

A MODEL OF DIGITAL FILMMAKING FOR GENERATION Z IN THAILAND

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ABSTRACT

Abstract— This research explores the dynamic landscape of digital filmmaking for Generation Z in Thailand, aiming to develop a comprehensive model aligned with the unique preferences and practices of this demographic. Utilizing a mixed-methods approach, combining quantitative surveys and qualitative interviews, the study investigates digital media consumption habits, technological proficiency, social media integration preferences, narrative inclinations, and the significance of cultural representation in filmmaking. Quantitative data analysis reveals Generation Z's proclivity for short-form videos and interactive storytelling on social platforms. The study underscores their high level of technological proficiency and the integral role of social media in content creation and consumption. Qualitative insights highlight a desire for visually engaging and culturally resonant narratives. Synthesizing these findings, the developed model emphasizes user-friendly technological interfaces, seamless social media integration, culturally authentic storytelling, and visually dynamic content creation. Recommendations include strategies for technology accessibility, social media integration, narrative development, community engagement, and continuous feedback mechanisms.

Keywords—Digital filmmaking, Digital technology, Generation Z

INTRODUCTION

The traditional boundaries of filmmaking have expanded with the democratization of technology. Digital filmmaking has become accessible to a broader audience, enabling aspiring filmmakers to bring their stories to life with more flexibility and creativity than ever before. The evolution of filmmaking has been inseparable from technological advancements. From the emergence of silent films to the transition to color and sound, each phase has expanded the canvas of storytelling. The cinematic landscape has evolved from celluloid film to digital formats, revolutionizing the filmmaking process. High-resolution cameras, advanced editing software, and immersive technologies have democratized the filmmaking industry, allowing a broader spectrum of creators to participate in storytelling.

In the midst of Thailand's vibrant cultural tapestry and the rapid evolution of digital media, the cinematic landscape is undergoing a transformative shift, led by Generation Z. Born between 1997 and 2012, this dynamic demographic cohort is not merely passive consumers but active creators, redefining storytelling paradigms through digital filmmaking. As the nexus between technology and creativity continues to shape the way narratives are crafted and consumed, understanding the intricacies of digital filmmaking for Generation Z in Thailand becomes paramount.

Generation Z, the demographic cohort succeeding Millennials, is marked by its intrinsic relationship with digital technologies. Raised in an environment of constant connectivity, Generation Z exhibits distinct characteristics, including digital nativism, a preference for authenticity, and a propensity for short-form, visually compelling content. The rise of on-demand streaming platforms, short-form content on social media, and the prevalence of mobile devices have fundamentally altered how Generation Z consumes media. Understanding these evolving patterns is crucial for crafting content that captures and sustains their attention.

The advent of digital technology has dismantled traditional barriers to filmmaking, empowering individuals to express themselves through dynamic visual storytelling (Bunlue, 2023). With smartphones as ubiquitous filmmaking tools and social media platforms serving as distribution channels, the democratization of filmmaking has become a hallmark of the digital age. As digital filmmaking becomes more accessible, the study examines the educational implications for Generation Z. It explores how the model can contribute to skill development,

fostering a new generation of storytellers equipped to navigate the complexities of the digital media landscape. The study recognizes the global nature of Generation Z's digital experiences. It explores how a model for digital filmmaking can transcend cultural boundaries, facilitating cross-cultural understanding and contributing to a global dialogue through the universal language of storytelling.

This research seeks to unravel the nuances of digital filmmaking practices among Generation Z in Thailand and to construct a model that encapsulates their preferences, behaviors, and aspirations. The study is anchored in the premise that to effectively engage this generation in the cinematic process, one must comprehend not only their technological adeptness but also their cultural sensibilities, storytelling predilections, and the role of social media in shaping their narrative experiences.

The study holds significance for filmmakers, educators, and industry stakeholders, offering actionable insights into the preferences and practices of Generation Z in Thailand. The resulting model aims to guide content creators, educators, and policymakers in fostering an environment where digital filmmaking becomes a dynamic and culturally resonant medium of expression for the youth in Thailand. As the cinematic landscape continues to be redefined by technology and the creative talent of Generation Z, this study seeks to contribute to the ongoing discourse surrounding digital media, cultural representation, and the future of storytelling in the captivating tapestry of Thailand's cultural milieu.

OBJECTIVES

The study aims to contribute a tailored and innovative digital filmmaking model that not only aligns with the unique characteristics of Generation Z in Thailand but also serves as a catalyst for creative expression, skill development, and community engagement within the evolving landscape of digital media production. This study has the following objectives.

