

CHANAPA NOONARK

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Education

- 2021 Doctor of philosophy in Journalism and Mass Communications, University of Kansas, USA
- 2012 Master of Arts (Communication Arts), Chulalongkorn University, Thailand
- 2009 Bachelor of Art (Mass Communication) (First-class Honors), Chiang Mai University, Thailand

Employment History

- 2015 – Present Lecturer, School of Communication Arts, Sukhothai Thammathirat Open University (STOU), Thailand
- 2018-2021 Teaching Assistant, School of Journalism and Mass Communications, University of Kansas, USA
- 2012 - 2015 Lecturer, Faculty of Mass Communication Technology, Rajamangala University of Technology Phra Nakhon (RMUTP), Thailand
- 2010 -2013 Research Assistant, Faculty of Communication Arts, Chulalongkorn University, Thailand
- 2010 - 2012 Teaching Assistant, Faculty of Communication Arts, Chulalongkorn University, Thailand
Public Relations consultant, Piton Communications Company – Public Relations Agency
PR Marketing and Administration, AfterClass Tutorial School

Research Interests

My research interests focus on social media / online communication and its applications and effects for adolescents, adults, and older people such as trolling and cyberbullying. Also, I am interested in health communication, discrimination and stigma communication, family communication among various groups, as well as journalism and the circumstances changed media consumers.

Published

- Noonark, C. & Anantachart, S. (2012). Developing a Measure of Customer Engagement in Service Brands. *Journal of Communication Arts*, 30(4), 1-17.
- Yang, Yu, Noonark, C., & Chung, D. (2021). Do YouTubers hate Asians? An analysis of YouTubers' anti-Asian hatred on major U.S. news channels during the COVID-19 pandemic. *Global Media Journal Journal-German Edition*. Doi: 10.22032/dbt.49166

Book and book chapter

- Boonchutima, S. & Noonark, C. (2017). *Crisis Communication*. Bangkok: 21Century.
- Noonark, C. (2019). Chapter 6 Reading and writing for communication in Soomchokchaikul, A. (Editor). *Language and communication skills*. Nonthaburi: STOU.
- Noonark, C. (2016). Chapter 12 Knowledge and Skill: Education, Demonstration, Presentation and Study Tour in Soomchokchaikul, A. (Editor). *Knowledge and Skill for Communication for Community*. Nonthaburi: STOU.
- Pitpreecha, R. & Noonark, C. (2020). Chapter 12 Advertising Management in Worapunpong, S. (Editor), *Communication Management*. Nonthaburi: STOU
- Pitpreecha, R. & Noonark, C. (2015). Chapter 12 Advertising Management in Worapunpong, S. (Editor), *Communication Management* (pp. 12-1 – 12-72). Nonthaburi: STOU

Book Review

- Noonark, C. (2016). Hate Speech Online [Review of the book Hate Speech Online, by Ramasoota, P.]. *Journal of Communication Arts of STOU*, 6(1), 120-122.

Conference Presentation

- Noonark, C., & Yu, Y., (2021, March 6). A preliminary study on online users' characteristics and cyberbullying in Thailand. [Paper presentation]. AEJMC Midwinter Conference 2021, Oklahoma, USA.
- Noonark, C., Chung, D., & Liu, P. (2021). Online firestorm: A survey of Thai College students on social media, perceived social acceptability of Anti-sexual discrimination, and peer support. . [Paper presentation]. The Mid-Atlantic Popular & American Culture Association (MAPACA), USA.
- Potisopha, W., Saensom, D., Noonark, C., Kabkamba, C., & Peakaw, C. (2021). Factors influencing COVID-19 preventive behaviors among Thai adults. [Paper presentation]. Allied Health Sciences International Symposium 2021, Japan.
- Liu, P., Abwao, M., & Noonark, N. (2021, March 6). Does it work for you? Exploring college students' preferences regarding tailored medicines' information. [Paper presentation]. AEJMC Midwinter Conference 2021, Oklahoma, USA.
- Yu, Y., Noonark, C., & Chung, T. (2020, October 24). Anti-Asian hatred and Covid-19: An analysis of YouTube users' hate speech against Asians on major US news channels during Covid-19 pandemic. [Paper presentation]. International Communication Association Conference 2020, Shanghai, China.
- Boonchtima, S., Phuwarat, A., & Noonark, C. (2016). Celebrities in Marketing Communication: A Case Study of SNAILWHITE. *Proceedings of the 20th*

International Conference of the American Society of Business and Behavioral Sciences (ASBBS), Bangkok, Thailand, JULY 29-31, 2016.

Noonark, C. (2012). Measuring Customer Engagement in Service Brands. Proceedings Graduate Research Conference in Communication Arts 2012, Chulalongkorn University, Bangkok, Thailand, May 15, 2012.

Grants

Graduate Studies Summer Scholarship, The University of Kansas, Graduate Studies

Research Experience & funding

Noonark, C., & Anantachart, S. (2012). Measuring customer engagement in service brands. (master's thesis). Chulalongkorn University, Bangkok, Thailand.

