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Comparative analysis of attitudes towards female politicians on Instagram:
A Study of Thai and American Cases

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ABSTRACT

This research examines the influence of Hofstede's cultural dimensions on Instagram users' attitudes toward female politicians with a focus on Thailand and America. In the research, 400 comments from Instagram posts for four female politicians in 2024 were collected and examined across three main cultural dimensions which are Individualism/Collectivism, Power Distance, and Masculinity/Femininity using thematic and content analysis approaches. Findings showcased that the collectivist orientation of Thailand, with high power distance and feminine values contributed to about 81% positive sentiment for female politicians, Whilst America's high individualism low power distance and masculine direction promotes hostility with 54% negative sentiment towards these female politicians. Hence, it was concluded that female politicians will face less hostility in Thailand compared to America due to cultural differences.

SANTRAUKA

Šiame tyrime nagrinėjama Hofstede's kultūrinių dimensijų įtaka „Instagram“ naudotojų nuostatoms politikų moterų atžvilgiu, pagrindinį dėmesį skiriant Tailandui ir Amerikai. Tyrimo metu iš keturių politikų moterų 2024 m. „Instagram“ įrašų buvo surinkta 400 komentarų, kurie analizuoti remiantis trimis pagrindinėmis kultūrinėmis dimensijomis: individualizmu / kolektyvizmu, galios atstumu ir vyriškumu / moteriškumu, taikant teminės ir turinio analizės metodus. Tyrimo rezultatai atskleidė, kad Tailando kolektyvistinė orientacija, didelis galios atstumas ir moteriškos vertybės lėmė apie 81 % teigiamų nuostatų politikų atžvilgiu. Tuo tarpu JAV būdingas didelis individualizmas, mažas galios atstumas ir vyriškoji kryptis skatina priešišumą – čia užfiksuota 54 % neigiamų nuostatų šių politikų atžvilgiu. Remiantis gautais rezultatais, padaryta išvada, kad dėl kultūrinių skirtumų politikės moterys Tailande susiduria su mažesniu priešišku nei Amerikoje.

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LIST OF ABBREVIATIONS

IT – Information Technology

UN – United Nations

U.S. – United States

U.S.A. – United States of America

INTRODUCTION

Context of the topic

In the past decade, the transformation of social media platforms has been rapidly evolving and changing the nature of interpersonal connections and digital transactions (Reza, 2024, p.62). The utilisation of these social media has created a new space in the digital environment which turned over connection method by shaping the dynamics of communication as well as influencing broader cultural trends in digital connectivity (Levin & Mamlok, 2021). Social media are currently been used for several activities ranging from shopping, reading articles, making searches, expressing views on certain matters and also engaging in events digitally (Kwon, 2020, p.1). As identified by Journell et al., (2013) and Conroy et al. (2012), social media is used by many to consume political news and also make petitions or organize protests as the case may be. In support, the study of Kwon (2020, pp.2-3) added that particularly among young people, these social media platforms act as a space for political communication.

However, it is important to note that the influences of these social media have affected the public perceptions and attitudes towards leadership (Ali et al., 2025). As identified by Fasiku et al. (2025, p.44) and Yeshaneh (2023), the perception of women in leadership is strongly influenced by cultural norms across various societies. So, it is important to have good understanding of these perceptions to ensure attitudes are aligned with the present evolving dynamic gender leadership. Recently, Instagram and Tik Tok have become two of the most appealing social media platforms for political discourse particularly among youths surpassing Facebook and Twitter which were originally seen as the most used social media (Alhabash & Ma, 2017; Situmorang & Ritonga, 2025; Pew Research Center, 2019).

Perceptions of women in leadership roles are heavily influenced by entrenched cultural norms across various societies. Thus, developing a thorough understanding of these perceptions remains essential to confirm that attitudes stay consistent with contemporary evolving paradigms of gender leadership. Perceptions of women in leadership are strongly shaped by what is considered normal in many cultures. Because of this, it is important to clearly understand these views so that people's attitudes match the current changes in gender roles and leadership.

Many politicians have utilised Instagram to attract users for their political campaigns making Instagram a crucial tool to gain popularity. For instance, the study of Liebhart and Barnhardt (2017) highlighted that Instagram play a key role in the election of Alexander Van der Bellen as the president of Austria in 2017. This was possible as his team deployed a strategy

to of using Instagram as a campaign channel by strongly communicate his reputation by creating Instagram posts and stories which aligns with his political competence and personal background. Likewise, in the year before (2016), many United States political candidates utilised Instagram to convey their election messages before the election dates (Parmelee & Roman, 2019).

In recent times, these social media platforms have played significant role in shaping women involvement in politics (Mete & Banerjee, 2025). As highlighted by Chikwanha and Moyo (2024), examining the opportunities available for female politicians amidst modern developments is important to enable them to promote themselves and their political messages to the public. The role woman has played in politics is crucial for instance, studies have shown that females such as Dilma Rousseff in Brazil, Angela Merkel in Germany and Ellen Johnson Sirleaf in Liberia among others have made tremendous marks in politics in the recent years (George et al., 2020; Suleiman, 2017).

In comparison, the attitudes female politicians experience differs from those of men which has played a part in determining their representation in politics (Yeshaneh, 2023). Most times they fall victims of negative attitudes which has led many woman activists to advocate for gender equality as there still exist informal rules that acts as a barrier to the full participation of women in politics (Chintrakarn, 2021; OECD, 2025; Stals, 2025; Toktarbekova et al., 2025). In fact, these activists have attempted to develop novel approaches towards ensuring women are given equal opportunities in terms of power structure as a disregard in terms of gender right for women still exist (Suteu, 2025). This has led to an increasing number of studies as regards to gender and politics with focus on engagement between politics and civil society in social media like Instagram (Kashaka, 2025; Sharon & Yarchi, 2021; Venus et al., 2025).

The use of social media in politics particularly in terms of female representation has serve as double-edged tools due to the fact that their use often resulting in criticism and harassment in one way or the other towards these women politicians as highlighted by Osimen and Ronke (2023). Morgan (2020) highlighted that women politicians have faced extreme sexist, abusive, and violent commentary on social platforms without respect for their professional performance. According to a Reuters's article(2024), based on the report by the Center for Countering Digital Hate (CCDH), highlighted that 93% of "toxic" comments on Instagram include sexist, racist abuse and other violent messages towards women. To support, Sinpeng (2022) reported that female politicians often face online abuses in various form such as insults, humiliation, public shaming aiming to undermine their rightfulness. Such findings

leave a major concern that needs to be addressed in terms of utilising social media platforms like Instagram for politics.

These attitudes have contributed to the little representation of women in today's politics. For instance, a report by the Inter-Parliamentary Union's Parline database on national parliaments shows that the proportion of women in Thai House of Representatives is only 19.6%, compared to 28.97% of the U.S. Congress (IPU Parline, 2025; BBC, 2025). This showcases the high level of women underrepresentation in politics. However, studies have identified culture to be a key player in these representations due to its influence on people's attitudes towards female politicians which can lead to low representation as seen in the above statistics for Thailand and America (Falguera et al., 2021; Nishizaki, 2018; Phayayam et al., 2024). As highlighted by Pueng-on (2015, p.6) a collectivist culture such as that of Thailand, promotes respect and social harmony. In comparison, the American individualist culture encourages self-expression and public discussion (Williams, 2023). Therefore, culture serves as an important area to be looked at when exploring the nature of attitudes towards female politicians particularly in social media platforms like Instagram as it is important to evaluate if female politicians have equal opportunities to promote themselves and their messages (Sharon & Yarchi, 2021).

This research aims to compare two diverse contexts which are Thailand and America (The United States) with consideration of their diverse cultures to examine the attitudes towards female politicians in Instagram and how their different cultures impact users' attitudes. This choice was done based on the author's background knowledge of Thai citizens and high understanding of Thai's digital communication, social behaviour and cultural norms comparing with America, a global leader in digital and media innovation. Such insight will aid in having full understanding of how digital platforms reflect and shape social thought about gender and political leadership.

Problem Statement

The issue of gender inequality remains a significant aspect of research that needs to be explored due to the fact that female leaders are still a target of negative criticisms even after assuming political roles (Rahmat et al., 2022). Despite social media platforms like Instagram serving as vital tools for communication, their utilisation has not really helped in promoting women representation in politics. Studies such as Yusuf (2025), Oladipo and Chukwudi (2023) and Chintrakarn (2021) have shown that with utilisation of social media platforms, women tend to face several criticism ranging from their appearances, personal and physically characters among others rather than their performance and what they can offer. Likewise, political

communication via social media platforms has sponsored misogyny and hate speech through spread of misinformation to discredit and undermine confidence of female politicians (Ahmed et al., 2025; Dash, 2022; Iranzo-Cabrera et al, 2024). In fact, Burin et al. (2025) conducted a study within the context of Argentina and identified that many women into politics in the country face a significant level of hate speech via social media interaction.

Overall, these studies focus only on aspects such as misogyny and hate speech with no significant attention given to the area of culture which can play major part in determining the behaviour of social media users as earlier highlighted by Falguera et al. (2021), Nishizaki (2018) and Phayayam et al. (2024). Cultural dimensions developed by Hofstede such as collectivism vs individualism, power distance, and masculinity vs femininity can largely impact the attitude of users (Han et al., 2024). The absence of sufficient information on exploring the aspect of these cultural dimensions and the role they play in determining attitudes towards women politicians through social media leave a gap that needs to be critically addressed.

Objectives of the research

The main aim of this research is to compare and analyse the attitudes of Thai and America's Instagram platform users toward female politicians in 2024 with consideration of cultural dimensions such as collectivism, individualism, power distance, and masculinity. Following these, below are the objectives of the research:

1. To compare the way of Thai and America users' participation in online politics through their comments and engagement towards Female politicians' posts via Instagram with focus on criticism, respectfulness and language related to gender.
2. To explore how Hofstede's cultural dimensions such as collectivism vs individualism, power distance, and masculinity vs femininity influence online attitudes towards female politicians.
3. To investigate the engagement directions of Instagram users toward female politician leaders in both countries.
4. To present insights into factors that influence public perceptions about female leaders in the digital sphere which will be used to make recommendations for improving cross-cultural political communication strategies.
5. To compare empirical results with the official Hofstede scores for America and Thai (Individualism/Collectivism, Power Distance and Masculinity/Femininity)

Research questions

To complete the objective of the research, this research aims to answer the following main research question

Main research question: How do Hofstede's cultural dimensions affect the attitudes and interaction patterns of Instagram users towards female politicians in Thailand and the America?

Below are sub questions that follows:

1. How does Individualism or Collectivism affect users respond to female politicians' posts across the two cultures in Instagram?
2. What impact does Power Distance has on user engagement styles toward female politicians in Thailand and America?
3. How does Masculinity or Femininity affect the way female politicians are represented or viewed in Instagram?

Scope and Delimitation

The aim of this research is to examine how Hofstede's cultural dimensions specifically Individualism/collectivism, power distance and masculinity/femininity impact the attitudes of Instagram users towards female politicians. To do so, Thailand and the America were strategically chosen as representatives of highly distinct cultural contexts, particularly in these dimensions. These countries are Thailand and the America with 4 female politicians selected as case study. These female politicians are Paetongtarn Shinawatra, Yingluck Shinawatra, Gretchen Whitmer and Nikki Haley with the first 2 representing Thailand while the last 2 are representatives of the America. To ensure all data collected represent recent attitudes of Instagram users, posts and comments within the time frame of January 2024 and December 2024 were collected

To make this paper manageable and focus on academic, several delimitations have been set. Firstly, this paper only focuses on Instagram platform not including any other social media platform like Facebook or Tik Tok since it has a different virtual and communication style. Thus, limit to only one platform provides the stable direction and avoid confusion. Secondly, only comments in Thai and English languages will be analysed because of the translation challenge might effect the meaning and tone of the raw data. Thirdly, the timeframe of study is limit to 2024 year which confirms single reflection data and cut out the outdated trend that not related.

Significance of the Study

The significance of this research lies in its drive to promote understanding of how cultural dimensions influence online communication and attitudes toward female politicians. Firstly, this research studies about the importance of cross-cultural communication patterns including content, tones, and engagement styles. It also examines how national cultures are shown in their communication behaviour in the digital sphere through the lens of Hofstede's cultural dimensions which are power distance, individualism versus collectivism and masculinity vs femininity. Such findings will help strengthening the usage of visual communication tools like Instagram as this method of communication requires careful selection and analysis before publication because the audiences are different in terms of culture and nation.

Academically, this research will fill a notable gap in research by combining cultural dimensions with digital analysis and gender representation because previous studies only examined political communication or analyse gender bias on digital environments with no inclusion of cultural dimensions.

In terms of social significance, this research will provide clarity on how cultural dimensions and norms influence social nature of gendered reactions to female politicians online. While social media platforms serve as the primary tools for political communication and public discourse, an understanding of communication dynamics is important to strengthen the digital ecosystem that encourages female political participation.

Summary of methodology and Ethical Considerations

This research employs a qualitative mixed-method approach consisting of thematic analysis and content analysis to analyse all data acquired in the research. To collect data, a random sampling technique with the help of the RAND function provided by excel was utilised to select posts and comments from January 2024 to December 2024 which captures attitudes of Instagram users towards female politicians in both America and Thailand. A total of 20 posts each having 20 comments were collected from the posts made by the politicians i.e. 5 posts were collected from each politician. In total, 400 data points were selected in this research (consisting of both posts and comments). Only publicly available posts and comments were captured for analysis to ensure data privacy is held with optimal significance. All collected data were transformed, recorded and anonymised using excel which were then uploaded and analysed in a QDA Miner Lite software. The software was used to conduct both thematic and content analysis due to it been free to use and its ease of usage towards creating and forming codes and themes which can be utilised to meet the objectives of the research.

To conduct analysis, all data anonymised in the excel sheet were uploaded to the QDA Miner Lite software where codes were formed to categorize all comments into different groups (codes) such as positive comments, negative criticism, gender-based language and neutral tone. For the content analysis, a statistical summary showing visualisations and tables for the frequencies of these codes formed were done. The thematic analysis on the other hand was done to provide deep understanding of the role cultural dimensions in shaping the attitudes of users towards female politicians in both Thailand and the America. To do so, codes identified from the data were mapped together and transformed into themes which provides responses to the outlined research questions in correspondent to the research objectives. Finally, the results obtained were exported as charts and table for proper documentation. In terms of ethical considerations, all collected data were anonymised before analysis to promote data confidentiality and privacy. Additionally, collected data were password protected and saved in Google drive. These data are only to be made available to the researcher, supervisor and marker.

Structure of the Thesis

This thesis is structured to systematically address the research objectives and present findings from the comparative analysis of attitudes toward female politicians on Instagram in Thailand and the America as follows:

The introductory part of this research provides the foundation of the research by presenting the research context, problem statement, research objectives and research questions, scoping and delimitation, significance of the research and a summary of the methodology to be used in the research.

The theoretical part which consist of the literature review serves as the first part of the research and provides the theoretical and conceptual foundation of the research. It starts by describing the framework and then presenting the primary theoretical part of the research, which is Hofstede's cultural dimensions. This is followed by a review of previously published scholars on women and political representation and then examining social media as a political communication tool, followed by a discussion of comparative studies of Thai and American cultures on the digital environment. Doing so aided in identifying the existing research gap that needs to be addressed and provides a theoretical background for the research.

The second part of the research presents the methodology and highlights the research design and methods used. It also describes the rationale of case selection with the criteria used to choose the four female politicians from both nations (Yingluck Shinawatra, Paetongtarn Shinawatra, Nikki Haley, and Gretchen Whitmer). Additionally, it provides justification for the

selection of Instagram as the social media platform for the study. The chapter also explained processes such as data collection, tools used and how data were analysed. The chapter concluded by mentioning the ethical factors put into consideration during data collection.

The third part presents the empirical results obtained from the analysis of collected data using the methods highlighted in the previous chapter. These findings are presented in line with the research questions and objectives of the study. Additionally, a critical discussion on the findings made are also presented in the chapter by comparing the research findings with already existing studies. Finally, the implications and reflection of the study are highlighted in the chapter.

Lastly, a summary of the key findings, the contribution of the research, limitations of the research and the recommendations for future studies were presented in the conclusion and recommendation part.

A comprehensive reference list and appendix include a coding manual, selected Instagram accounts and sample posts that contain the key findings were attached to the end of the thesis.

1. LITERATURE REVIEW

1.1 Female politicians and social media

Social media has become a significant space in today's contemporary work as it offers an avenue for participation and digital communication for both males and females (ACE, 2018). This implies that both male and female politicians can capitalize on the platform to present themselves and their political interests and visions. One significant advantage of capitalising on social media is its low cost and the ability to provide equal participation opportunities (Nair et al., 2025). In a study conducted by the Europe parliament in 2013, results showed that the utilisation of social media in politics have/can offer females, both politicians and non-politicians, with engagement opportunities due to the fact that these social media results showed that the utilisation of social media in politics have/can offer females, both politicians and non-politicians with engagement opportunities due to the fact that these social medias are capable of connecting and networking several women together (European Parliament, 2013). In fact, the study added that with such a connection, confidence and handling of relevant gender-based issues or the ability to communicate political ambitions among others can be achieved (ACE, 2018; Illés & Mwangi, 2024). In support, Mete and Dutta Banerjee (2025) pointed out that in the aspect of political participation and communication, the utilisation of social media has offered politicians control as they become in charge of their messages particularly youths and female politicians who may be constrained by a political party's apparatus. In recent times, the number of women actively utilising social media for politics has significantly increased. For example, the study carried out by the Women in Parliaments Global Forum 2016, which analysed data from 107 countries showed that 85% of female parliamentarians surveyed make use of social media, particularly during the campaign period (ACE, 2018). The authors highlighted that with such active usage of social media platforms, female politicians' communication strategies during campaigns can be significantly improved and can reach a wider audience.

In support, Zavattaro (2016) added that the utilisation of social media for political participation helps in recognising opportunities that can be beneficial to electorates, for instance, upcoming events, accomplishments, and positions or stands in the sight of their audience. Such knowledge can enable them to evaluate the amount of resources needed during their campaigns. In comparison, Shadrach and Apuke (2020) argued that most politicians have capitalised on social media to conduct one-way broadcasting, which may be problematic to their political ambitions. However, McGregor et al. (2016) argued this and pointed out that

capitalising on social media provides a better avenue for interactivens between politicians and voters, which may be difficult in other forms of media, further strengthening the bond between aspirants and voters, increasing loyalty and support. However, Molnor (2021) noted that consistent posting and interactivens on social media can be demanding and, at times, even require financial resources, hence becoming a challenge to politicians, particularly female politicians.