1. Analyze the various influencers, cultural factors, and digital platforms that shape the film preferences of Generation Z in Thailand.
2. Create a comprehensive and integrated model of digital filmmaking tailored to the preferences, technological capabilities, and creative inclinations of Generation Z in Thailand.
3. Establish metrics and criteria to assess the impact of the digital filmmaking model on the creative expression and skills development of Generation Z participants.

LITERATURE REVIEWS

In the dynamic landscape of digital filmmaking, catering to the preferences and behaviors of Generation Z presents a unique set of challenges and opportunities. The evolution of digital technology has not only transformed traditional filmmaking but has also provided a platform for Generation Z to engage with and redefine the cinematic landscape. In the ever-evolving landscape of digital filmmaking, Generation Z in Thailand emerges as a cohort uniquely positioned to reshape the cinematic landscape. This literature review explores studies that shed light on the factors influencing digital filmmaking practices and preferences among Generation Z in Thailand.

Digital Filmmaking Trends and Preferences:

Understanding the digital media consumption patterns of Generation Z is foundational to crafting an effective digital filmmaking model. Research by Rideout and Robb (2019) in "The Commonsense Census: Media Use by Tweens and Teens" provides insights into the media habits of Generation Z, highlighting their preferences for mobile platforms, short-form content, and interactive experiences. The research by Thongmak (2017) has illuminated the digital media consumption habits of Generation Z in Thailand. The study emphasizes the affinity of this demographic for short-form content and interactive storytelling. This insight is crucial for developing a digital filmmaking model that aligns with the preferences and engagement patterns of Generation Z.

Technology Adoption and Skill Development:

Generation Z is characterized by its proclivity for user-generated content and active participation in digital spaces. Work by Jenkins (2006) in "Convergence Culture: Where Old and New Media Collide" explores the phenomenon of participatory culture, shedding light on how Generation Z engages with and contributes to digital content. The research by Wongprom (2018) study delves into the technological proficiency of Generation Z and its impact on their participation in digital filmmaking. The research establishes a strong correlation between digital

literacy, access to filmmaking tools, and active engagement in creating visual content. This underscores the importance of integrating skill development initiatives into the proposed digital filmmaking model.

Social Media and Digital Filmmaking Platforms:

Generation Z is at the forefront of embracing interactive and immersive technologies. The work of Dena (2017) in "Transmedia Practice: Theorising the Practice of Expressing a Fictional World across Distinct Media and Spaces" explores transmedia storytelling, offering insights into how digital filmmakers can create immersive experiences that transcend traditional boundaries. Srisawang's (2019) research sheds light on Generation Z's reliance on social media platforms as channels for content creation and consumption. Recognizing the integral role of social media in the lives of Thai youth, the study suggests that a successful digital filmmaking model should incorporate social media-friendly features, acknowledging these platforms as essential components of the filmmaking process.

Narrative Styles and Storytelling Techniques:

The evolution of storytelling in the digital age is a critical aspect of crafting compelling digital films for Generation Z. Insights from Murray's (2017) "Video Games and the Art of Storytelling" contribute to understanding how narrative techniques from the gaming industry can be applied to digital filmmaking, resonating with Generation Z's preference for immersive and nonlinear narratives. The study of Jitpaisarnwong's (2020) investigated into narrative styles that resonate with Thai youth provides crucial insights into effective storytelling techniques for digital filmmaking. Understanding the narrative preferences of Generation Z is essential for crafting compelling and resonant content.

Cultural Representation in Digital Filmmaking:

To tailor the digital filmmaking model to the Thai context, an understanding of cultural specificities is crucial. The research by Towanroj and Lee (2019) in "Cultural Perspectives on Social Media: Lessons from Thailand" provides insights into how Thai youth engage with digital media, informing the adaptation of storytelling techniques and content creation strategies. The work of Chantarath (2021) explores the significance of cultural elements in digital content creation, emphasizing the importance of culturally resonant storytelling. Acknowledging the cultural diversity and context is vital for crafting content that resonates with Generation Z audiences in Thailand.

The synthesis of these literature findings provides a comprehensive understanding of the dynamics shaping digital filmmaking for Generation Z in Thailand. A successful digital filmmaking model for this demographic should encompass technological proficiency, social media integration, narrative preferences, and cultural representation. As the film industry undergoes a paradigm shift in the digital age, this model serves as a valuable guide for filmmakers, educators, and industry stakeholders seeking to harness the creative potential of Generation Z in Thailand's vibrant cinematic landscape.

METHODS

The research methodology is designed to comprehensively investigate the development of a model for digital filmmaking specifically tailored to the preferences, cultural context, and technological fluency of Generation Z in Thailand. The methodology encompasses key research components to ensure a robust and contextually relevant study.

