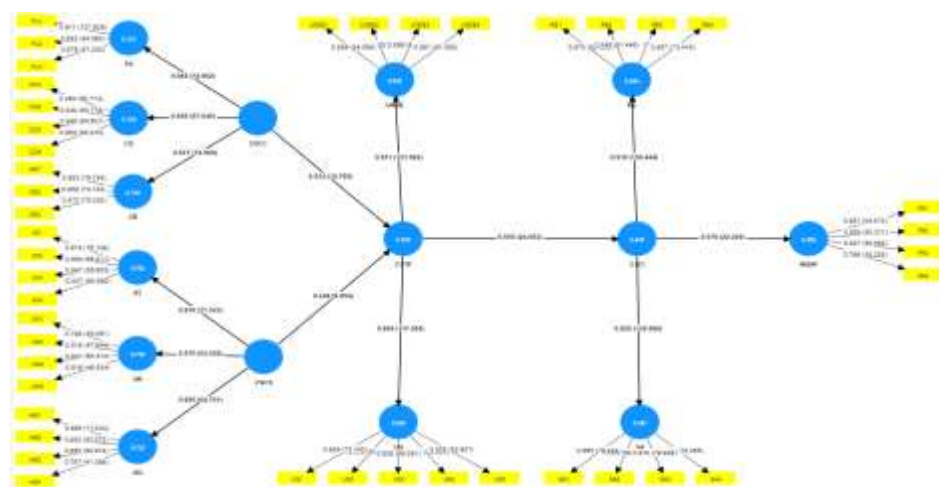


Fig. 2 Path Coefficient Diagram of Factors Influencing the Effectiveness of Cultural Space Communication

As can be seen from Table 8, of the four critical variables in this study, the f-square value of cultural space communication content on technology perception is 0.542, the f-square value of cultural space communication subject on technology perception is 0.230, the f-square value of communication technology perception on communication identity is 0.754, and the f-square value of communication identity on residents' behavioral involvement is 0.849. square value is 0.849. according to Cohen's (1992) study, it is suggested that the effect values influence the effect at the level of 0.35 (high), 0.15 (medium), and 0.02 (low) from high to low, which indicates that the respective variables have a high level of influence on the dependent variable in this study.

It can also be seen from Figure 2 that communication content has a significant positive effect on technology perception ($\beta=0.534$, $P<0.001$), communication subject has a significant positive effect on technology perception ($\beta=0.348$, $P<0.001$), technology perception has a significant positive effect on communication identity ($\beta=0.656$, $P<0.001$), communication identity has a significant favorable influence ($\beta=0.678$, $P<0.001$). From the Bootstrap mediation effect test in the above table, it can be seen that technology perception and communication identity positively affect the effect of communication content on behavioral participation ($\beta=0.238$, $P<0.001$), indicating a significant mediation effect. Technology perception and communication identity positively affect the influence of communication subjects on behavioral participation ($\beta=0.155$, $P<0.001$), indicating a significant mediation effect.

Research Conclusion

By analyzing and discussing the relationship between the variables and their path coefficients in the model of factors influencing the communication effect of cultural space in Lou Di City. The results show that all seven hypotheses in this study are significantly established. Interestingness, eye-catchingness, innovativeness, sense of atmosphere, uniqueness, degree of fit, ease of comprehension, usefulness, recommendation, and satisfaction, totaling ten factors, are essential factors affecting the communication effect of cultural space in Lou Di City.

From the viewpoint of communication content factors, obtaining residents' content recognition of cultural space is necessary. Cultural space communication content to obtain more residents' recognition, mainly in the fun, eye-catching, innovative, and other aspects of the effort. Lou Di City cultural space content settings should be introduced into more fields of talent; cultural information content needs more cross-field talents to carry out rigorous checks and co-creation to ensure that it is interesting, eye-catching degree, and innovative aspects of both timeliness and long-term.

From the viewpoint of the factor of the main body of communication, it is necessary to obtain the residents' liking and closeness to the ontology of the cultural space. Cultural space communication body to get more residents like and close, mainly in the atmosphere sense, uniqueness, fit degree, and other aspects of the effort. The choice of the main body of the cultural space in Lou Di City should consider the layout of the whole city, not "each one for himself," resulting in a cultural space of the same, similar.

From the point of view of technical perception factors, 1) To improve the comprehensibility of cultural space, cultural space managers need to enhance professional awareness through extensive research in the design of cultural space to invite experts and scholars team, permanent residents team, drawing on the voices of the people, professional design of cultural space and strict control, not only to allow residents to quickly and clearly understand the cultural information of the cultural space, but also not to let the cultural space to lose the cultural taste. (2) Improve the usefulness of the cultural space. When designing and developing a cultural space, the development team should consider whether the content can help residents increase their knowledge and enrich their conversation topics, significantly deepen the understanding of residents and foreign tourists of local culture, beautify the environment, and enhance the city's style.

From the point of view of the spread of identity factors, and actively create conditions to enhance the residents of the cultural space of the degree of recommendation and satisfaction, for the more mature cultural space, the need for timely maintenance, and actively update, so that these cultural spaces are not

due to the changes of the times and gradually obliterated in the flow of people, the emerging cultural space, so that these cultural spaces to maintain its due state, to become the memory of the generation after the generation. For new cultural spaces, it is necessary to fully consider the indicators of the residents from the source of design, such as cultural level, age status, hobbies, and living habits, so that the residents have a natural sense of closeness to the new cultural space, and enhance the residents' desire and opportunity to recommend and share the cultural space. As Srijinda (2024) says, stakeholders must realize the significance of both textual and contextual factors in developing the Thai Y series as a soft power resource. The design of cultural space should fully consider the needs and viewing context of the users of cultural space.

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