Not capitalising on the strength of social media for political involvement by women politicians can lead to poor participation although such events are tied to the constitution of a country for instance in a study of Bouka et al. (2019), female politicians in Kenya face significant amount of gender violence, patriarchal parties, lack of funding for political campaigns, corruption in the nomination process of political parties and socio-cultural presentation of women as subordinate to men which has largely influenced their participation in the country's politics. In fact, statistically, it has a record of 23% women involvement in politics making it ranked 99th in the world in terms of women representation in politics ranking which is significantly lower than the 32% regional average set (UN Women, 2023). The study overall showed poor utilisation of social media for political participation by female politicians hence, resulting to an underrepresentation in the government. However, in the modern world today, there is an overall increase in women involvement in politics due to usage of social media (Oladipo & Chukwudi, 2023). As identified by Yarchi and Samuel-Azran (2018), men seem to be favoured more in political representation by traditional media when compared to women. Social media on the other hand, offers women more voice hence, agreeing with what was said by Zavattaro (2016). To demonstrate this, the authors used the Israeli 2015 campaign as a case study. The authors found that posts made by female politicians generated more engagements in terms of reactions, comments and shares when compared to those made by male politicians. This led to the conclusion that social media provides greater opportunities for female politicians to promote themselves and improve their status in the political power play hence, utilising it will increase their political representation.

In comparison, Inamdar and Tupe (2025) highlighted that although using social media will increase women's participation, several hostilities exist in its usage. There is an increasing number of online attacks and very limited restrictions to harassment, defamation and threats on social media towards women (UN Women, 2025). Although, communication strategies are set in place to help women respond to online abuse, (for instance In March 2018, an Expert Group Meeting on "Violence Against Women in Politics" was organized in New York by UN Women, the OHCHR and the Special Rapporteur on violence against women, its causes and

consequences), some level of harassment still exists (ACE, 2018). Additionally, the article pointed out that it is a major concern to the IPU as regards to the level of gender stereotyping in politics which has hindered democracy even with the utilisation of social media (IPU Report, 2025). In support, several studies identified several forms of hostility towards female participants via social media (Carson et al., 2024; Fuchs & Schäfer, 2021; Gorrell et al., 2020; Phillips et al., 2023; Southern & Harmer, 2021). These studies found a range of gendered patterns of hostile communication behaviours aimed at female politicians which majority pointing towards misogyny and hate speech or sexualised abuse (Erikson et al., 2023; Fuchs & Schäfer, 2021; Southern & Harmer, 2021). These forms of hostility have further made a lot of female politicians consider leaving their political ambitions or political offices (Carson et al., 2023; Wagner, 2022). In fact, some authors added that occurrence if such events have altered the behaviours of some female politicians due to the attitudes they receive via social media for instance, some may be forced to take security measures to protect themselves due to online threats or take time off their duties to get themselves back emotionally or mentally (Akhtar & Morrison, 2019; Phillips et al., 2023).

This concern has been expressed in numerous resolutions and in the Plan of Action to correct the present imbalances in men's and women's political participation (Women in Politics, 2017). Casad and Bryant (2016) suggested a plan to discourage such occurrences by emphasising that plans which encourage the prohibition of women stereotyping in any media, including social media, should be adopted. Doing so will encourage women's participation in social media usage and will also advance gender equality in political representation.

However, Harmer and Southern (2025) highlighted that understanding the cultures of social media is crucial in evaluating the impacts of online abuse and the level of incivility directed towards female politicians, as different social media platforms have different levels and extents of how harassments are done or controlled. Additionally, Rossini (2022) noted that social media platforms like X, which allow anonymous creation of accounts further intensifies harassment. For instance, an anonymous account can reply to the post of a politician in a manner he or she wishes, which can be hostile.

In comparison, authors like Friess and Eilders (2015) and Jaidka et al. (2019) argued that not all social media platforms create such a hostile environment as that of X, as platforms such as Facebook and Instagram require users to comment on posts using their name-driven accounts hence their individual details can easily be identified which can be crucial in handling harassment. In support, Oz et al. (2018) highlighted that Facebook limits commenting characters hence, a more productive political discussion can be promoted. Also, Ross et al.

(2015) added that most times on Facebook, followers of female politicians' pages are those who are their political supporters hence, reducing issues such as harassment and hostility when compared to other platforms like X. The case of Instagram, however, is mixed, despite most female politicians seeing it as more effective for campaigns. Pérez-Tirado et al. (2024) argued that similar to X, the comments of Instagram easily allows users to create hostile comments or harshly criticize posts made by female politicians. In comparison, Caldeira (2021) argued that Instagram allows careful curation of political posts and engagements which is significant in handling harassments as stories may pose to disappear after 24 hours. To support, Guidry et al. (2020) highlighted that overall, Instagram's environment is more supportive to women politicians when compared to other platforms.

In conclusion, it can be said that today, women's political representation has increased due to several factors, including the use of social media. Female politicians are actively utilising social media for their political careers, which has played a key role in increasing how they campaign or communicate their political messages across to the public, which was limited by traditional media. However, they face several challenges driven by attitudes faced across different social media platforms, such as harassment and abuse, among others. Hence, it can be said that the use of social media for politics is double-edged.

1.2 Instagram and Political Communication

The social media platform Instagram, despite its launch in 2010, has experienced rapid growth over the years, making it a significant social media platform in today's contemporary world, as it is used in several aspects, with the inclusion of politics (Lalancette & Raynauld, 2019; Towner & Muñoz, 2024). One major feature that makes Instagram relatively significant in politics is its ability to drive visual political communication. According to the study of de Lima-Santos et al. (2024), Instagram is used to show the visual competency of politicians' qualities and traits through recorded videos or write-ups, making it a significant tool for communicating political affairs. In support, the study of Parmelee and Roman (2019) added that Instagram has been utilised in politics to communicate political issues with the provision of opportunities for a direct target group. For instance, political messages intended to target youths can be achieved through the use of Instagram.

As Larsson (2017) identified, the ability of Instagram to provide tools for activities such as commenting, posting live videos, stories, and reels, further strengthens its utilisation for the dissemination of political information or issues, as several politicians capitalise on this to perform self-presentation in the media, e.g. short videos for campaigns or promotion for political ambitions. In support, another study by Mina and Bailo (2018) highlighted that

Instagram's ability to allow storytelling, use of hashtags and images of achievements, to communicate messages to the public by politicians further demonstrates its significance for political communication. Not just that, its utilisation increases engagement through its ability to allow comments, reactions and sharing of posts, allowing the public to communicate their views on political matters posted by politicians (Chotimah et al., 2024; Sandes & Reis, 2025). Additionally, Sandes and Reis (2025) added that the ability of Instagram to allow usage of informal language makes it conducive to creating an emotional connection with voters, humanising the candidate's public image, which is crucial in promoting political communication as regards their political ambitions.

To further showcase how Instagram has been effectively used for political communication, Andrade et al. (2025) examined how Instagram played a role in political communication and elections among three countries: Mexico (2024), Brazil (2022), and Colombia (2022). To conduct this analysis, the authors used Benoit's functional theory of political discourse to analyse 3,287 Instagram posts made by politicians within these countries to communicate their political aspirations. The study found that the usage of Instagram helped politicians communicate their political aspirations, stories and campaigns to the public; however, Instagram gave voters the ability to respond to the posts of these politicians. The analysis further identified that a direct response to criticism by the politicians results in increased engagement. Additionally, the study found that users were primarily more interested in visual posts compared to other forms of posts. Overall, the findings showed that the interactive dynamics of Instagram may allow certain types of communication, such as direct confrontation or the validation of past actions.

Also, in the study of Sandes and Reis (2025), the authors conducted an analysis to show how Instagram was used in Brazil to promote political communication during the 2022 election. To do so, the authors utilised a mixed method of quantitative and qualitative content analysis to analyse Luís Inácio Lula da Silva's Instagram posts during this period. The essence of doing this was to show how Instagram played a role in promoting the image of the candidate during the election. The author identified that communication on Instagram presented a coherent narrative, characterised by strategic adaptation throughout the election year, taking into account the country's electoral calendar, political personalisation around the candidate and using images that simultaneously evoke authority and affection, which were significant during campaigns as they were strategically used to communicate political affairs to the public. These events played a crucial part in his victory during the election. This was possible as the events

promoted positive political communication with the electorate and reinforced a political identity desired by all.

Likewise, the study of de-Lima-Santos et al. (2024) conducted an analysis to demonstrate how social media has played a key role in promoting political engagement through communication. The authors utilised a dataset of 11,263 Instagram posts by 19 Brazilian presidential candidates in the 2018 and 2022 national elections. The study identified that there exists a strong sense of personalisation, portraying candidates connected with their voters on a more emotional level via Instagram posts. However, it identified that unique contextual nuances specific to the Brazilian political landscape exist within the posts analysed. To support the above findings, Kwon (2020) added that most people who use Instagram, particularly young people, are after getting political information, expressing political opinions, and following political accounts; hence, getting the right information will increase their political involvement. Therefore, motivation for information seeking is positively associated with political information consumed, which plays a key role in ensuring followers for new media accounts on Instagram.

In comparison, Lee and Hwang (2019) argued that despite platforms like Instagram providing avenues for political campaigns, it is important for political candidates to involve themselves in society, as this is important to the level of support they get from supporters online. Alodat et al. (2023) pointed out that social media platforms like Instagram have a strong influence on political opinions and support of users towards political candidates. Therefore, the authors highlighted that politicians need to manage social media and use Instagram as a communication tool to optimise communication effectively. In addition, the study of Njoku et al. (2025) pointed out that Instagram plays a significant innovative role in promoting political mobilisation and attacks, which is similar to what was earlier said by Andrade et al. (2023) and Lee and Hwang (2019) on its utilisation for campaigns and criticism. In support, Borchers (2025) highlighted that most influencers and celebrities endorse Instagram as a powerful mechanism for political communication, which has played a key role in shaping the public image of most political parties. A recent research done by Errenst et al. (2023) showed that it is highly significant in the commoditization of content, audience, and labour within a political framework.

In support of these findings, Instagram has become a powerful tool for political communication by enable politicians to promote their aspirations and engage with voters. However, it is important to note that its influence on users' attitudes and engagement means that requires careful examination particularly across cultural contexts. Hence, the

understanding of mechanisms that influence political attitudes and engagement across cultures is essential for explaining how users with different cultural values perceive and respond to female politicians on the platform.

1.3 Hofstede’s Cultural Dimensions Theory

According to Żemojtel-Piotrowska and Piotrowski (2023) and Wale (2025), Hofstede’s cultural dimensions theory is a systematic model for understanding cross-cultural social differences in most contexts. This framework was first proposed by Dutch social psychologist Geert Hofstede in 1980 and consists of 6 dimensions: collectivism versus individualism, power distance, femininity versus masculinity, uncertainty avoidance, short-term versus long-term orientation, and restraint versus indulgence (see figure 1). However, the scope of this study focuses on Individualism versus Collectivism, Power Distance and Masculinity versus femininity as these dimensions directly explain the cultural mechanisms that differ in attitudes toward female politicians across Thai and American cultures.

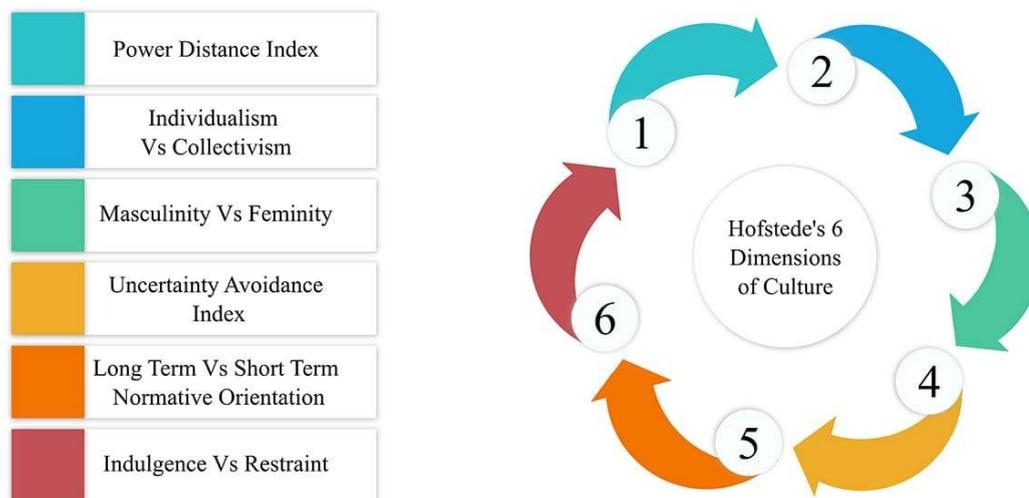


Figure 1: Hofstede’s cultural dimensions

The collectivism-individualism factor assesses the degree to which people in a country are organised in terms of their duties and activities within a social structure (Jim, 2024; Wale, 2025). As identified by Jim (2024), individualism promotes focusing on oneself or one's immediate family rather than others. In fact, Nickerson (2025) pointed out that countries operating on individualism experience a high rate of divorce, separation of children from family and many informal relationships. This occurs due to the fact that most citizens focus on

"I" to define themselves rather than "we" (Minkov & Kaasa, 2022). In comparison, Alvarez & Kimmelmeier (2017) argued that an individualist society can promote autonomy and protection of human rights. This is true due to the fact that this aspect of culture offers freedom of speech and rights, therefore, enhancing governance with the promotion of strong civil liberties rather than suppression. However, it is crucial to note that too much freedom can lead to social fragmentation and tyranny; for example, freedom of speech can result in voters promoting hate speech without considering its impact on politicians.

Collectivism, on the other hand, focuses on establishing a social bond among members of a society (Żemojtel-Piotrowska, 2023). Countries that operate on collectivism are mostly dependent on each other due to the fact that decision-making is done collectively rather than individually. Unlike individualism, a collectivist society focuses on "we" and "us" rather than "I" and "Me" (Rutar, 2025). Citizens in a collectivist society focus more on unity rather than disharmony due to the fact that they consider others in their decisions (Wale, 2025; Żemojtel-Piotrowska, 2023). This is evident as they tend to demonstrate a positive attitude towards political affairs when compared to those in an individualist society. Overall, this aspect of culture plays a key part in promoting equity and cooperation. In comparison, Kumar (2011) argued that such a culture subdues the right of citizens due to limitations of rights, such as freedom of speech; hence, citizens tend to embrace any form of governance adopted by the "we" in power rather than standing their ground when leadership is poor. In support, Cheng et al. (2020) further added that a collectivist society tends to struggle more in terms of innovation and development when compared to an individualist society. Individualism is higher in Western countries, while collectivism is high in Eastern and African countries (Jim, 2024).

The power distance dimension of Hofstede's framework focuses on evaluating the extent low status people in the society accepts power dominance particularly in an unequally distributed society, country or organization (Wale, 2025). As highlighted by Jim (2024), a highly power distance society tends to promote acceptance of inequality, particularly economically, by the public, while a low power distance country promotes dealing with any form of inequality within governance. In support, Żemojtel-Piotrowska (2023) pointed out that citizens in a low power distance economy often tend to seek clarity and justification towards any form of inequality, power distribution, or inequality when compared to those in a high power distance society. Based on this, it can be said that politicians may tend to receive more hostile attitudes from citizens in a low power distance country compared to those in a high power distance society. In support, Nickerson (2025) added that people in a high power distance often promote issues such as political violence and corruption and reduce respect for

human rights. The study of Gong et al. (2019) pointed out that a highly power distance society promotes ineffective decision making due to the fact that a particular group of people are subdued, which can result in weak governance.

In support, Tian and Peterson (2016) added that such an environment can promote unethical behaviours and attitudes from politicians due to the authority they possess. In comparison, Daniels and Greguras (2014) argued that, despite power distance being seen more on a negative note, it can enhance stability, order, and structured hierarchy's decision-making, such as those reflected in social media comments toward female politicians, where acceptance reduces challenges in authority and perceived hierarchies.

However, Gong et al. (2019) countered this and highlighted that decision making due to high power distance may be subject to poor quality and may be based on the wants or needs of those in authority. Following this, positive attitudes towards politicians may be seen more in a high power distance society when compared to a low power distance society however, this may be subject to fear rather than truthfulness. Nevertheless, negative attitudes tend to be heavy in such a society when they occur. In a low power distance society, attitudes can be both positive and negative, although politicians in most cases try to act right to promote positive attitudes from citizens due to the level of freedom they have (Kim & Zhang, 2014). High power distance is common in East European, Latin, Asian, and African countries while low power distance is common in Germanic and most English speaking countries.

The masculinity versus femininity factor evaluates societal tendencies regarding gender roles, gender equality, and traditional gender values (Nickerson, 2025). As highlighted by Żemojtel-Piotrowska (2023), this aspect of culture reflects the emotional role between men and women. Societies with high masculinity scores value goal-oriented behaviour, encourage wealth accumulation, and embrace materialism. In contrast, a high femininity society tends to be more concerned with the collective quality of life than individual material wealth and favours flexible gender roles that allow males and females to interchange their contributions to social and economic systems (Jim, 2024). Within most societies, masculine culture tends to be given the upper hand compared to femininity (Yarchi & Samuel-Azran, 2018). For instance, within the political setup, as earlier highlighted by UN Women (2023), women are underrepresented when compared to men, indicating that the political setup of most countries favours men and grants them more political opportunities compared to women.

It is significant to note that despite high representation of men in most cultures, the masculinity vs femininity dimension focuses on ensuring female rights are upheld, ensured and respected (Lwamba et al., 2022). Marie et al. (2024) added that generally, men are traditionally

aligned to leadership when compared to women due to the belief that men are more decisive and capable of handling issues, hence given them more grounds in a political setting compared to women. In comparison, Mechkova et al. (2024) argued that a feminine compassionate nature can be significant in ensuring good governance and connection with citizens; hence, involving women more in politics can be fundamental in handling social and societal issues. Galsanjigmed and Sekiguchi (2023) had a contrary view and highlighted that when a female politician exhibits traits associated with poor leadership skills or decision making, that may be perceived as weak however, when they show more masculine traits, that may be judged as competing with men or not conforming to gender expectations, hence, leaving a leadership challenge to females.

Overall, communication style plays a key role in determining how politicians, whether male or female, are viewed by citizens. An over aggressive communication or leadership style by male politicians can result in negative attitudes by citizens while not been decisive, showing weakness, or exhibiting masculine traits can also force complex attitudes towards female politicians. Masculinity index is relatively high in regions such as Asia, Africa and German speaking countries, however low in western countries or Scandinavian countries.

