

The effective media to promote an accurate image of persons with disabilities: Social media users' perspectives

Ratirot Chansomdee¹, Ph.D. candidate. Email: ratirot.cha@gmail.com

Tavee Cheausuwantavee^{1,2}, Ph.D., Associate Professor. Email: tavee126@hotmail.com

Issavara Sirirungruang¹, Ph.D., Lecturer. Email: isvrss@googlemail.com

¹Ratchasuda College, Mahidol University, 4 th Phuttamonton Road, Salaya , Phuttamonton District, Nakornprathom Province, Thailand, 73170

²Corresponding author

Abstract

The objective of this qualitative study was to explore PWDs and key stakeholders' perspectives about what content and genre of media should be used to promote positive attitudes of society toward PWDs. The participants were Facebook and LINE users who were purposively selected by snowball sampling through the announcement on the Facebook page. There were eight key informants participated in this study, including two PWDs, a private media producer, two general social media users and three researchers (one with disability and two without disability). Four focus groups and information sharing among participants via LINE group were conducted. Transcriptions from the participants were analyzed. Findings illustrate that negative images of PWDs still persist in various plots in current and existing media. New media presenting images of PWDs as people with multi-dimensional human being should be promoted and created. Socialization and cultivation of inclusive living between PWDs and the others in society since childhood are important to promote understanding, leading to positive attitudes. A short film is a current suitable media type to promote positive attitudes of society toward PWDs. Facebook and LINE platforms should be considered for data collection, particularly with PWDs who have limited mobility and transportations.

Keywords: Social Media; Facebook; LINE; Disability; Image; Attitude; Stigma; Participation