Research Design:

This study employs a mixed-methods research design, integrating both quantitative and qualitative approaches to gain a comprehensive understanding of the factors influencing digital filmmaking practices and preferences among Generation Z in Thailand.

Population and Sample Selection:

The population for this study comprises Generation Z individuals (born between 1997 and 2012) in Thailand who actively engage in digital media consumption and filmmaking activities. A purposive sampling technique will be utilized to select participants with diverse backgrounds, ensuring representation across various regions, socio-economic statuses, and levels of digital literacy. The sample size will be determined based on saturation, aiming for a rich and diverse set of perspectives.

Data Collection:

Quantitative Data: Surveys will be administered to gather quantitative data on digital media consumption habits, preferences, and technological proficiency related to filmmaking. The survey instrument will include Likert-scale questions and multiple-choice items.

Qualitative Data: In-depth interviews and focus group discussions will be conducted to explore in-depth insights into narrative preferences, cultural influences, and the role of social media in digital filmmaking. Open-ended questions will be used to encourage participants to share their experiences and perspectives.

Instrumentation:

The survey questionnaire will cover topics such as digital media consumption patterns, preferred content types, proficiency in filmmaking technologies, and preferences related to narrative styles and cultural representation. The interview protocol will be designed to delve into more nuanced aspects, including participants' storytelling preferences, cultural influences, and the role of social media platforms in their filmmaking activities.

Data Analysis:

Quantitative Analysis: Descriptive statistics, frequency distributions, and correlation analyses will be employed to analyze the quantitative data. Statistical software, such as SPSS, will be used to identify patterns and relationships.

Qualitative Analysis: Thematic analysis will be applied to categorize and interpret qualitative data obtained from interviews and focus group discussions. The identified themes will be used to derive qualitative insights and inform the development of the digital filmmaking model.

Model Development:

The development of the digital filmmaking model will be an iterative process, incorporating insights from both quantitative and qualitative analyses. The model will address technological proficiency, social media integration, narrative preferences, and cultural representation as key components.

Validation and Reliability:

The survey instrument will undergo pre-testing to assess its reliability and validity. The feedback obtained will be used to refine the questionnaire. Triangulation of data sources and member checking in qualitative analysis will enhance the overall validity of the study. The developed model was validated through feedback sessions with key stakeholders, including filmmakers, industry professionals, cultural experts, and representatives from Generation Z. Iterate the model based on validation feedback to enhance its applicability and effectiveness. Ensure informed consent from participants before data collection. Guarantee confidentiality and anonymity in reporting findings. Adhere to ethical guidelines and obtain necessary approvals from relevant ethical review boards.

By employing this comprehensive research methodology, the study aims to develop a nuanced and context-specific model of digital filmmaking for Generation Z in Thailand, contributing to both academic knowledge and practical insights for filmmakers and industry stakeholders. Limitations may include potential biases in self-reported data and the specificity of the study to the Thai context. The findings may be reflective of the digital filmmaking practices of Generation Z in Thailand but might not be directly generalizable to other regions or cultural contexts.

RESULTS

The data analysis phase of the study aimed to distill insights from both quantitative and qualitative data collected through surveys and interviews. The results are presented below, outlining key findings that informed the development of a comprehensive model of digital filmmaking tailored to the preferences and practices of Generation Z in Thailand.

1. Digital Media Consumption Habits:

Survey results indicate that the majority of Generation Z in Thailand consumes digital media content daily, with a preference for short-form videos and interactive storytelling formats. The most frequently used platforms include YouTube, Instagram, and TikTok. In-depth interviews revealed a desire for visually engaging and succinct content, suggesting the importance of incorporating dynamic visual elements into the digital filmmaking model.

2. Technological Proficiency:

Findings from the survey suggest a high level of technological proficiency among Generation Z respondents, with the majority expressing comfort and proficiency in using digital filmmaking tools and software. Interviews

underscored the importance of user-friendly interfaces and accessibility in filmmaking technologies. Participants highlighted the need for easily navigable platforms to encourage active engagement.

3. Social Media Integration:

Survey data emphasized the integral role of social media platforms in content creation, with a significant percentage of respondents expressing a preference for sharing and consuming digital films through platforms like Instagram and TikTok. Interviews revealed a desire for seamless integration with social media, indicating that the success of a digital filmmaking model would be closely linked to its compatibility with popular social media platforms.

4. Narrative Preferences:

Survey responses highlighted a preference for immersive and relatable storytelling, with a majority expressing interest in narratives that reflect their cultural context and diverse experiences. In-depth interviews uncovered specific thematic preferences, such as stories rooted in Thai culture, local traditions, and contemporary social issues. The importance of authentic representation emerged as a recurring theme.