Other dimensions of Hofstede's framework are outlined as follows: Uncertainty avoidance reflects general levels of risk tolerance (Jim, 2024). Countries with high uncertainty avoidance scores show high levels of risk aversion due to rigid rules and regulatory structures created to mitigate the potential influence of the unknown and unexpected (Wale, 2025). Short-term versus long-term orientation considers the degree to which a society acts to further short-term objectives at the expense of long-term goals and vice versa (Żemojtel-Piotrowska, 2023). Countries with high short-term orientation scores value immediate gratification ahead of immediate sacrifice that could lead to greater gratification in the long-term future (Nickerson, 2025). The indulgence-versus-restraint dimension concerns the extent and tendency of a society to fulfil its desires (Jim, 2024). In other words, this dimension revolves around how societies can control their impulses and desires.

It is important to note that Hofstede's framework still holds significant importance in understanding users' behaviours in a cultural setting due to the fact that it promotes cultural insights and global collaboration.

1.4 Cultural Context: Thailand and America

Since this research aims to explore Instagram users' attitudes across two very different cultures, Thailand and America, it is important to understand the cultural contexts of both countries, as these contexts are relevant to understanding the nature of attitudes toward female politicians.

This is because the two nations not only differ in their political speech but also in the values they embrace. Hofstede’s framework concerning the dimensions of cultures, such as the difference between individualism and collectivism, power distance, and masculinity and femininity, explains the difference (Hofstede et al, 2010). This research illustrates how people’s perspective on gender politics on social networks originates from the underlying values that people embrace.

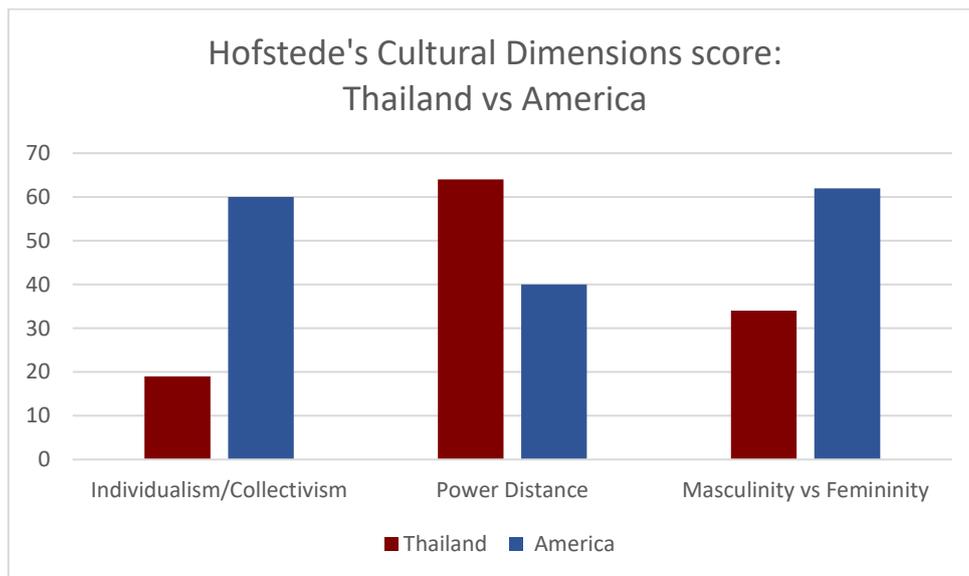


Figure 2: Comparison of cultural scoring by Hofstede between Thailand and America

Source: the Culture Factor Group. (2025). Country comparison tool: Thailand, United States.

The Culture Factor. <https://www.theculturefactor.com/country-comparison-tool?countries=thailand%2Cunited+states>

The culture and people of Thailand are founded on the following aspects: They are collective and emphasise the group, togetherness, and care in their speech towards others (Unusual Trip, 2022). As explained in chapter one, Thai culture avoids direct fighting and confrontation, allowing people to communicate without offending the community. This implies that their language is less harsh and less direct. Pueng-On (2015) observes that criticism in Thai communication culture is less direct. For that reason, people utilise phrases, jokes, and symbols that express respect, as well as the viewpoints of Thais. In fact, the Thais would like to see the dignity and respect of others regarding their politicians, particularly the female leaders. According to Phayayam et al (2024), the evaluation of women politicians in Thailand involves the following ideals: modesty, honesty, and emotional restraint. This, therefore, translates to online discussions revolving not only around the policies of the woman but, to some extent, how well they live out the cultural perception of women.

On the other hand, American culture manifests individualism, low power distance, and, to some extent, egalitarianism and gender equality. Individualist cultures score high on self-direction and autonomy (Garza et al., 2018). They prefer direct speaking and the voicing of personal views. As already clarified in the first chapter, the America offers one of the most polarised, sensational, and blunt politico-social environments, where the tone and expressiveness of politics are enhanced. For American citizens, the norm would be direct and challenging speaking and the use of debate. In reaction to the politicians, one would identify that the citizens would use direct, challenging, and explicit speaking and politics. For women politicians, the situation would be doubly difficult, as one would receive thunderous applause for deviating from the gender scripts but would receive greater levels of sexism and politically less acceptable variants of the latter, such as appearance criticism, emotional and inept definition, and criticism for not following the scripts concerning politics and the female body. This sits well, as research concerning American politics and the representation of female politicians indicates the levels of attention and observation exhibited by female leaders, and particularly within the polarised politico-social surroundings.

Comparative research reveals that culture not only influences how we speak, but also how we come to understand politics and figures, particularly females, on the internet. Sharon and Yarchi (2021) explain that social media biases against the female gender are based on cultural perceptions of leadership and the definition of femaleness. In other words, the same behaviour can be understood as something entirely different based on the culture. Very few comparative analyses are conducted between Thailand and the America, and there are certainly none which link the comments left on the internet to Hofstede's dimensions of culture (Hofstede et al, 2010).

This research fills the gaps by examining the stories of four female politicians who interact and communicate with people belonging to various cultures and politics, as well as their responses towards others. Through the analysis of comments left on their Instagram pages, the research indicates that gender and politics intersect and influence the communication of people, as well as the workings of Instagram. This paper develops the concept of political communication across cultures and enhances the study of feminism regarding research on the internet.

1.5 Cross-Cultural Digital Political Communication

Social media networks increase the ways politics and communication interact. This new trend goes from one-way, elite-managed information to an interactive process for communication. Many authors, such as Chadwick (2017) and Enli (2017), imply that the use of new networks

such as Facebook, X and Instagram disrupt the old boundaries and allows leaders to address various groups. This kind of presence offers new possibilities for the definition of politics and identities, where not only are messages delivered, but where people are also engaged in the debate. Social networks combine politics, discourse, and discussions on identities, explaining the perception of leadership and identities across various cultures. This discourse places emphasis on Instagram as a digital tool for political communication.

In the contemporary online culture, the platform where politics and self-view are most important and active is Instagram. Initially, it was merely a means of sharing images, but now it is utilised as a tool for forming an attractive and well-articulated story wherein authenticity, relatability, skill, and emotional appeal are utilised by politicians (Levin & Mamlok, 2021; Kwon, 2020). As stated in the opening chapter, presence on Instagram assists four female politicians from Thailand and the American in obtaining various looks for the concept of femininity and leadership. They use the platform to publish images that question as well as confirm the concept of what it means to be female and an authority figure. As stated, Instagram emphasises the use of images such as instantaneous images, videos, and stories, allowing the female politicians to present their carefully staged lives. These images are symbolic, evoking emotions and expectations regarding leadership and femininity.

Since the visual aspect of communication is core to the process of people narrating their political stories, Instagram influences how people perceive politics. Studies show that people are most attentive to visuals, such as images, compared to written texts, particularly during the process of making judgments regarding credibility, professionalism, and even moral character (Liebhart & Barnhurst, 2017; Müller & Sophie, 2019). Youths who use Instagram base their judgments and perception of political figures on how the figures are visually appealing, the emotions depicted, and how authentic they are (Alhabash & Ma, 2017; Parmelee & Roman, 2019). This aligns well with the study, as people's comments are an aspect that the study seeks to examine. Visual stimuli are linked to emotional responses, and as such, the comments exhibited are characterised by admiration, amazement, criticism, and even dimensions of gender. This aspect points to how the visual aspect of the internet impacts cultural expectations and the perception of people regarding gender. At the same time, Instagram's design feeds into and intensifies the challenges female politicians face. As discussed earlier, online spaces tend to reflect and magnify offline gender hierarchies, depositing women leaders into arenas of heightened hostility, judgment based on looks, and moral policing.

The studies of Harmer and Southern (2021) and Morgan (2020), who tried to explore gendered political communication, found that women in politics are regularly confronted with

sexist remarks, trivialization, and double standards that measure their competence by appearance, emotion, or perceived fit with certain cultural norms. Instagram's comment culture helps this digital hostility spread quickly, which intensifies the level of online harassment females face, which is usually more severe when compared to that faced by male politicians (Maimann, 2024; Rheault et al., 2019). To interpret such reactions, it is important to pay attention to the socio-cultural forces that dictate public expectations for femininity, respectability, and leadership within both countries, instead of focusing mainly on just the Instagram platform.

Instagram is an excellent tool for comparing content, messages, gender, and culture, as its design encourages people to engage emotionally and react to images that represent women as leaders, some of which are implicit and others explicit. The global aspect of the tool offers an excellent opportunity for comparison and observation of people from various cultures and their responses and attitudes concerning images of leaders and their understandings of gender and leadership. As stated in the introduction, Instagram offers an opportunity for exploring various fundamental cultural values, such as the difference between individualism and collectivism, leadership and hierarchy, and society's predetermined positions concerning matters of gender. This points to the tool's strength and appropriateness for exploring the responses and positions of the two nations concerning the selected female leaders.

1.6 Research Gap

Although there has been considerable scholarship exploring the links between the politics of communication and the culture underlying various behaviours, as well as communications and the politics of the internet and the harassment that takes place there, as illustrated by the research question, there are some important aspects that are not sufficiently addressed. This study, the literature indicates, teaches much regarding the intersection between gender and power, but the point where culture and the politics of the internet and responses to female leaders converge.

Firstly, there exists very little scholarship that explores how Hofstede's dimensions of culture are related to the study of comments on social media posts. Though there exists research that attempts to understand the expectations and voting behaviours of citizens based on cultural theory, the association of cultural dimensions and comments on social politics, for example, on the internet, has hardly been explored. For instance, there are hardly any attempts that focus on dimensions such as individualism-collectivism, masculinity-feminine, and power distance that are associated with comments on the politics of the social world, specifically the likes of Facebook and Instagram. As discussed in Chapter One, culture influences the expression of

approval, disapproval, disagreement, and emotions. If dimensions are not applied to the comments of users regarding female politicians on the likes of Instagram, one would never understand how culture influences the content and contexts of such discussions.

Second, despite the rapid growth of politically engaged conversation on Instagram, there are few comparisons that cross national boundaries. While most comparative research focused on photo-packed services like X and Facebook, where politically engaged conversation and harassment have been well-examined, Instagram receives less attention, despite the distinct visuals and emotional tone it provides. In the introduction to the first chapter, it was cited that images, aesthetics, and presentation are crucial elements that influence the perception of female politicians, i.e. their credibility, femininity, relatability, and leadership capacity. These aesthetics are paired with societal expectations of women as leaders, and as such, Instagram becomes an important case study for research on the relationship between cultural engagement and the visually based images politically created. There appears to be an important void of research regarding comparisons of politically based images and how they align with societal expectations.

Third, there are no studies that examine how the rest of society reacts to multiple female leaders from other cultures, using the same method. Most research that exists now explores one female leader, one election, and one culture. This makes it difficult to generalise how one society perceives gender and politics. In Chapter One, it was discussed that values provide insights into how nations judge themselves for instance, Thailand ranks individualism and power distance high, and the America ranks individualism and power distance low. Very few attempts, if any, have been made that examine multiple female leaders from varied nations and how society reacts on social media, during the same period and using the same method. This research, therefore, fills the existing void and examines the comments on Instagram of the female leaders from Thailand and the America for the year 2024.

In filling the gaps, this study offers new information regarding the relationship between gender and online politics. The first chapter provides the reasons for how values influence the perception levels regarding the participation of females in politics.

2. METHODOLOGY

2.1 Research Design and Approach

This research adopts a comparative case study research design approach, which consists of a mixed-method qualitative research approach to be done using thematic and content analysis. These methods were selected due to the fact that they provided a means to get sufficient insights into the collected data, which aligns with the objectives of this research (Williams, 2025). As described by the study of Bartlett and Vavrus (2017), a comparative case study research design enables a researcher to conduct a systematic examination of differences and similarities among selected entities. In this research, these entities are represented by the four female politicians selected for data collection. The utilised research design will enable the researcher to examine the different attitudes of Instagram users based on cultural and political contexts in Thailand and America. As highlighted by do-Amaral (2022), the comparative case study approach is suitable in a situation where social phenomena are complex, and these contexts play crucial roles in how public discourses are carried out, as in this research.

The utilised quantitative approach, as used in the study, on the other hand, is a method of analysis which allows exploration of non-numerical data such as posts, interviews, focus groups, documents and articles, among others, to draw meaningful insights which can be customised to provide answers to the objectives or questions of a research. Within this research, with the qualitative analysis, the researcher will be able to analyse and conduct an in-depth examination of patterns, languages and discourses within comments made by Instagram users on posts made on the pages of the examined female politicians.

As earlier highlighted, the mixed method of qualitative analysis using content analysis and thematic analysis will enable smooth analysis of collected data. The ability of content analysis to promote effectiveness and suitably identify evidence from non-numeric data makes it suitable for this study (Assarroudi et al., 2018). This method allows a researcher to measure the frequencies of patterns or codes identified within a set of collected data (Williamson et al., 2018). To do so, codes will be formed from all comments collected to see what type of sentiment each comment represents, which cultural dimension it is posting towards and what narration does the comment give. This process sums up the categorisation aspect of the content analysis, which can then be used to present findings in the research.

To provide more depth in evaluating the extent of these cultural dimensions on attitudes of Instagram users, thematic analysis will further be carried out on the codes earlier formed. Similar to content analysis, thematic analysis allows a researcher to find similar patterns,

represent them as codes and then map these codes into themes, which can then be used to present relevant findings, adding more depth to the analysis done using the content analysis method. Hence, a thematic qualitative research approach will be used in this study to find similarities in the comments made by Instagram users on female politicians' posts, and then themes will be developed to answer the proposed research questions of this research based on these themes formed.

2.2 Selection and Justification of Case Studies

In this research, four case studies were selected, which represented the two distinct Cultures to be analysed. Due to differences in cultures, equal representation was given to both cultures, as each culture was represented by two female politicians, each of whom was selected using a purposive sampling technique. The purposive sampling technique was used to select these politicians based on the ability of the strategy to allow a researcher to select data only from sources of people who are knowledgeable about a topic or who fit into the criteria of the research. The selection criteria for these politicians, as used in this research, are as follows:

Firstly, the politician must be a woman and must be from Thailand or America. Secondly, the politician must have held, or currently holds, a significant political position in these countries. This is important as analysing days for politicians holding high positions will give the analysis of this research more depth on the nature of attitudes high female leaders receive via Instagram. Finally, for a politician to be selected, she must possess a strong social media presence on Instagram. This last criterion is significant as user engagements are the primary data which will be used to conduct analysis.

The first politician selected is Paetongtarn Shinawatra. As of 2024, she is a serving politician in Thailand as the prime minister and a member of the strong and influential Shinawatra political dynasty (Tsuji, 2025). Her strong Instagram presence made her a good fit for inclusion in this research. Her Instagram posts are always engaging and have many reactions, making it suitable and easy for a researcher to utilise and understand the complex relationship that exists among Thai Instagram users with gender, political dynasties, and democratic governance, which is crucial for this research.

The second female politician selected was Yingluck Shinawatra. She was also identified to represent female politics in Thailand due to her strong recognition as a politician in Thailand. She was the first female Prime Minister from 2011 to 2014 in the country (Pletcher, 2025). Similar to Paetongtarn Shinawatra, her strong online presence provides insights into understanding the attitudes of Thai people towards female politicians. Despite her exile from

politics, her continued social media presence helps in analysing sustainable public engagement with a controversial female political figure in Thailand.

Within the context of America, the first female politician selected was Gretchen Whitmer. She has been the governor of Michigan since 2019 and holds strong recognition and representation as a democratic female governor in American politics. She is seen as an advocate promoting female reproductive rights within America (Tikkanen, 2025a). She has a strong social media presence, particularly on Instagram, as many of her posts reflect a strong female leader who has been reliable in a highly competitive battleground state. Her posts and content can provide deep insights into how her female leaders are viewed and the attitudes they receive from Instagram users in America.

Finally, Nikki Haley was selected to complete the list of politicians examination in this research. As a former Governor of South Carolina from the year 2011 to 2017, former U.S. Ambassador to the United Nations from the year 2017 to 2018, and 2024 Republican presidential primary candidate, she stands as a strong representation of female politicians within America (Tikkanen, 2025b). She also has a strong Instagram presence and provides sufficient data to analyse American's attitudes towards female politicians.

2.3 Sampling Strategy

This research employed a random sampling technique to conduct sampling in two stages for posts and for comments. Random sampling technique is a non-probabilistic sampling technique that allows equal chances of participation or selection for any population (Nyimbili & Nyimbili, 2024). This approach was exploited to remove any potential bias that may arise when data collection is confined to a specific group, which can promote bias and reduce transparency. Hence, with random sampling, a wide range of users with different attitudes will be given an equal chance to be selected for analysis (Akkaş & Meydan, 2024).

To select posts, a random sampling technique using the random number generator function (RAND) provided by Excel. Before that, specific criteria were used to select posts to be considered for random sampling. All posts to be considered must be between January 2024 and December 2024. Additionally, posts must be on the verified pages of the four female politicians and must contain political or personal content. Finally, these posts must be posts that allow Instagram users to comment, and comments must not be fewer than 20. Upon identifying posts that met this criterion, random sampling was then applied to select the top 5 posts to use in this research. To do so, all posts from January 2024 to December 2024 that met the above criteria were identified and catalogued. Each post was assigned a unique sequential number. The RAND function was then used to generate random numbers, which represented

each post, and these generated numbers were then ranked. The posts represented by the top 5 selected random numbers were selected. This process was repeated to select all five posts for each female politician.

For comments, the same technique was used however, certain criteria were set before selecting comments. For a comment to be selected for sampling, it must be human-written content and must be written in Thai or English. These criteria were then used to select all posts in the research, which were then organised in an Excel sheet. The RAND function was then applied to select the top 20 comments for analysis.