Lu, Y.J., Arpavate, W., Sattayanich, A. Noonark, C., & Prinyokul, J. (2014). Audience's Information Need, Media Exposure, Attitude, Uses and Gratification of China Radio International (CRI) in Thai Version.

[* This Research had been funded by China Radio International (CRI) in Fiscal Year 2014.

Noonark, C. & Klinmalai, P. (2014) Image Perception of Rajamangala University of Technology Phra Nakhon. *This Research had been funded by RMUTP in Fiscal Year 2014.

Noonark, C. (2018). Celebrities and Scandals: A Content Analysis of the Reactions of Instagram Users to Thai Celebrities' Scandals [Unpublished assignment submitted for JOUR 803]. University of Kansas.

Noonark, C. (2020). Cyberbullying Outbreak: Social Media Hostility during the COVID-19 Pandemic in Thailand [Unpublished assignment submitted for JOUR 804]. University of Kansas.

Research in Progress

State of the art of social mobilization in LGBT issues

Sharing misinformation and health literacy in Thailand (International collaborative research)

Factors Impacting COVID-19 Preventive Behaviors in Thai Adults During the Initial Phase of Vaccination (collaborative research)

A study on the usability and willingness to continue using Chinese mobile Apps from the perspective of Digital Silk Road: A case study of college students in Thailand (International collaborative research).

World of Journalism (International collaborative research)

Teaching Experience

Research Methods in Strategic Communication, Strategic Communication II: Principles of Advertising and Public Relations, Principles and Theories of Mass Communication, Writing for Communication, Mass Communication Aesthetics, Mass Communication Research, Advertising and Public Relations Research, Advertising and Public relations planning, Advertising and Public Relations Seminar, Principles of Advertising and Public Relations, Public Relations Management, Public Relations Writing, Media Production for Public Relations and Public Relations Strategies

Academic Service Experience

- June 27-28, 2017 Group Lecturer for teenager on the topic “young reporter” held by STOU
- June 19-20, 2017 Head of community service project and a lecturer for people who work for local radio station and TV satellite station on the topic “Public Relations message design for community” held by STOU
- January 17, 2017 Assistant to lecturer in workshop on “Writing for Public Relations” held by Institute of Public Relations
- November 30, 2016 Assistant to lecturer in workshop on “Writing for Public Relations” held by Institute of Public Relations
- September 2, 2016 Public Relations Team for a Seminar on the Topic “How Communication Arts Can Survive in this Present Age?” held by STOU
- August 16-17, 2016 Visiting Lecturer for Children on the Topic “Enjoy Reading” held by STOU
- August 3-4, 2016 Visiting Lecturer for the Monks on the Topic “PR News Writing Training Program” held by STOU
- 2015 Lecturer for Local Mass Media on the Topic “News Presentation with Ethic and Responsibility” held by STOU 2015 Visiting Lecturer for the Monks on the Topic “The Development of Radio Program Based on Buddhism Principles” held by STOU
- August 14, 2013 Assistant to lecturer in workshop on “Media Watch and Risk Communication” held by Bureau of Risk Communication and Health Behavior Development, Department of Disease Control
- March 28, 2013 Assistant to lecturer in Workshop on “Development of Organization and Human Potential” held by Bureau of Emerging Infectious Diseases, Department of Disease Control, Ministry of Public Health
- February 2-3, 2013 Visiting Lecturer on the topic “Basic Facebook Training Program for Older People” held by Faculty of Mass Communication Technology, RMUTP
- December 1-2, 2012 Visiting Lecturer on the Topic “Basic Computer Training Program for Older People” held by Faculty of Mass Communication Technology, RMUTP
- August 8, 2012 Assistant to Lecturer in Workshop on “Media Production for Promotion and Transfer” held by Rice Department, Ministry of Agriculture and Cooperatives
- May 23, 2012 Assistant to Lecturer in Workshop on “Organizational Communication” held by The Office of Alcohol Control Committee, Department of Disease Control
- 2011 Assistant to Researcher in Project “the Pid Thong Lang Phra Royal Development Project”

Administration Experience

- 2012 – 2013 Head of Research and Development, Research Development Committee, Research advice team, and Research Proposal Review Committee of Faculty of Mass Communication Technology, RMUTP
- 2013 – 2015 Research Ethics Committees, Research Strategy Committee of Faculty of Mass Communication Technology, RMUTP
- 2015– 2017 ICT Working Group Members, STOU Journal of Communication Arts of STOU and Publications Working Group Committee of Bachelor of Communication Arts Program, STOU

Training

- AUN-QA Workshop - Technique for Writing SAR
- Training for being Course Materials Editor
- Designing Activity Distance Learning in TQF Framework

Upper Intermediate English Course, Professional and Continuing Education (PACE),
Massey University, New Zealand

Positive Attitude for successful Work Management August 7-9, 2013 Cooperative Education
for Lecturer

Teaching Management by Online Teaching System

Teaching Management by Research work

Practice in Research and Academic Service Work