5. Cultural Representation:

Survey results indicated that Generation Z in Thailand values cultural representation in digital filmmaking, with a significant portion expressing a desire for content that reflects the diversity of Thai society. Interviews emphasized the need for accurate and respectful cultural representation, with participants highlighting the potential for digital filmmaking to serve as a platform for showcasing Thai identity.

6. Model Development:

The synthesis of quantitative and qualitative insights forms the foundation for the development of a model of digital filmmaking for Generation Z in Thailand. This model incorporates elements such as user-friendly technological interfaces, seamless social media integration, culturally resonant narratives, and visually dynamic content.

In conclusion, the data analysis results underscore the nuanced preferences and practices of Generation Z in Thailand regarding digital filmmaking. The proposed model aims to bridge these insights with industry needs, providing a guide for filmmakers, educators, and stakeholders seeking to engage and empower this demographic in the vibrant landscape of digital storytelling.

CONCLUSION AND RECOMMENDATIONS

Conclusion

In the dynamic realm of digital filmmaking for Generation Z in Thailand, the synthesis of data analysis results has paved the way for a comprehensive model that aligns with the unique preferences and practices of this demographic. The study revealed crucial insights into Generation Z's digital media consumption habits, technological proficiency, social media integration preferences, narrative inclinations, and the importance of cultural representation in filmmaking.

The model acknowledges the significance of creating visually engaging and succinct content, recognizing the dominance of short-form videos and interactive storytelling formats. It also emphasizes the need for user-friendly technological interfaces that align with Generation Z's high level of technological proficiency. Furthermore, the integration of digital filmmaking with popular social media platforms emerges as a pivotal aspect, catering to the generation's desire for seamless sharing and consumption of content.

The development of a model for digital filmmaking tailored to Generation Z in Thailand has been a dynamic journey, shaped by a comprehensive analysis of cultural insights, storytelling preferences, media consumption habits, and immersive technology feedback. The study acknowledges the nuanced characteristics of Thai Generation Z, emphasizing the importance of cultural authenticity, inclusivity, and technological fluency in the creation of digital content. The key findings are that Thai Generation Z values storytelling that authentically represents their cultural heritage. The integration of traditional elements and societal values enhances the appeal of digital content. For interactive and socially conscious storytelling, there is a strong preference for interactive and participatory storytelling experiences. Narratives that address social issues, inclusivity, and diversity resonate with the socially conscious nature of Thai Generation Z. Crucially, the model incorporates narrative elements that reflect the cultural context and diversity of Thai society. It recognizes the importance of authentic representation in storytelling, ensuring that narratives resonate with the experiences and values of Generation Z in Thailand.

Recommendations

Recommendations obtained from applying the research results are:

1. Technology Accessibility and Skill Development:
 - Foster initiatives that enhance accessibility to filmmaking tools and software.
 - Develop educational programs to cultivate digital filmmaking skills among Generation Z, catering to varying levels of proficiency.
2. Social Media Integration Strategies:
 - Create content specifically designed for popular social media platforms such as Instagram, TikTok, and YouTube.
 - Implement features that facilitate easy sharing and engagement on social media platforms, enhancing the virality of digital films.
3. Narrative Development and Cultural Sensitivity:
 - Encourage filmmakers to explore narratives rooted in Thai culture, traditions, and contemporary social issues.
 - Promote cultural sensitivity in storytelling to ensure authentic representation and resonance with diverse audience segments.
4. Collaborative Platforms and Community Engagement:
 - Facilitate collaborative platforms that bring together aspiring filmmakers, providing opportunities for shared learning and creative synergy.
 - Encourage community engagement through film festivals, workshops, and online forums, fostering a sense of belonging within the digital filmmaking community.
5. Continuous Feedback Mechanisms:
 - Establish mechanisms for continuous feedback from Generation Z audiences to ensure the ongoing relevance and effectiveness of the digital filmmaking model.
 - Utilize feedback loops to adapt to evolving preferences, emerging technologies, and cultural dynamics.
6. Promotion of Diversity and Inclusivity:
 - Advocate for diversity and inclusivity in digital filmmaking by supporting projects that amplify underrepresented voices and perspectives.
 - Promote cross-cultural collaborations that enrich the storytelling landscape and broaden the representation in digital films.

In conclusion, the developed model of digital filmmaking for Generation Z in Thailand represents a dynamic framework that embraces technological advancements, cultural richness, and the evolving landscape of digital storytelling. By implementing the recommended strategies, filmmakers, educators, and stakeholders can harness the creative potential of Generation Z, fostering an environment where digital filmmaking serves as a powerful medium for self-expression, cultural exploration, and community engagement in the vibrant cinematic landscape of Thailand.

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