2.4 Data Collection

In this research, days collected were posts and comments from the verified handles of the 4 case study female politicians earlier selected. The entire process of data collection in this research was done manually through direct observation and documentation of Instagram posts and comments. This approach was selected due to its ability to ensure more accuracy in terms of data collection when compared to automated web scraping processes, and also, it allows a researcher to evaluate and see if certain data meet the criteria for selection. Additionally, it allows a researcher to adhere to Instagram's data collection guidelines. However, it is important to note that this approach of data collection is time consuming despite its promoting of transparency and accuracy.

Firstly, the researcher identified the verified Instagram accounts of all the selected politicians. These handles were verified for authenticity on official government websites. After that, their posts from January to December were manually collected and stored in Excel sheets. The collected data include features such as post's date, content type, caption excerpt, and engagement metrics (likes and comments). Upon collecting this data, the RAND function was applied to the selected top 5 posts for each politician.

Additionally, all comments for each selected post were also collected and stored in Excel sheets with features like full comment text, username, engagement metrics (likes, replies, reposts) and timestamp of post. The RAND function was also utilised to select the top 20 comments for each post. The selected 20 comments were then anonymised to ensure data privacy and confidentiality. To do so, each comment was assigned a unique identifier to represent it (e.g., PT_P1_C01 for Paetongtarn's Post 1, Comment 01). This was done for all 400 comments selected in the research. Overall, this process is important to ensure data protection during the data analysis phase.

To ensure the reliability of all data collected, a systematic coding scheme was used, which involved a second coder coding all comments to ensure consistency among all codes

formed in the study. Additionally, procedural transparency was ensured as all processes, from data collection, analysis processes and sampling, were well documented to allow easy replication of the work by others. To ensure validation of the entire process, the mixed qualitative approach used promotes data triangulation.

2.5 Sample size

The random sampling technique was used to select data samples in collecting a total of 400 comments (20 posts × 20 comments per post). As highlighted by Yang (2021), a sample size of 400 is a sufficient data size which can be used to conduct qualitative analysis of social media posts. These 400 comments are sufficient to help this research understand Instagram users' attitudes toward female politicians, which will be explored using the content analysis and Thematic analysis approaches outlined. The table below shows a summary of how the 400 data points were collected.

Table 1: Data collection summary

Country	Politician	Posts Selected	Comments per Post
Thailand	Paetongtarn Shinawatra	5	20
	Yingluck Shinawatra	5	20
America	Gretchen Whitmer	5	20
	Nikki Haley	5	20
TOTAL	4 Politicians	20 Posts	400 Total

2.6 Data Analysis

This research employed a mixed-methods analysis consisting of qualitative content and thematic analysis. This dual approach enabled an in-depth interpretation of discursive patterns and trends of attitudes of Instagram users within the used dataset. Due to the similarities of the analysis methods used, the flowchart in Figure 3 represents their overall analysis procedures.

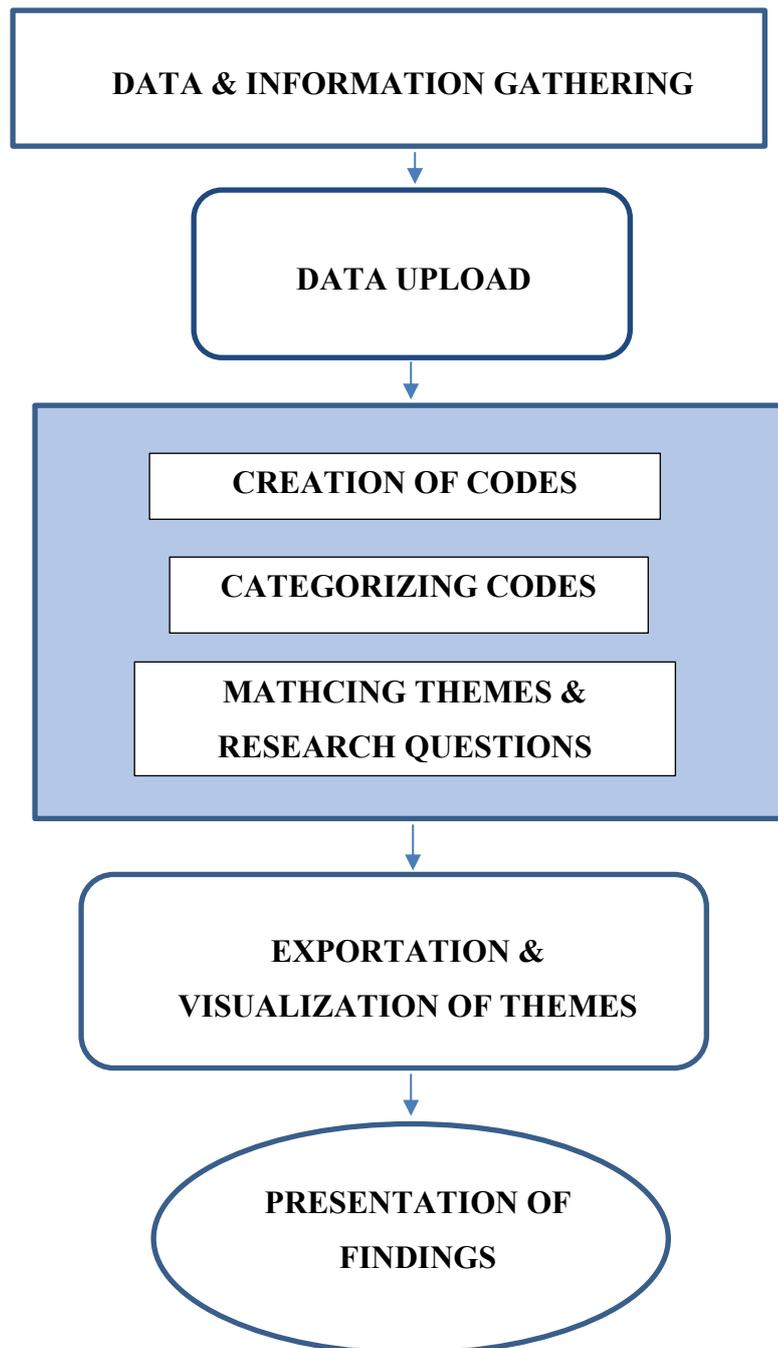


Figure 3: Data Analysis Procedures

Data and information gathering: As highlighted in the data collection section, data were collected and transformed into an Excel sheet for smooth analysis within the QDA Miner Lite software. However, in this stage, the first step of thematic analysis was done by the author, which is data familiarisation. Here, the author read and reread each post and comment to get familiarised with the collected data and ensure they align with the research.

Document (data) uploading: To use the QDA Miner Lite software, the gathered information (data) was uploaded into the software after creating a new project for the analysis at hand.

Creation of codes: Code creation is an important step in qualitative content and thematic analysis. This step helps to identify patterns and similarities among data points. This is one of the most crucial steps that needs to be carefully done to identify the different types of attitudes shown by Instagram users. To do so, labels were created in the QDA Miner Lite software to represent different user sentiments and behaviours towards these politicians. This stage completes the process of content analysis as it allows researcher to evaluate the frequencies of different behaviours of users in the different cultural dimensions and present findings.

Categorising codes into themes: This stage continues the thematic analysis. Developing themes provides more depth to the findings made during content analysis. To do so, all codes formed will be organised into themes which align with the objectives or research questions of the study. To do so, the overall generated codes will first be exported to an Excel sheet, where manual grouping will be done to ensure the correctness of the grouping. The grouping will be done manually. After that, the process will continue within the QDA Miner Lite software, as these manually formed groups will be used to categorise all codes into different themes outlined during the manual process in Excel.

Research questions and Themes matching: This step is done to verify what was done in the previous stage. Here, the researcher evaluates and sees if all themes formed are in line with the questions/objectives of the research.

Exportation and Visualisation of themes: The developed themes can now be exported as visualised charts to add graphic evidence to the findings of the research. Also, it allows a researcher to export tables, which can also be used during documentation.

Presentation of findings (producing a report): The researcher documents the findings made and then proceeds to compare these results with existing literature.

2.7 Analytics Tools Used

For this research, two tools which ensured the utilisation of both manual and automatic processes were used. These tools were Microsoft Excel and QDA Miner Lite software. The Excel tool was used to conduct data collection, organisation, transformation and coding before it was then used to conduct selection of sampled data (comments) to be used for analysis. The QDA Miner Lite software, on the other hand, was used to conduct both content and thematic analysis, as it allows coding and categorisation of all posts and comments collected. The tool

further allowed grouping these codes into themes and performing visualisations for all identified codes and themes, which were then used to present the findings in the research.

2.8 Ethical Considerations

This research adheres to established ethical principles for social media research (Franzke et al., 2020) and Vilnius University's research ethics guidelines. Firstly, during data Collection, data privacy and confidentiality were held with optimal significance. All posts and comments used in this research were freely accessible comments from verified Instagram accounts. To ensure confidentiality, the names of all users who engaged in the posts were anonymised and excluded from the final data used for analysis. To do so, all comments were coded and given unique identifiers to represent these users.

Additionally, data security was promoted in this research as all collected data were saved to Google Drive and password-protected. These data can only be available to the researcher, supervisor and marker upon request hence, the data cannot be made available to others. Upon completion of the research or subsequent publications, all collected data will be permanently deleted.

3. EMPIRICAL FINDINGS

3.1 Introduction

This section presents the analysed results of 400 comments on Thai and American female politicians. The study employed three main dimensions of Hofstede's cultural dimensions (Power Distance, Individualism/Collectivism, and Masculinity/Femininity) to understand how they are demonstrated in Instagram users and interactions. In-depth content analysis and thematic analysis were performed using QDA Miner Lite software and Microsoft Excel. Additional markers such as sentiment, responsiveness to the post and gender-related contents were also evaluated in the analysis. The section is organised into four separate sub-sections. The first section presents an overview of the data collection and coding framework. The second section presents findings for Thai and American, respectively, examining each cultural dimension along with sentiment, responsiveness, and gender-related patterns. Results from the analysis were presented in the form of visuals and tables. The third section performs a discussion of results by comparing with already existing studies. The final section presents the implications and reflections of the research.

3.2 Data overview and coding framework

The analysis research on a total of 400 comments from four female politicians in the two different cultural contexts. The data set contains 200 comments from Thai's Female politicians (Prime Minister Paetongtarn Shinawatra and former Prime Minister Yingluck Shinawatra and 200 comments from American's Female politicians (Governor Gretchen Whitmer and former Governor Nikki Haley), equally divided into 100 comments per politician. The selection process adopts a systematic random sampling approach to avoid bias and ensure the representativeness of data collection. Five posts from the Instagram account of four female politicians were randomly sampled using the RAND formula in Microsoft Excel to generate random selection numbers, which comment has highest likes and replies were selected from each post for a total of 20 comments. This systematic random sampling resulted in a total of 100 comments per politician (5 posts x 20 comments per post = 100 comments). Hence, the complete dataset includes 200 comments from two Thai female politicians and 200 comments from two American female politicians, totaling 400 comments for analysis. This sampling approach also reducing the bias that might happen on single post or formal manual selection process. Table 2 show structure of dataset.

Table 2: Structure of the dataset

Politicians name	Country	Posts amount	Number of comments per post	Total comments
Paetongtarn Shinawatra	Thailand	5	20	100
Yingluck Shinawatra	Thailand	5	20	100
Nikki Haley	America	5	20	100
Gretchen Whitmer	America	5	20	100
Total	2 countries	20		400

Coding procedures were conducted based on Hofstede’s cultural dimensions theory, specifically: Power Distance (High, Low or Neutral), Individualism/Collectivism (Individualist, Collectivist or Neutral) and Masculinity/Femininity (Masculine, Feminine or Neutral). Additionally, collected comments were also coded for Sentiment (Positive, Negative, Neutral or Mixed) and Responsiveness to the published post (Responsive, Non-Responsive or Neutral), followed by Gender-related content (Positive, Negative, Appearance or None).

Table 3: Coding framework and definition for operating

Category	Codes	Operational Definition
Power Distance	High/Low/Neutral	High: honorifics, formal titles, respectful words (krub or ka). Low: First name, informal language, direct disagreement. Neutral: no clear markers
Individualism/Collectivism	Individualist/Collectivist/Neutral	Individualist: personal pronouns (I, me, my), personal rights or opinion Collectivist: collective pronouns (we, us, our), national or group identity, community gathering Neutral: no clear markers

Masculinity/ Femininity	Masculine/Feminine/ Neutral	Masculine: achievement, competition, success or winning, language. Feminine: focusing on caring, cooperation, gentle language, relationship emphasis Neutral (no clear markers)
Sentiment	Positive/Negative/ Neutral/Mixed	Positive: support, agreement, admiration Negative: criticism, disagreement, enmity Neutral: factual sentences, questions without emotional relatedness Mixed: comment whether it relates to positive or Negative
Responsiveness	Responsive/Non- Responsive/Neutral	Responsive: responds to post content. Counter: opposed to post message. Neutral: not related to the post topic.
Gender-related content	Positive/Negative/ Appearance/None	Positive: celebrates female leadership. Negative: gender-based criticism. Appearance: focus on looks or appearance. None: no mention of gender

3.3 Analysis Results

Table 4 and Table 5 present the results achieved following the analysis done within QDA Miner Lite software, which is a qualitative data analysis software that helps researcher performs coding systematically by create codes for each textual data and also, perform categorization of the codes created from these textual data. In this research, the software was utilized to code and categorise all 400 comments, as shown in the operation definitions outlined in Table 2, highlighted to three cultural dimensions of Hofstede(Power Distance, Individualism/Collectivism, and Masculinity/Femininity) as well as the additional indicators of sentiment, responsiveness, and gender-related content. Employing this software maintains coding process consistency. Since it enables to identification of patterns and coding frequency, allowing for calculation of the percentage and creating a visual representation of findings in tables and charts.

Table 4: Thai’s analysis results using QDA Miner Lite software

Category	Code	Count	% Codes	Cases	% Cases
R1	Individualist	21	10.5%	2	100.0%
R1	Neutral IC	152	76.0%	2	100.0%
R1	Collectivist	27	13.5%	2	100.0%
R2 (Power Distance)	High	134	67.0%	2	100.0%
R2 (Power Distance)	Neutral PD	42	21.0%	2	100.0%
R2 (Power Distance)	Low	24	12.0%	2	100.0%
R3	Masculine	16	8.0%	2	100.0%
R3	Neutral FM	46	23.0%	2	100.0%
R3	Feminine	138	69.0%	2	100.0%
Others	Responsive	157	78.5%	2	100.0%
Others	Non-responsive	33	16.5%	2	100.0%
Others	Positive Sentiment	162	81.0%	2	100.0%
Others	Neutral sentiment	10	5.5%	2	100.0%
Others	Negative sentiment	23	11.5%	2	100.0%
Others	Mixed sentiment	4	2.0%	2	100.0%
Others	Positive G	10	5.0%	2	100.0%
Others	None G	161	80.5%	2	100.0%
Others	Appearance G	28	14.0%	2	100.0%

Table 5: America’s analysis results using QDA Miner Lite software

Category	Code	Count	% Codes	Cases	% Cases
R1	Individualist	139	69.5%	2	100.0%
R1	Neutral IC	48	24.0%	2	100.0%
R1	Collectivist	13	6.5%	2	100.0%
R2 (Power Distance)	High	15	7.5%	2	100.0%
R2 (Power Distance)	Neutral PD	1	0.5%	2	100.0%
R2 (Power Distance)	Low PD	184	92.0%	2	100.0%
R3	Masculine	106	53.0%	2	100.0%
R3	Neutral FM	70	35.0%	2	100.0%
R3	Feminine	24	12.0%	2	100.0%
Others	Responsive	105	52.5%	2	100.0%
Others	Non-responsive	84	42.0%	2	100.0%
Others	Positive Sentiment	58	29.0%	2	100.0%
Others	Neutral sentiment	31	15.5%	2	100.0%
Others	Negative sentiment	108	54.0%	2	100.0%
Others	Mixed sentiment	3	1.5%	2	100.0%
Others	Positive G	1	0.5%	2	100.0%
Others	None G	197	98.5%	2	100.0%
Others	Appearance G	2	1.0%	2	100.0%

1. Individualism/Collectivism analysis (RQ1)

RQ 1: How does Individualism or Collectivism affect users respond to female politicians' posts across the two cultures in Instagram?

From Tables 3 and 4, it can be seen that in terms of individualism vs collectivism, there is a relatively high difference between Thai user attitudes when compared to Americans. Despite Thai's collectivist culture, as earlier identified by Pueng-On (2015), the analysis showed that the majority of comments made by Instagram users to the examined female politicians are neutral in nature, as it recorded the highest frequency of 76% compared to the comments that depict collectivism (13.5%) and individualism (10.5%). Out of the 200 comments analysed for the two politicians, 152 were neutral, while 27 and 21 reflected collectivism and individualism, respectively. The high rate of neutral comments occurred due to the fact that most comments expressed gratitude and good wishes in the analysed data. Despite that, the collectivist culture of Thai still prevailed over individualism as it recorded higher collectivist-driven comments than those driven by individualism (See figure 1). Comments which depict collectivism showed expressions from users focusing more on the nation as a whole or wishing their leaders success, rather than them focusing on an individual perspective. Many comments often use pronouns such as "our" (ของเรา), Citizens (ประชาชน), or mention "Thai" (ประเทศไทย) rather than personalised words like "I" or "Me". The following examples show the expression of collectivism in some Thai comments analysed.

"Our pride ❤️ ❤️ ❤️" (ความภาคภูมิใจของเรา)

"Come back to our home ka, PM" (กลับบ้านเราค่ะ ท่านนายก)

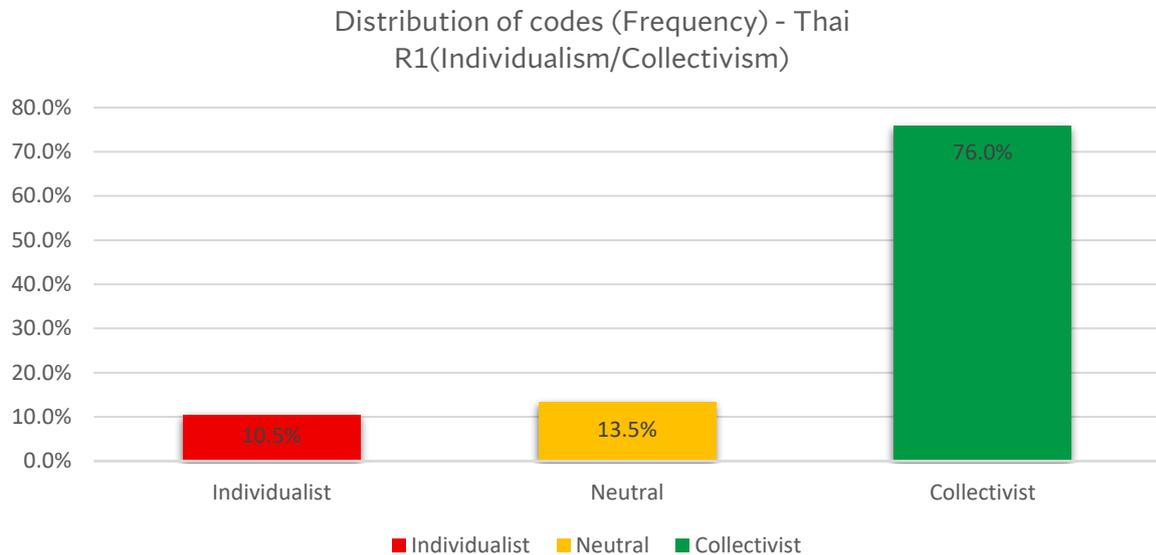
"Thai has the 31st Prime Minister..Pheu Thai." (ประเทศไทยมีนายกรัฐมนตรีคนที่ 31..เพื่อไทย)

"Love you ka, Sir. Please help citizen quickly. The economy is really bad." (รักท่านค่ะ กรุณาช่วยประชาชนด่วน เศรษฐกิจแย่มากๆ)

The comments demonstrated that some Thai Instagram users focus on collective identity and the nation as a whole rather than individual perspectives, particularly in group forums. The usage of words like "Our" and "Thai" reflects Hofstede's cultural identity of collectivism, which aims at maintaining positive social relationships and harmony generally rather than focusing on one's personality. However, it is important to note that there is not much difference between the individualistic level (10.5%) and the collectivistic level (13.5%) in the Thai data analysed, which implies that some users believe in personal opinions and judgements rather

than as a group. This played a major part in the high statistics for Neutral Individualism/collectivism.

Figure 4: Thai’s Individualism/Collectivism result



The analysis conducted for America showed that many Instagram users have an individualistic orientation. Out of the 200 comments analysed, 139 (69.5%) reflect individualism, while 48 (24%) and 13 (6.5%) showed collectivist and neutral dimensions respectively (See figure 2). This is true as words such as “We”, “Our” and “Us” were very rare (although present) in the analysed Americans’ comments, whereas words that reflect oneself, such as “I”, “Me” and “My”, were present in the collected data. Many comments were characterised by direct statements of their own opinion or assessment about a politician’s performance, demonstrating the individualist orientation of most users. It reflects that they focus more on their own opinions or personal judgments rather than collectively as a group. The following were present in the analysed data, which reflect individualism:

“I once thought you would be a great President, yeah, not so much anymore. Get off the Rhino Express and support the winning team!”

“You’re grasping at straws”

“I ♥ my governor!!”

As is evident, these comments were heavily characterised by the use of first-person pronouns and personal opinion expression, hence showing America’s strong position on individualism.

Figure 5: American’s Individualism/Collectivism result

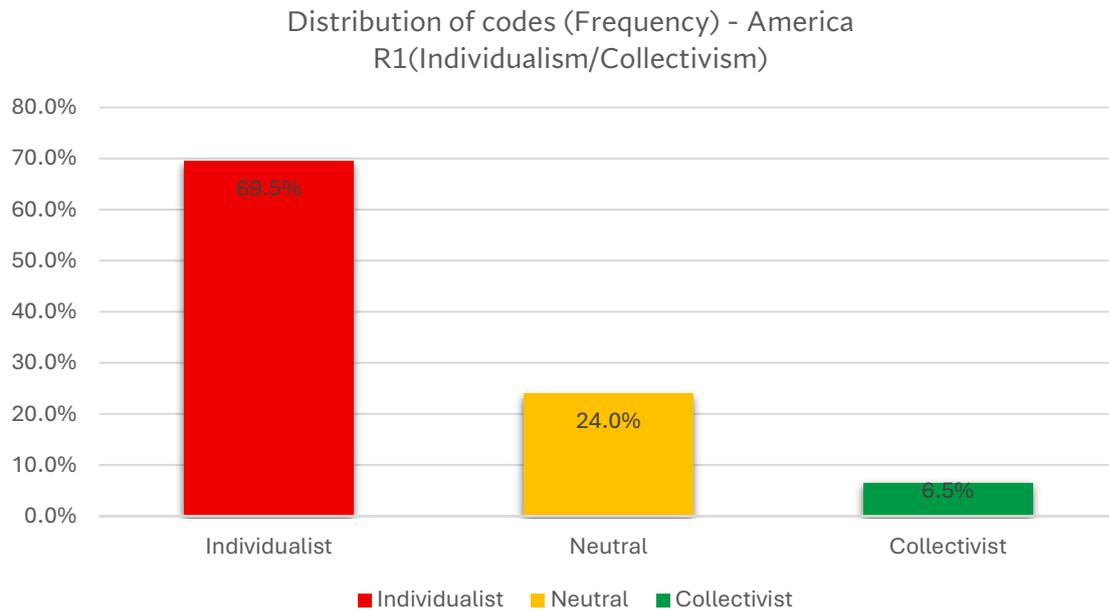
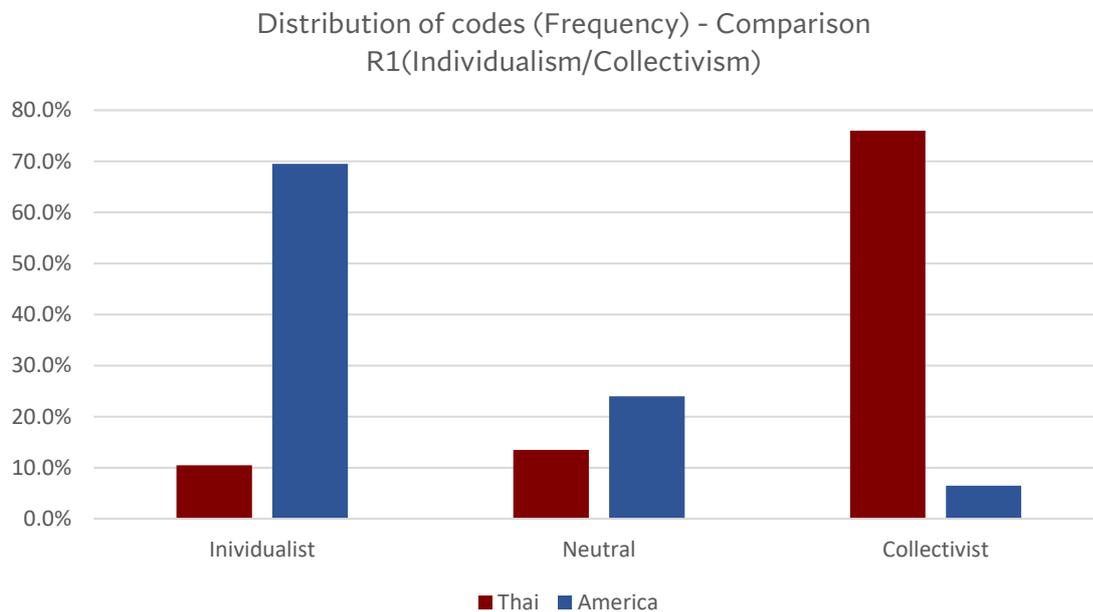


Figure 6: Comparison between Thais’ and Americans’ Individualism/Collectivism results



Comparing both cultures in terms of Individualism vs collectivism, it can be said that most American Instagram users focus more on oneself and personal opinions rather than as a group, which clearly reflects individualism (69.5%). Thai, on the other hand, despite recording a high score for neutral dimensions (76%), its collectivist culture was evident in the analysis, as many comments to an extent reflect users' focus on others as a group rather than on focusing

on themselves alone, as in American culture (13.5%). However, it is important to note that there is not much difference between the individualistic level (10.5%) and collectivistic level (13.5%) present in Thai, which is an indication that although some users focus on national harmony and collective growth, some to an extent focus on their personal opinions and judgements however, relatively low when compared to that of America. Overall, it can be said that female politicians in America will face more criticism due to various opinions of Instagram users and personal judgments when compared to those in Thai, although the tendency is present in Thai due to its highly mixed culture.

2. Power distance in user engagement Analysis (RQ 2)

RQ 2: What impact does Power Distance have on user engagement styles toward female politicians in Thai and America?

As highlighted by Wale (2025), power distance measures the willingness of citizens to accept hierarchical deference and power dominance. Within the examined Thai digital space, there is a high support for power distance, as many comments (134), which made up about 67% of the entire 200 comments analysed, reflect power distance. This dimension was identified as comments that utilise formal titles and honorific linguistic vocabularies such as “krub” and “Ka”, which are used to show respect for males and females, respectively, and were present in the dataset. Some evident data analysed that show such presence include:

“Beautiful krub ” (สวยครับ)

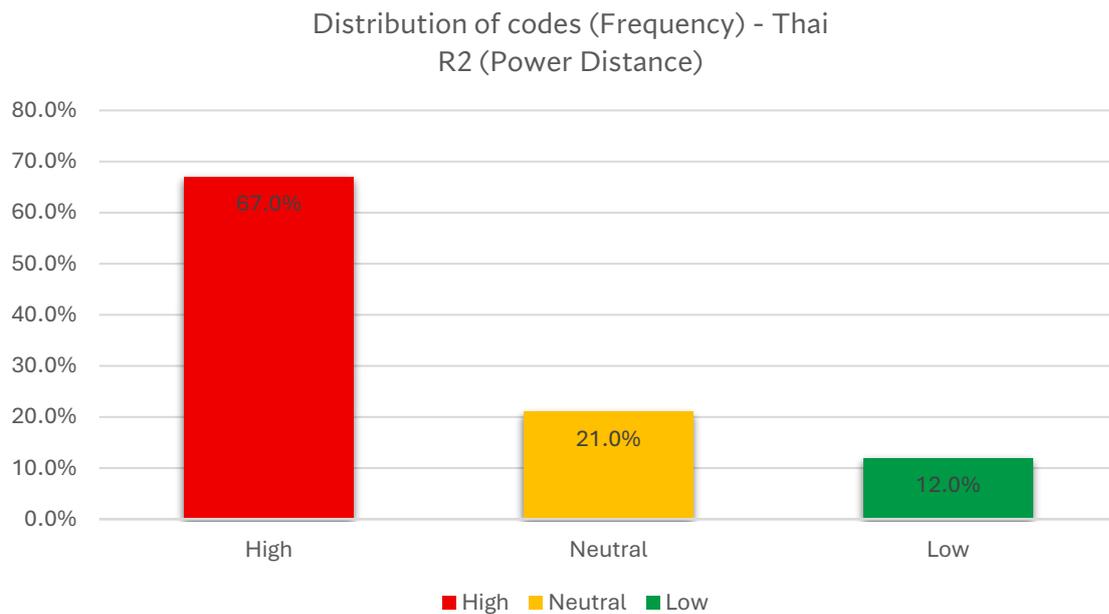
“I always miss Prime Minister Yingluck ka. ” (คิดถึงท่านนายกยิ่งลักษณ์เสมอค่ะ)

“I wish you better health every day ka. ” (ขอให้ท่านสุขภาพร่างกายแข็งแรงในทุกๆวันค่ะ)

“Good attitude krub. I admire Ms.Prime Minister.” (ทัศนคติดีมากครับ ผมขอชื่นชมท่านนายกฯ)

Additionally, the usage of formal titles, for instance, “Prime Minister” in some comments, further showcases the recognition of authority by Thai Instagram users, as they usually ensure their comments are more respectful and submissive when presenting their comments rather than using an informal tone.

Figure 7: Thai's Power Distance result



Within the context of America, Instagram users have low tolerance for hierarchical deference in digital political spaces, as several comments point towards low power distance (184). Out of the analysed 200 comments, 92% of the comments address leaders as people of equal standing rather than those in a higher authority. In fact, some comments address politicians by their names, which shows little respect and recognition of their authority, unlike in Thai culture. High usage of informal languages, direct messages and open criticism of politicians were more present in the America's cultural landscape. Such events led to very low scores for high power distance (15) and neutral power distance (1), as only 7.5% and 0.5% comments reflected both aspects, respectively. The following example presents the expression of typical low Power Distance in the analysed dataset:

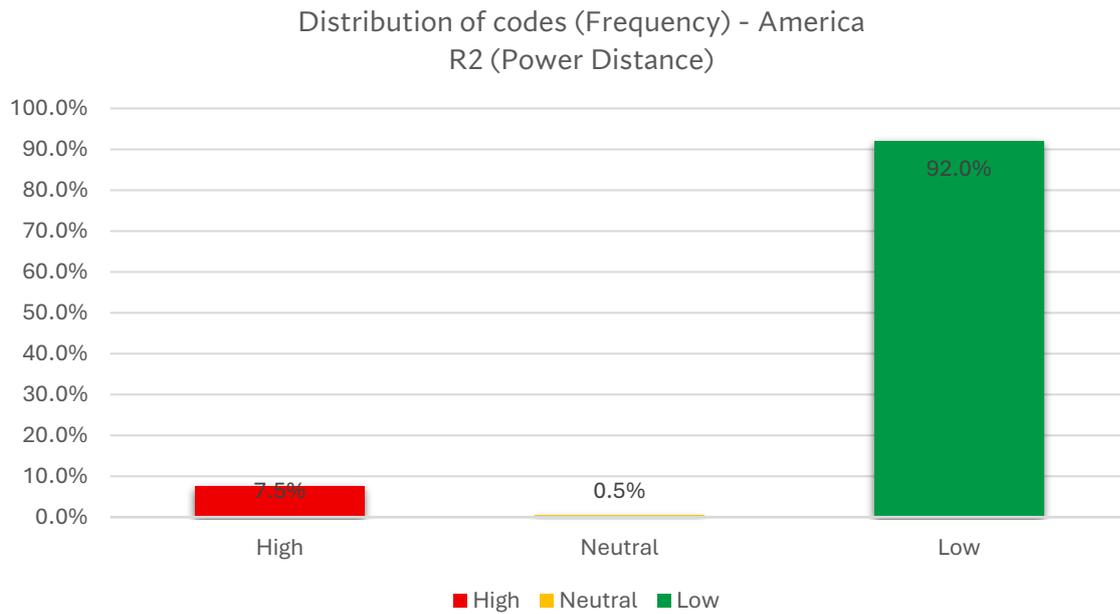
"Yeah Nikki is falling flat here"

"Go away. We need a leader, not a politician"

"A real witch"

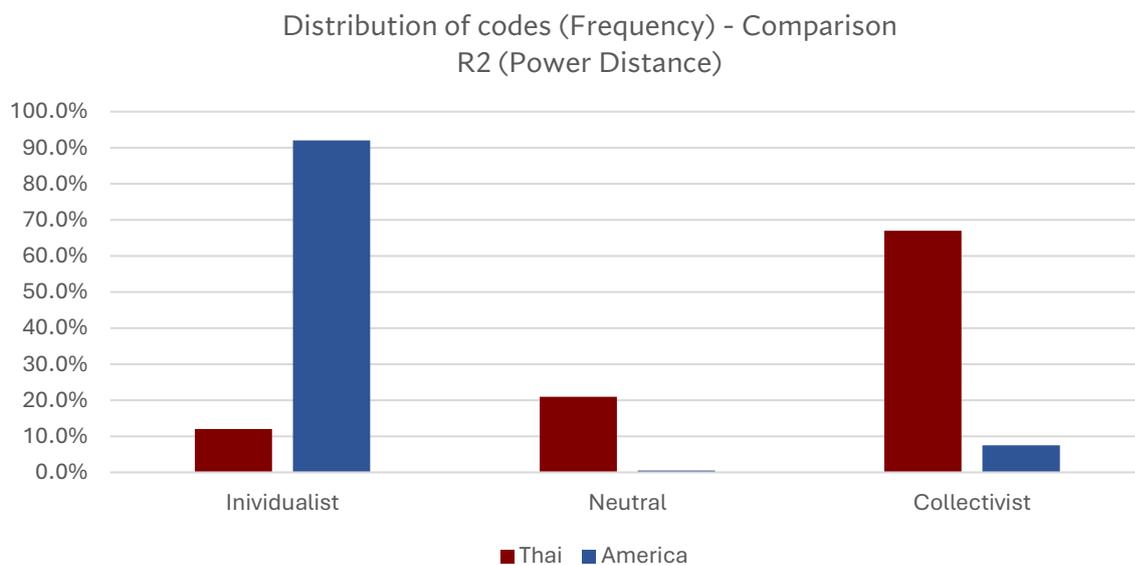
"Love you Big Gretch"

Figure 8: America's power distance result



Comparing both cultures, it can be said that female politicians in America face more criticism due to the presence of low Power Distance orientation (92%) which makes it very easy for users in the digital space to challenge authorities hence, they tend to face more criticism when compared to female politicians within Thai's cultural space which has high power distance (67%) and a relatively low score for low power distance (7.5%) reflecting acceptance and recognition of authority hence, been more respectful to those in power by using formal and respectful tones when addressing them.

Figure 9: comparison between Thais' and Americans' power distance results

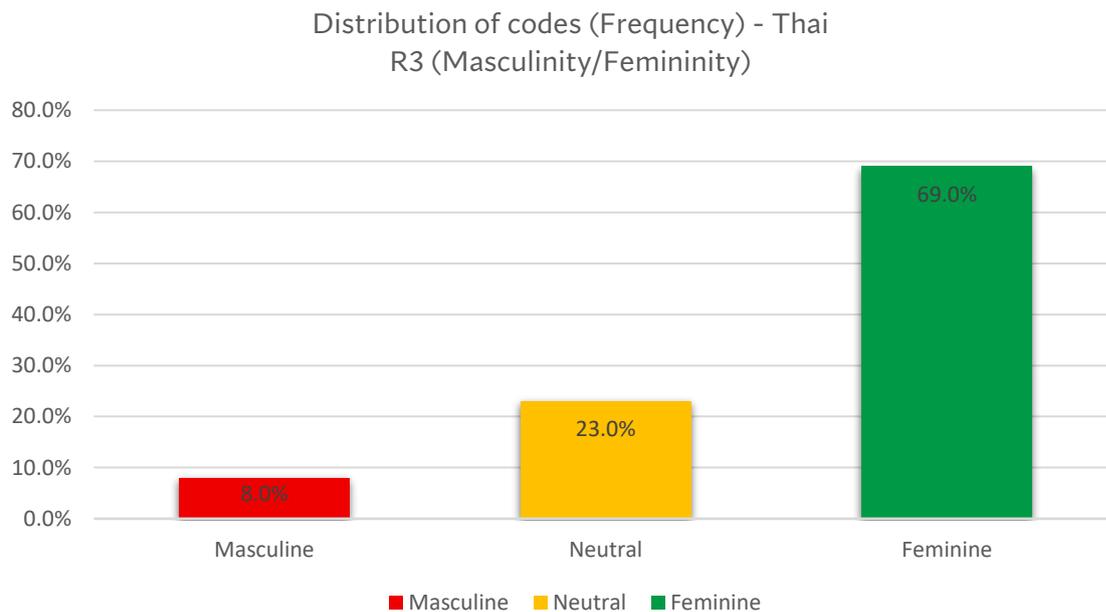


3. Masculinity/Femininity Analysis (RQ3)

RQ 3: How does Masculinity or Femininity affect the way female politicians are represented or viewed in Instagram?

The cultural dimension of masculinity/femininity in politics focuses on evaluating the recognition of both genders' ability to govern effectively. The conducted analysis shows a striking difference between the cultures of both America and Thai in terms of Masculinity vs. Femininity. In the Thai culture, 138 (69%) comments reflected femininity, while only 16 (8%) depicted masculinity. This is an indication that users recognise the value of feminine culture. Such comments provided emotional support, care and good wishes towards these female politicians to show support and concerns towards these leaders, which is a reflection of compassionate leadership, which is one of the core advantages female politicians can add to governance, as highlighted by Mechkova et al. (2024). This implies that the Thai cultural environment depicts feminine cultural priorities, such as quality of life and interpersonal care, for these female politicians.

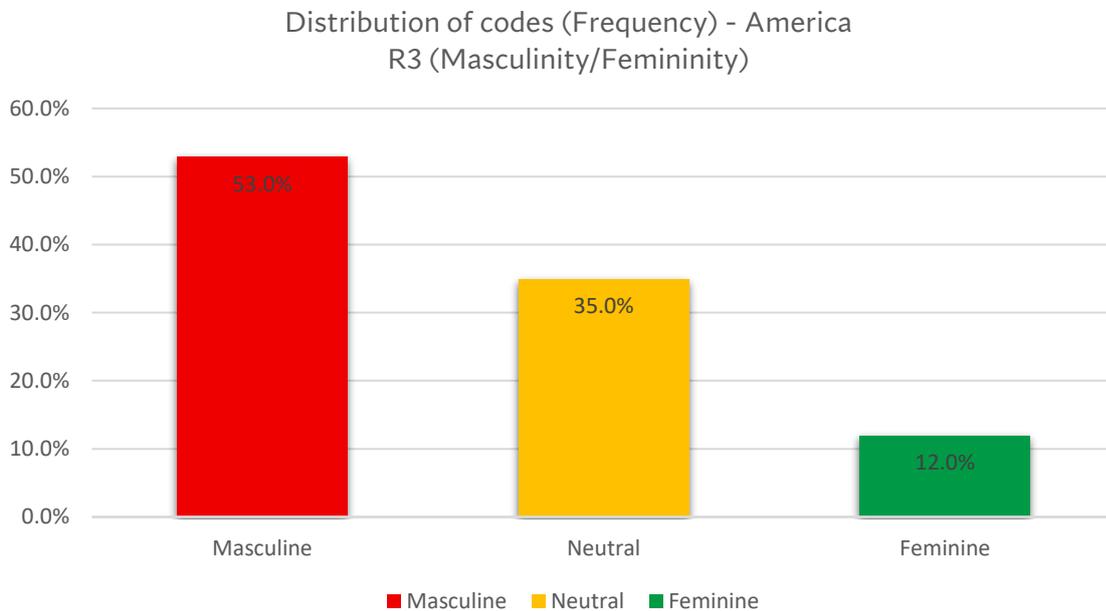
Figure 10: Thai's Masculinity/femininity result



Within America, 53% of the entire comments analysed reflect masculinity (106) as these comments utilise vocal which are more of competition, assertive, performance, wining and strength rather than compassionate terms showing care, modesty and emotional support towards these female politicians. Only 24(12%) of comments reflected care and support, which is attributed to feminine features towards these politicians. However, 70(35%) of comments were neutral, which indicates that, to an extent, some users tend not to sound either masculine or feminine towards the examined politicians. The high level of masculine support within

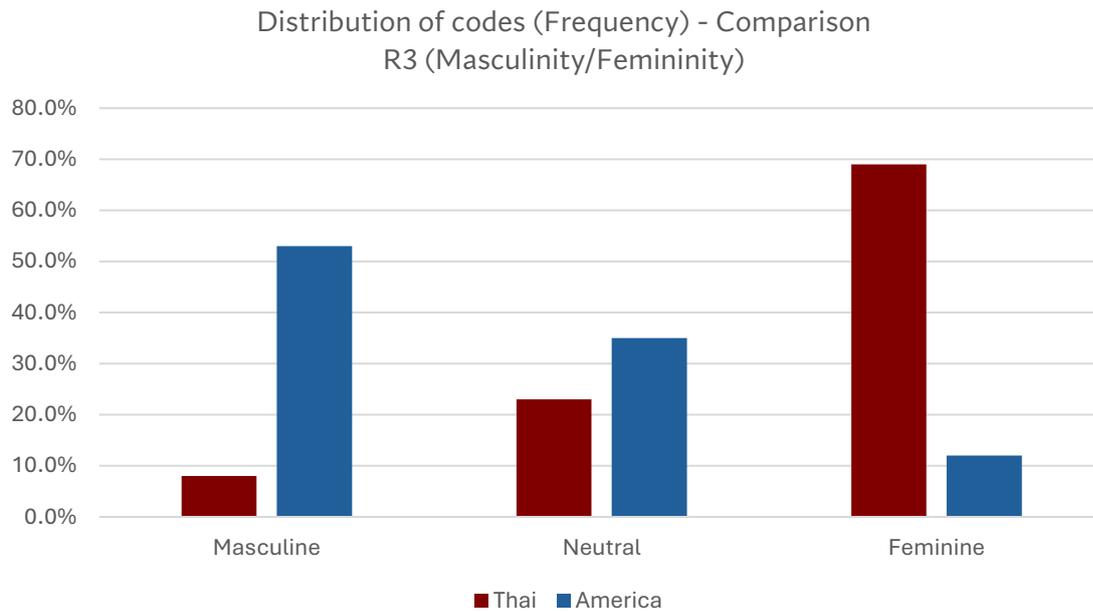
America's digital landscape towards female politicians indicates that citizens value competition, strength and standards towards leadership, hence showing weakness often results in criticism.

Figure 11: America's Masculinity/Femininity result



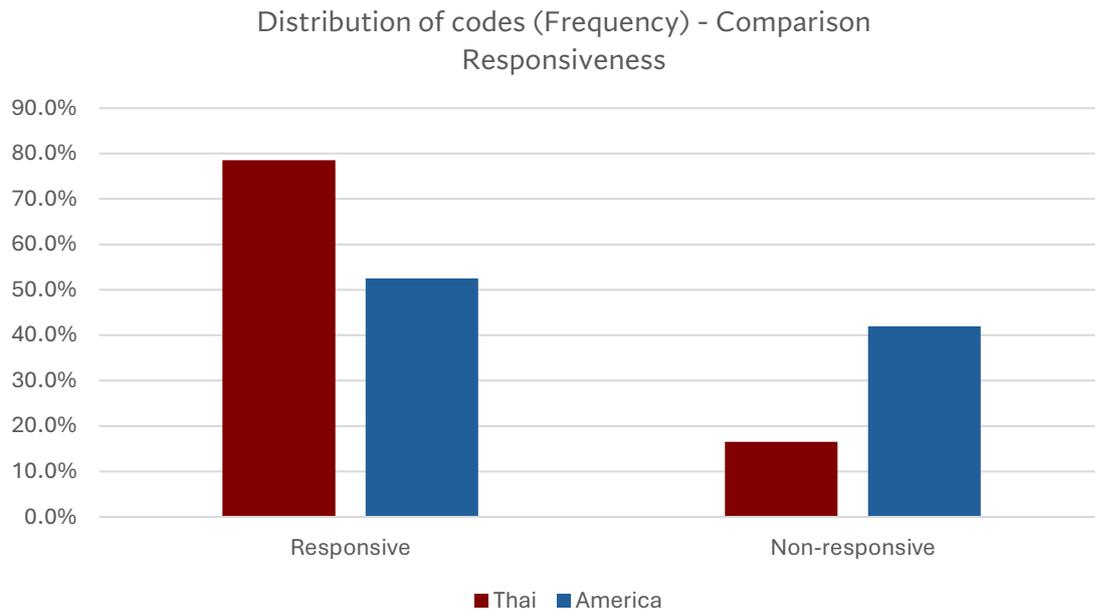
Comparing both cultures, it can be said that the Thai digital space provides a more supportive political environment for female politicians (69%) as users tend to recognise the need to show emotional care, support and good wishes to female leaders, which promotes gender equity in politics. It can be seen that the masculinity within the Thai culture is relatively low (8%). America, on the other hand, has a more hostile digital political landscape towards females (53%) when compared to support for femininity (12%), as users tend to focus more on competition and what these female leaders can offer rather than their emotions. Hence, they easily get criticised when they do not live up to expectations. Both cultures have similarities in terms of neutral femininity/masculinity, despite Thais (35%) being slightly higher than that of Americans (23%), indicating that some users are neither promoting masculinity nor femininity within the cultural environment.

Figure 12: comparison between Thai's and America's Masculinity/Femininity results



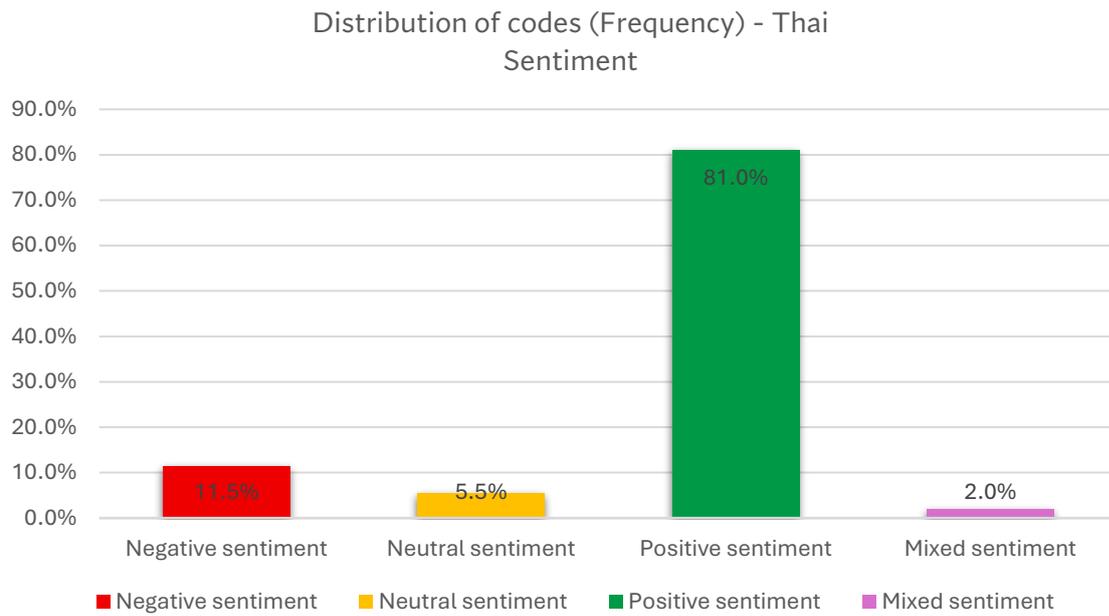
Other dimensions such as responsiveness, sentiment and gender-related contents were also analysed to add more depth to the analysis. Responsiveness measures how users interact or respond to posts. A responsive comment indicates that the user stays in line and responds in accordance with the post made, not reacting to the identity of the female politician or responding outside the scope of the post. In terms of responsiveness towards posts, both cultures showed high response, which indicated that many Instagram users within America and Thai demonstrated issue-related interaction with posts made by the examined female politicians; that is to say, they engaged with the specific content of the posts rather than personal traits outside of political scope for the politicians. Within Thai, 157(78.5%) comments analysed were responsive, while in America, 105(42%) comments were responsive. In terms of being non-responsive and talking outside the scope of the post, which points towards criticism in most cases, America has a higher score (84 comments) when compared to Thai (33 comments).

Figure 13: Comparison between Thai's and America's responsiveness results



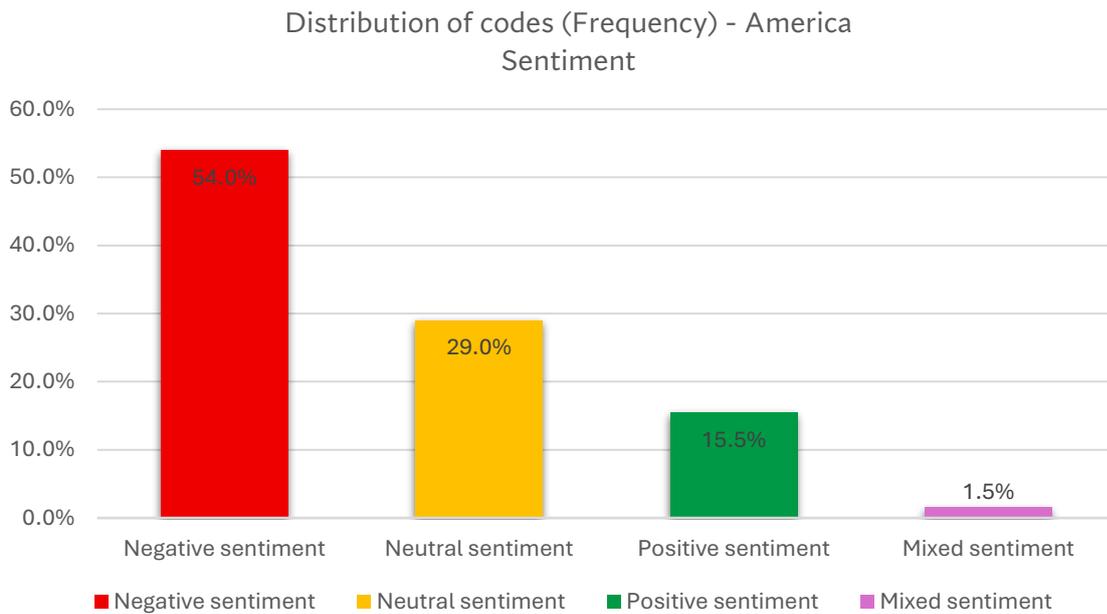
Sentiment, on the other hand, measures the tone in which users engage with posts. From the conducted analysis, America can be seen to have a more conflict-oriented cultural environment due to the high number of negative sentiments (108), which reflects disagreement. 54% of comments analysed within America were more critical and hostile towards female politicians when compared to the 29% of total comments which support (which can be comments made by dedicated supporters). Only 17% of the total comments for America reflected neutral or mixed statements, which were mostly in the form of questions. These results indicate that America's online Instagram landscape serves more as a channel for opposing these female politicians rather than supporting them.

Figure 14: Thai's sentiment result



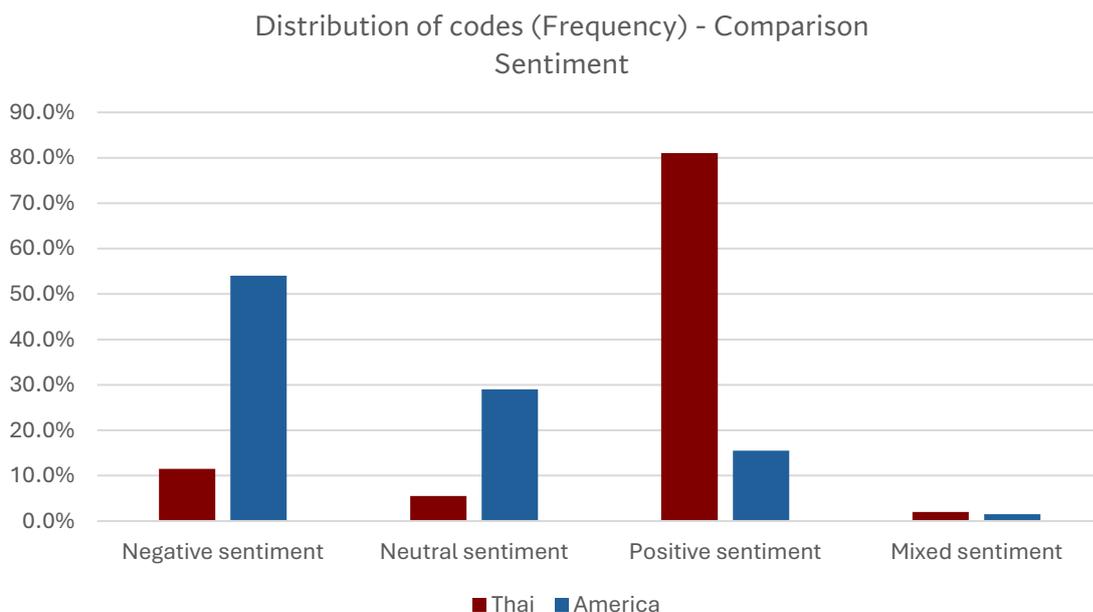
For Thai, there is a strong presence of positive sentiment as 81% of the total comments analysed showed support and agreement for these female politicians. Unlike America, only 11.5% of total comments analysed showed disagreement or criticism of posts made by Thai female politicians. Only 7.5% of comments were neither positive nor negative in terms of sentiment. Overall, the results reflect that due to Thai culture, the digital landscape promotes the maintenance of social and hierarchical relationships between citizens and female politicians.

Figure 15: America’s sentiment result



Comparing both cultures, it can be said that Thai has a more supportive digital landscape which often agrees and provide support to female politicians (81%) when compared to that of America which has high level of disagreement (54%) with the examined female politicians as the results showed relatively low support to the American politicians which is mostly done by dedicated supporters (29%) instead of the public as a whole.

Figure 16: comparison between Thais’ and Americans' sentiment results



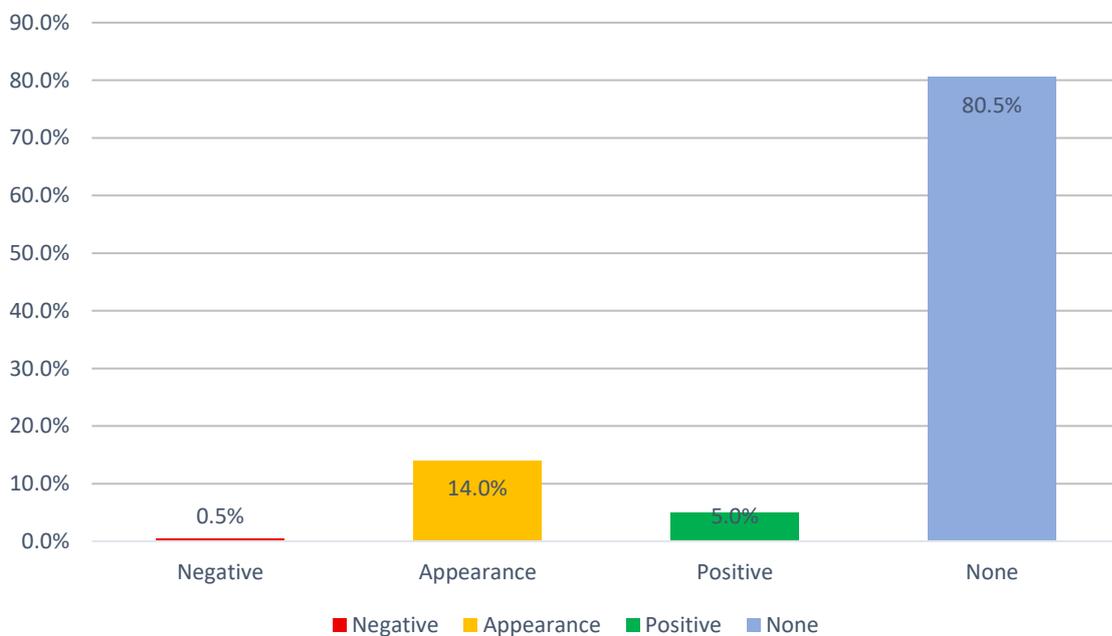
In terms of gender related contents, both Thai and America have a relatively low presence of gender related contents, although Thai has a higher appearance of gender related contents due to the presence of comments such as:

“Ms.Prime Minister 🥰❤️” (ท่านนายกรัฐมนตรี)

“so pretty and beautiful since childhood ka 🥰🥰❤️” (น่ารักและสวยมาากๆตั้งแต่เด็กเลยคะ)

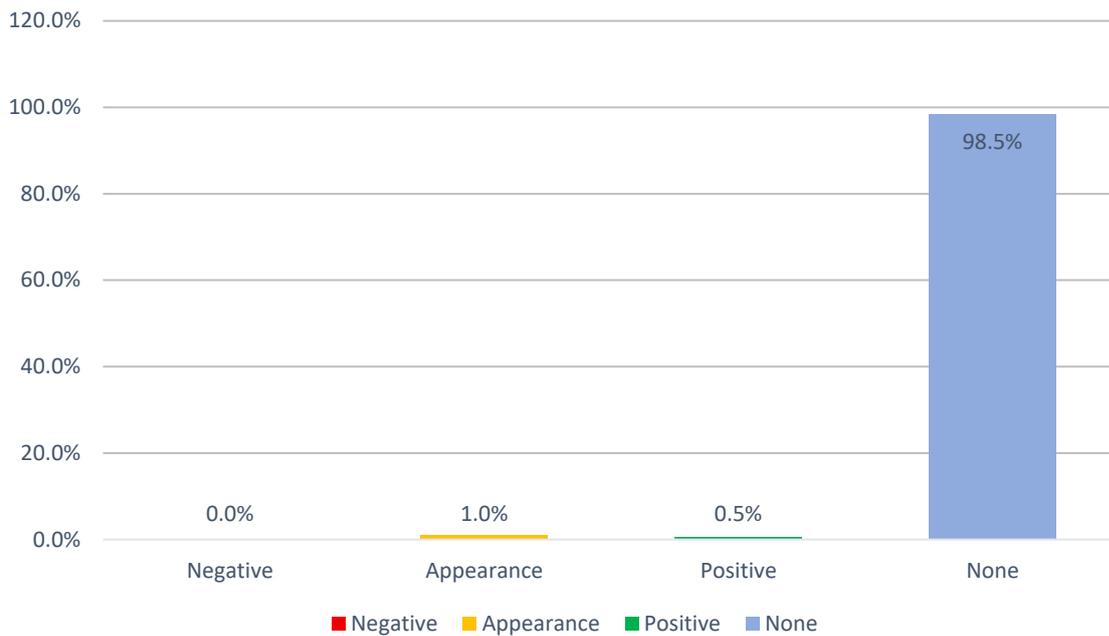
For Thai has 5% of the total comments reflecting gender related content, hence indicating that it provides a landscape that acknowledges gender identity as an important component for politics.

Figure 17: Thai’s Gender-related content result



America, on the other hand, 99.5% of comments analysed showed no appearance for gender related content, which is an indication that the female gender is relatively unmarked in the American digital landscape, hence making gender identity acknowledgement almost absent in America’s politics.

Figure 18: America's Gender-related content result



Thematically, the above results led to the formation of 2 vital themes. The first theme identified following thematic analysis of results is **Digital space, an avenue for social ceremony or battle**. This theme surfaced due to the distinct attitudes portrayed by Instagram users in Thai and America. For instance, within Thai, social ceremony was promoted as the analysed results showed that users tend to promote social bonding with their leaders via social media platforms through the usage of respectful vocabularies and words which reflected Thai's high collectivist, high power distance and low masculinity culture, earlier highlighted by Pueng-On (2015). This was evident as most comments analysed tried to avoid direct confrontations and fights, which ensured effective communication with less offence to one another. Such attitudes increased agreement and harmony in their political discourse, hence promoted social cohesion and positive attitudes towards female politicians, which led to a high positive sentiment result (81%). Therefore, Thai's Instagram space can be said to be an avenue for social ceremony which promotes modesty, honesty, and emotional restraint for female politicians as outlined by Phayayam et al. (2024). Contrastingly, America, on the other hand, had a hostile digital user attitude towards female politicians, reflecting its high individualism, low power distance and high masculinity culture as earlier highlighted by Garza et al. (2018). This hostility led to the political landscape being tagged as an **Avenue for Battle**. Unlike Thais, Americans' comments were more in the form of attacks towards the female politicians and their political ambitions rather than support towards them. The high responsiveness achieved

from the analysis further contributed to the increasing level of hostility as Instagram users were actively responding to posts made by these politicians (Jaidka et al., 2019). However, responses are in negative directions as most tend to be in the form of confrontations, demanding explanations, oppositional statements, criticism and disagreements with the examined female politicians rather than offering support towards them. Hence, it can be said that Instagram offered these users an avenue to battle with politicians, as it is a normal civic practice within America to challenge politicians, as citizens have the right to demand accountability from power. In summary, it can be said that digital platform is a hybrid media, as highlighted by Chadwick (2017), due to the fact that they offer means for promoting social cohesion and can also create avenues for confrontations, particularly in politics.

The second theme identified was Political setup: national symbolic unity or accountability. From the analysis done, it was evident that Thai's politics is closely tied to moral dimensions such upholding of national unity and esurance of good moral standards due to its collectivist culture and high power distance hence, comments made by most Instagram users points towards the direction of avoiding direct threat or challenge towards leaders as such events can be seen as threat to the government which can serve as a threat to the harmony existing in the country. Hence, it can be said that from the analysis done, it is evident that protecting national symbolic unity is held in high esteem in Thai. America, on the other hand, has a different political setup, as the majority of comments point towards questioning the ability of leaders to demand accountability. Most comments easily criticise leaders directly without consideration of national unity as in the case of Thai. Such an act is a clear reflection of the Low power distance and high individualism existing within America. In summary, it can be said that political setup differs in both countries, as Thais' attitudes towards female politicians are less hostile, pointing towards national harmony, while that of America demands accountability, hence female politicians face more hostility, agreeing with the findings of Phayayam et al. (2024) and Garza et al. (2018).

3.4 Comparative Discussions of Results

The first research question of the study tried to evaluate the effect of individualism/collectivism on Instagram users' attitudes towards female politicians within the context of Thai and America. For Thai, although results were more neutral in terms of Individualism/collectivism (76%), its collectivist culture, as highlighted by Unusual Trip (2022), was still noticeable in the comments analysed (13.5%). Collectivism in Thai culture was evident as some comments prioritised the use of words and phrases that promoted national harmony and unity when compared to those that are personalised. Many comments were

focused on nation building, respect for hierarchy and promotion of social bond among users and leaders which agrees with the findings of Pueng-On (2015) who noted that harmony-preserving communication is a common pattern in Thai due to its collectivist cultural setting as words like “Our”, “We” and “Us” among others as highlighted by Rutar (2025) were used for commenting. However, it is important to note that the analysis identified that there is not too much difference between the collectivistic level (13.5%) and individualistic level (10.5%) present in Thai which is an indication that although some users focus on national harmony and collective growth, some to an extent focus on their personal opinions and judgements which are characteristics of individualism as highlighted by Wale (2025), Nickerson (2025) and Minkov and Kaasa (2022). In comparison, America’s results showed that users, in most cases, express themselves based on personal identity or self-interest, as 69.5% of comments point towards individualism, agreeing with the findings of Wlms (2023), which pointed out that America’s political setting is more centred on self-expression rather than group focus. Additionally, these self-centred opinions of users led to more criticism of these politicians, which contributed to the high negative sentiment of comments analysed, hence, agreeing with the studies of Lee and Hwang (2019) and Njoku et al. (2025), who highlighted that social media platforms like Instagram can be utilised to attack and criticise political leaders. Therefore, it can be said that within Thai’s collectivist political setup, national unity and harmony are held with high consideration, although there exists some level of personalised conviction for some users. In America’s individualist political setup, personal convictions are held with high esteem; however, they can potentially lead to criticism of leaders easily.

The second research question evaluates how power distance affects the attitudes of Instagram users towards female politicians in Thai and America. Thai’s analysis evidently shows the existence of a high-power distance cultural environment (67%), which played a vital role in the behavioural pattern of most Instagram users. These users recognise those in authority, thereby utilising vocabularies that promote respect, honour and any form of direct confrontation with the politicians, which contributed to the high positive sentiment identified within Thai. This finding agrees with the study of Gong et al. (2019), who highlighted that the existence of high power distance in a cultural setting promotes positive attitudes towards politicians, reducing any form of tyranny by users, as highlighted by Daniels and Greguras (2014). The finding, however, disagrees with the point made by Tian and Peterson (2016), who pointed out that high power distance has the tendency of promoting unethical attitudes from those in authority, as no form of such events was present within the data analysed. Hence, it can be said that within a high power distance environment like Thai, female politicians are

likely to face less hostility and criticism however, it is important to note that such an environment may not promote true evaluation of their political performance, which is possible in a society with low power distance, as highlighted by Žemojtel-Piotrowska (2023). In contrast, the political environment of America was characterised by low power distance, as highlighted by Garza et al. (2018), which advocates for accountability, as earlier highlighted by Kim and Zhang (2014). The presence of low power distance led to the use of informal and direct confrontation terms by users towards politicians, which is an indication that female politicians are open to facing a lot of criticism in this cultural setting, as users tend to seek accountability rather than maintaining unity, as earlier highlighted. The utilisation of Instagram as a digital tool intensifies low power distance in America as it further promotes easy communication with political figures, breaking the barrier that existed when traditional media were used (Chadwick, 2017; Enli, 2017). Therefore, it can be said that high power distance promotes a less hostile environment towards female politicians; however, it is important to note that its utilisation may make the true evaluation of politicians' performance difficult. Female politicians face criticism and hostility in a low power distance environment like America; however, in this cultural setting, the true political performance of politicians can be easily measured.

In terms of masculinity and femininity evaluation, Thai Instagram users recognise female traits such as compassion and care, hence, they provide more supportive political setup towards female politicians (Phayayam et al., 2024). Not just that, the analysis showed that recognition of gender-related contents in the Thai digital space, although relatively low (5%), it supersedes the 0.5% achieved by America, which indicates less recognition of feminine recognition in their comments. It can be said that the Thai political environment offers a better environment that discourages female stereotyping, as highlighted by Casad and Bryant (2016), which reflects the effective usage of Instagram as highlighted by Guidry et al. (2020). America, on the other hand, has a more masculine-oriented environment, as the majority of comments focus more on success, competition and strength, among others, when compared to feminine attributes like care, compassion and emotional support, as highlighted by Mechkova et al. (2024). This is an indication that for women to be successful in terms of political leadership in America, they need to demonstrate masculine traits, particularly in terms of being decisive and showing leadership strengths, as this will provide them with an upper hand, which can result in positive attitudes from users (Yarchi & Samuel-Azran, 2018). In summary, it can be said that Thai provides a more conducive and supportive environment for female politicians when compared to America, as Thai users' attitudes showed significant support and less hostile

environment towards female politicians, which is quite different from America, where political competence is measured more on masculine nature, hence, less presence of gender related contents and support towards femininity.

3.5 Implications and reflections of research

Theoretically, the findings of this research try to fill an existing gap in research on how cultural dimensions impact attitudes of social media users towards female politicians. This research showcases that the Hofstede's cultural dimensions although designed for offline context, can play a major role in shaping the attitudes of online users. In addition to, it showcases how online hostility can be directed towards women and how these cultural dimensions are responsible for such behaviours online particularly in aspects such as engagement style and formalities when engaging with those in authority. Hence, the study provides a novel methodological framework which can be utilised to perform examination of gender and politics within the context of culture and social media for future studies.

Practically, the findings of the study can help female politicians and their team to develop strategic social media engagement plans that fits into the context of the culture they find themselves. For instance, within the context of America, the presence of low power distance, individualism and high masculinity will promote hostility towards female politicians hence, they can develop resilient strategies that would prepare them on how to handle public criticism and hostility that may arise online when engaging with citizens. The findings of the research demonstrate the necessity for development of cultural digital strategies that can ensure female politicians thrive in their respective cultural settings which will ensure their awareness on how their gender will be interpreted by different people in different cultures. Not just that, the findings of the study can be utilised by political parties to develop training programs and strategies for female politicians to help them understand cultural dynamics relevant in helping them overcome any form of political challenge based on attitudes they may likely face when interacting with citizens both online and offline.

Overall, this research reflects that the coming of social media provides an avenue for manifestation of cultural dynamics in different political settings. The research reflects that understanding how cultural dimensions are manifested and how they impact behaviours and attitudes of users in the online space particularly towards female politicians is relevant as it is crucial in promoting gender equality in today's modern world controlled by the ever-increasing use of social media for public and political discourses. The examined cultural settings of Thai and America reflects that cultural dimensions transcends into the attitudes of users which determines if a digital space would be safe with less hostility or will promote hostility towards

female politicians which is a barrier to promoting gender equality in politics. The research identified that the use of social media for politics, judged by cultural dimensions, can be said to be double edged as the use of social media, specifically Instagram, provides both safe and hostile space for female politicians depending on the cultural context despite it ensuring connectivity between citizens and politicians.

CONCLUSION AND RECOMMENDATIONS

Summary of key findings

This research demonstrates that Hofstede's cultural dimensions framework, which was originally designed for offline contexts, is significantly validated and applicable to understanding user behaviours and attitudes towards female politicians on social media platforms, specifically Instagram. The empirical findings reveal clear patterns that cultural dimensions directly shape how users from different cultural backgrounds interact with and respond to female politicians in the digital space. The following key findings emerged from this research:

1. **Individualism/Collectivism in Social Media Context:** Despite the presence of high neutral comments in the analysed data, Thai's strong collectivist culture was shown by Instagram users as they focus more on group harmony and societal unity rather than individual perception. America showcased high individualism on the other hand as several comments made by these Instagram users were based on individual's personal judgments and perceptions which created avenue for confrontation and hostility towards female politicians evidently causing high negative sentiment implying that, female politicians will face hostility online in an individualist environment (America) when compared to a collectivist environment (Thailand), as personal judgment can lead to disagreement when compared to comments that promote harmony.
2. **Power Distance in Online Political Discourse:** High power distance in Thailand promotes the use of respectful words and less confrontational words towards female politicians, which contributed to the high positive sentiment identified. However, low power distance in America allows criticism of female politicians, resulting in high negative sentiment; hence, female politicians will face hostility and criticism online in a low power distance environment compared to a high power distance society like Thailand.
3. **Masculinity/Femininity and Gender Recognition in Digital Spaces:** Thai recognises feminine traits such as support, compassion and care among others, which offers a less hostile online political landscape for female politicians. America's online landscape on the other hand is more masculine in nature heavily promoting values such as strength, performance and competition which affects how female politicians are viewed within the political landscape as their competence are measured based on

performance in similar way male politicians are evaluated hence, they face more criticism and hostility in America's online space when compared to Thai's landscape which promotes gender recognition.

4. **Social Media as Arena for Social Cohesion or Political Accountability:** User engagement in the Thai online space promotes social cohesion, unity and offers an avenue for social ceremony, compared to the American space, which acts as an avenue for political battle and demanding accountability from politicians, hence making it a more hostile environment for female politicians.

Comparison of research findings with Hofstede's Cultural Dimension Scores

The empirical findings of this research strongly validate Hofstede's cultural dimension scores for both Thailand and America which strengthen the cultural framework in terms of social media discourse among female politicians.

As scored by Hofstede, America has an Individualism score of 60 while Thailand has an individualism score of 19 reflecting that it has a strong collectivist culture. The findings of this research showed that 69.5% of American comments reflected individualism which is closely related to America's official Hofstede score for individualism (60) while for Thailand, the individualist score was relatively low 10.5% which is closely related to its Hofstede score of 19 showing it having a more collectivist cultural environment although most of the comments analysed in this research reflected neutral stands.

In terms of power distance, America and Thai have official Hofstede scores of 40 and 64 respectively. The results obtained in this research showed that 67% of Thai's comments reflected high power distance while for America, only 7.5% of comments high power distance indicating the presence of a low power distance environment in America. These scores can be compared to these Hofstede scores as the 67% achieved by Thai is relatively high and can be said to be close to its official Hofstede's score of 64 while for America, the 7.5% achieved can be said to be similar and even relatively lower than its official Hofstede's score for power distance (40).

In comparison, in regards to masculinity/femininity score, officially, America has a higher masculinity score of 62 while Thai has a lower Hofstede masculinity score of 34. From the results achieved, 53% of America's comments reflected high masculinity which is very close to the official Hofstede masculinity score for America (62) while that of Thai showed a very low masculinity score of 8.0% which is even way lower than its official Hofstede masculinity score of 34 indicating that Thai has a more feminine-oriented cultural environment that values care, compassion, and cooperation.

The strong similarities between the Hofstede's dimension scores and the empirical analysis results attained in this research suggests that Instagram users' responses to female politicians are significantly shaped by the broader cultural contexts in which they operate hence, it can be said that Hofstede's dimensions play a crucial part in understanding behavioural patterns directed towards female politicians in the digital space.

Contributions of research

Theoretically, this research contributed to existing studies by showing the roles Hofstede's cultural dimensions, specifically Individualism/collectivism, power distance and masculinity/femininity, play in shaping users' behaviours and attitudes towards female politicians on social media, specifically Instagram. It clearly shows the extent to which each highlighted cultural dimension impacts attitudes either positively or negatively. These findings will advance academic understanding of digital online behaviours in politics driven by cultural dimensions.

Methodologically, this research contributed by developing a robust mixed-method qualitative analysis approach, which can be used to conduct cultural social analysis of user behaviour in a cultural setting. The novel methodology can serve as a structural approach which can be relied on by future researchers to understand the dynamics of culture in a political setting through the lens of social media.

Practically, the study contributed by offering evidence-based findings on how different Instagram users respond to female politicians in different cultural contexts, which can be relied on by policymakers and social media designers to shape interactions online. Not just that, it further contributed to the ongoing discussion of gender equality in politics as the research showcases how different cultures can enhance or limit gender equality; therefore, providing significant information which can be used to shape user engagements with female politicians in a bid to promote gender equality in politics.

Limitations of research

Despite the success of this research in meeting its aim, the research is limited in several aspects. Firstly, in terms of data collection, this research was confined to data only to 1 year which is 2024. This limited scope may not capture variations which may exist in long-term political disorders within both examined countries. Additionally, only four female politicians were used for analysis hence, the generalizability of the findings may be limited. Also, the examination of just one single platform (Instagram) limits the insights obtained in the study, as utilising other platforms like Facebook and X can add more depth in understanding social media users' attitudes toward female politicians.

In terms of methodology, the utilisation of qualitative analysis alone may not be sufficient to capture in-depth insights into how these cultural dimensions impact the behaviours of users. Utilising a mixed research method of both qualitative and quantitative approaches will provide more depth with statistical evidence on the level and extent to which cultural dimensions affect user attitudes towards female politicians in social media. Not just that, the utilisation of just 400 data samples may limit the findings of the research. A larger dataset size will provide more depth and insights into findings.

Finally, although comments made using the Thai language were carefully translated, there is a tendency that cultural references of humour may be lost during translation, which may deviate from the original content of the comment, which might have played a part in the high number of neutral comments found in Thai data.

Recommendations for future Research

Based on the limitations of the research highlighted, future studies can improve this research by, first of all, ensuring a wider timeframe is collected; for instance, A 5-year timeframe can be collected and analysed. This is important as this wider timeframe can provide in-depth deflections of users' attitudes in recent times. Additionally, data Collection should also be expanded beyond one platform, as used in this research, to provide more generalised results on citizens' attitudes towards female politicians, as those of Instagram alone may not truly reflect the overall attitudes of users. In terms of methodology, a mixed research approach combining both quantitative and qualitative methods can be utilised to provide more depth in analysis and also, a larger data size should be collected, as larger data will provide more insights and depth for analysis.

Also, future research can collect data from more than four female politicians, as was done in this research. Each politician receives different attitudes; hence, increasing the number of sampled politicians will offer more depth, insight and generalizability to the findings on how cultural dimensions impact social media users' attitudes towards these female politicians. Finally, to maintain the humour of comments, English-based posts and comments should be prioritised and collected so as to maintain the context of each comment made by social media users.

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APPENDICES

Appendix 1: AI Declaration from

FACULTY OF COMMUNICATION, VILNIUS UNIVERSITY DECLARATION ON THE USE OF ARTIFICIAL INTELLIGENCE TOOLS

Student's name, surname: ThHANAPORN KHAMSAWAT

Study programme, year of study: International Communication, 2nd year

Title of the written work: Comparative analysis of attitudes towards female politicians on Instagram: A study of Thai and American cases

Type of written work (e.g., essay, term paper): Master Thesis

Course / subject: _____

Date of submission of the declaration: _____

The written work submitted for assessment has been prepared in accordance with the *Code of Academic Ethics of Vilnius University*¹, the *Methodological Guidelines for Written Works of the Faculty of Communication of Vilnius University*², the *Guidelines on Artificial Intelligence Usage at Vilnius University*³, and the *Recommendations on the Use of Artificial Intelligence in Study Assignments at the Faculty of Communication, Vilnius University*⁴.

I confirm

I do not confirm

The following artificial intelligence (AI) tools were used in preparing this written work (please mark appropriately and specify their purpose):

ChatGPT: _____

Grammarly: Vocabulary check

Midjourney: _____

Gemini: Grammar proofreading and translate the abstract from English to Lithuanian

Other: _____

Other: _____

Additional information required:

1. Footnotes in the written work must indicate the specific parts of the text that were prepared with the assistance of artificial intelligence (AI) tools.
2. Footnotes must also specify the volume of the text that was prepared using AI tools.

¹ Code of Academic Ethics of Vilnius University: <https://www.kf.vu.lt/en/studies/documents>

² Methodological Guidelines for Written Works of the Faculty of Communication of Vilnius University: https://www.kf.vu.lt/dokumentai/VUKF_metodiniai_EN_Epdf.pdf

³ Guidelines on Artificial Intelligence Usage at Vilnius University: https://www.vu.lt/site_files/Vertimai/EN_Translation_Dirbtinio_intelektu_naudojimo_Vilniaus_universitete_gair%C4%97s.pdf

⁴ Recommendations on the Use of Artificial Intelligence in Study Assignments at the Faculty of Communication, Vilnius University: https://www.kf.vu.lt/dokumentai/documents/2024/Recommendations_on_the_use_of_AI_in_assignments.pdf

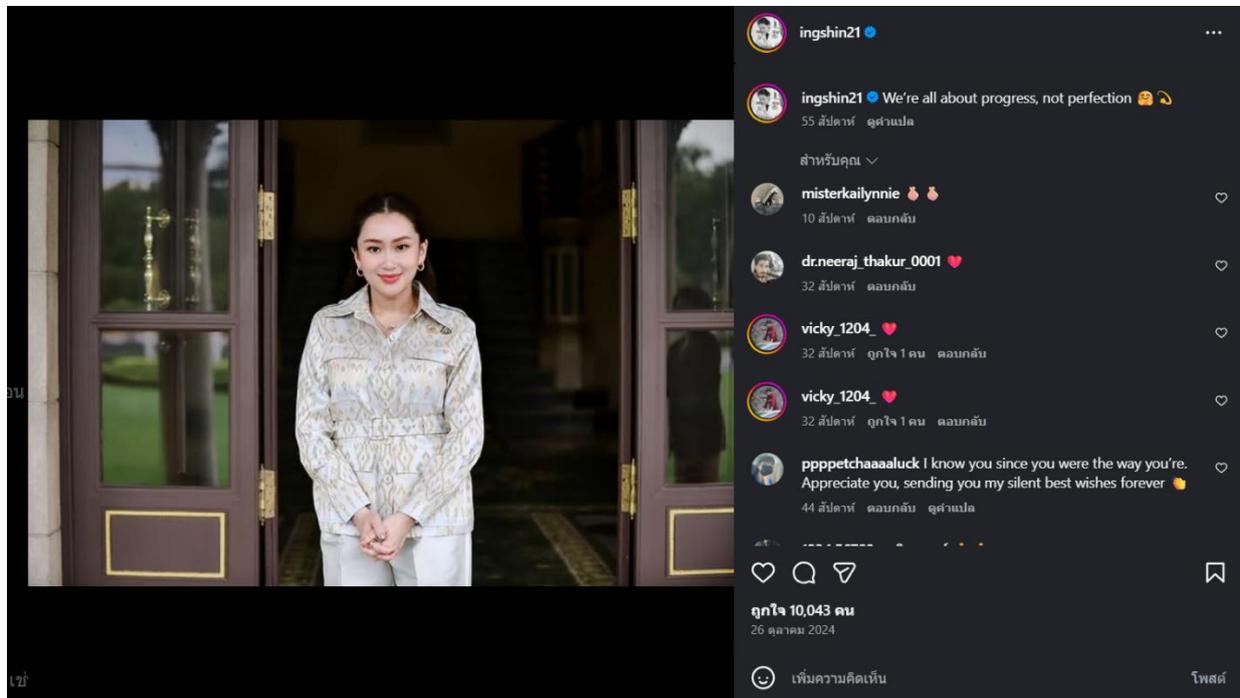
Appendix 2 : List of selected Instagram accounts

Country	No	Name	personal details	IG Account	Followers
Thailand	1	Yingluck Shinawatra	58 years	@pouyingluck_shin	578K
	2	Paetongtarn Shinawatra	39 years	@ingshin21	780K

Country	No	Name	personal details	IG Account	Followers
USA	1	Nikki Haley	53 years	@nikkihaley	737K
	2	Gretchen Whitmer	54 years	@gwhitmer	411K

Appendix 3: Sample of Instagram post

The post of Paetongtarn Shinawatra, dated October 26, 2024



The post of Yingluck Shinawatra, dated June 21, 2024



The post of Gretchen Whitmer, dated August 25, 2024



QDA Miner Lite - QDAProj.wpj

Project Cases Variables Codes Grid Document Retrieve Analyze Help

CASES: Case

DOCUMENTS: DOCUMENT

Yingluck Shinawatra

No	caption	Total number of comments	Comment
2	On Children's day, please let me be the child again	1	cute
		2	Kindergarten student of school temple lol
		3	Beautiful since childhood
		4	my forever lovely classmate
		5	lovely
		6	It's cute kid turns beautiful when grew up
		7	so cute what a chubby cheek
		8	beauty and cuties
		9	so cute when you are kid
		10	pou pou
		11	Yingluck Shinawatra, the former Prime minister of the kingdom of Thailand
		12	high ngmai but why you appearance look like people from Udonthani
		13	Always/rise of nose. Your hometown is Chia miss you so beautiful
		14	mommy Pou cute since a kid
		16	Plai Pou so cute
		17	Did you know the dark era? Cute from childhood
		18	your legs so long
		19	so pretty and beautiful since young
		20	Cute ka 🥰🥰🥰🥰
13	Strolling around Bourough Market and	1	I like Khun Po Yingluck Shinawatra

1/2

QDA Miner Lite - QDAProj.wpj

Project Cases Variables Codes Grid Document Retrieve Analyze Help

CASES: data

DOCUMENTS: DOCUMENT

Nikki Haley

Type of contents	caption	Total number of comments	Comment
Her debate clip on CNN	Leadership is about delivering results for those who've put their trust in you. In South Carolina and at the UN, that's what I've done.	1	Lets goo
		2	War Monger! TRUMP 2024
		3	Her voice stresses me out, so combative.
		4	She's a democrat puppet
		5	Keep it up!
		6	We love Nikki Haley Nikki for 2024 🙌🙌🙌🙌🙌🙌
		7	NIKKI HALEY GAVE 197 ACRES OF FREE LAND TO A CHINESE COMPANY RUN BY THE CCP. She's a undercover democrat. Trump24.
		8	Go Nikki, Go!! 🙌
		9	Go home, RINO!
		10	Nikki Bringing The Bacon to DeSantis 🙌 listening to her makes me feel so proud. Let's make history America, let's get Nikki to the White House. 🙌 Needs Nikki Haley Leadership
		11	Great job tonight!
		12	68 million and not a single vote cast and you're down by 20 points wow girl get you a sugar daddy from LinkedIn do you? What exactly did you do for it? What is he getting you traffic some little ones for him?

1/2

QDA Miner Lite - QDAProj.wpj

Project Cases Variables Codes Grid Document Retrieve Analyze Help

CASES: data

VARIABLES: FILE FOLDER DOCUMENT [DOCUMENT]

CODES: R1 (Individualism/collectivism) Individualist Neutral IC Collectivist R2 (Power Distance) high Neutral PD Low PD R3 (Masculinity/femininity) Masculine Neutral FM Feminine Others Responsive Non-responsive Positive Sentiment neutral sentiment Negative sentiment Mixed sentiment positive G appearance G None G

DOCUMENTS: DOCUMENT

Gretchen Whitmer

caption	No of comments	Comment
It's on @govinstee! Let's see who goes undefeated.	1	Go Blue!!!
I'm confident @umichfootball will be the Victors on Monday. Go Blue!	2	Gretchen should do the coin toss!
	3	I ♥ my governor!
	4	Let's Go Blue!
	5	Go Green, Still rooting for the Mitten tho
	6	enjoy that wine Gretch Love you! Your the best Governor ever !!! Glad to see you come to the blue side
	7	I'm sorry, Governor. Even though you're my favorite, as a Washingtonian and UW alum, this is the one time we are at odds! GO DAWGS!
	8	As a Washingtonian, let me just say if these teams are as good as their governors then it'll be a crushing win by Michigan hands down!
	9	That shirt says it all!
	10	Love to see this! Democratic governors getting it done! Go Blue! In football and politics!
	11	Go blue Go Gretchen
	12	What a legend. GO BLUE.
	13	Two liberal hacks
	14	Enjoy the wine Governor Gretchen the sweet taste of victory awaits. Go Blue!
	15	Cringe factor 100
	16	Joselyn Benson and Whitmer both as crooked as Joe Biden. Getting kickbacks from Ukraine and

1/2

Appendix 5: Data collection sheet from Excel

PT_P4_C20	👍👍	Responsive	Positive	Neutral	Neutral	Feminine	None
PT_P5_C01	❤️	Responsive	Positive	Neutral	Neutral	Feminine	None
PT_P5_C02	Good attitude. I admire the Prime Minister.	Responsive	Positive	High	Individualist	Feminine	Positive
PT_P5_C03	❤️❤️❤️❤️❤️	Responsive	Positive	Neutral	Neutral	Feminine	None
PT_P5_C04	You are the best PM.We need PM like you but our country canr	Responsive	Positive	High	Neutral	Feminine	Positive
PT_P5_C05	🇮🇳🇮🇳🇮🇳	Responsive	Positive	Neutral	Neutral	Feminine	None
PT_P5_C06	❤️🇮🇳❤️	Responsive	Positive	Neutral	Neutral	Feminine	None
PT_P5_C07	I'm proud of you, Prime Minister. I'm rooting for you. ❤️	Responsive	Positive	High	Individualist	Feminine	Positive
PT_P5_C08	I believe you can do it , you're the best for me! always support k:	Responsive	Positive	Low	Individualist	Feminine	Positive
PT_P5_C09	🇮🇳🇮🇳🇮🇳 the best ka❤️❤️	Responsive	Positive	High	Neutral	Feminine	None
PT_P5_C10	So proud of my Prime Minister ❤️❤️❤️	Responsive	Positive	High	Neutral	Feminine	Positive
PT_P5_C11	My beloved PM ❤️	Responsive	Positive	High	Neutral	Feminine	Positive
PT_P5_C12	Loveeeeee❤️	Responsive	Positive	Low	Neutral	Feminine	None
PT_P5_C13	❤️❤️❤️	Responsive	Positive	Neutral	Neutral	Feminine	None
PT_P5_C14	No.1 in my ❤️... love love ka	Responsive	Positive	High	Neutral	Feminine	None
PT_P5_C15	U are perfect to me!!	Responsive	Positive	Low	Neutral	Feminine	None
PT_P5_C16	❤️❤️	Responsive	Positive	Neutral	Neutral	Feminine	None
PT_P5_C17	Our pride ❤️❤️❤️	Responsive	Positive	Neutral	Collectivist	Feminine	Positive
PT_P5_C18	Love❤️	Responsive	Positive	Low	Neutral	Feminine	None
PT_P5_C19	Ms.Prime Minister 🇮🇳❤️	Responsive	Positive	High	Neutral	Feminine	Positive
PT_P5_C20	❤️❤️❤️	Responsive	Positive	Neutral	Neutral	Feminine	None

Data collection between January 2024 to December 2024

Yingluck Shinawatra

Post No.	date	caption	number of likes	numbers of comments	Repost	Forward	Post link	Total number of comments	Comment	Responsiveness	Sentiment	Power distance	Indivi_Collect	Masc_Fem	Gender
2	13 January 2024	old pictures of her childhood time On Children's day, please let me be the child again	6612	166	0	70	https://www.insiz	YL_P1_C01	cutie	Responsive	Positive	Low	Neutral	Feminine	Appearance
								YL_P1_C02	Kindergarten student of school terr	Responsive	Positive	Neutral	Neutral	None	
								YL_P1_C03	Beautiful since childhood	Responsive	Positive	Neutral	Feminine	Appearance	
								YL_P1_C04	my forever lovely classmate	Responsive	Positive	Low	Individualist	Appearance	
								YL_P1_C05	lovely	Responsive	Positive	High	Neutral	Feminine	Appearance
								YL_P1_C06	It's cute kid turns beautiful when g	Responsive	Positive	High	Neutral	Feminine	Appearance
								YL_P1_C07	so cute what a chubby cheek	Responsive	Positive	High	Neutral	Feminine	Appearance
								YL_P1_C08	beauty and cuties	Responsive	Positive	High	Neutral	Feminine	Appearance
								YL_P1_C09	so cute when you are kid	Responsive	Positive	High	Neutral	Feminine	Appearance
								YL_P1_C10	pou pou	Responsive	Positive	High	Neutral	Feminine	None
								YL_P1_C11	Yingluck Shinawatra, the former F	Neutral	Positive	High	Neutral	Feminine	Positive
								YL_P1_C12	high rise of nose. Your hometown	Responsive	Positive	High	Neutral	Neutral	None
								YL_P1_C13	Always miss you	Neutral	Positive	High	Neutral	Feminine	None
								YL_P1_C14	so beautiful	Responsive	Positive	High	Neutral	Feminine	Appearance
								YL_P1_C15	mommy Pou cute since a kid	Responsive	Positive	High	Neutral	Feminine	Appearance
								YL_P1_C16	PM Pou so cute	Responsive	Positive	High	Neutral	Feminine	Appearance
								YL_P1_C17	Did you know the dark era? Cute f	Responsive	Positive	High	Neutral	Neutral	Appearance
								YL_P1_C18	your legs so long	Neutral	Positive	High	Neutral	Neutral	None
YL_P1_C19	so pretty and beautiful since youn	Responsive	Positive	High	Neutral	Feminine	Appearance								
13	16 April 2024	Her vdo visiting the Bourough ma Strolling around Bourough Market and sampling e	6,151	146	2	381	https://www.insiz	YL_P2_C01	I like Khun Pu Yingluck Shinawatr	Responsive	Positive	High	Neutral	Feminine	Appearance
								YL_P2_C02	You will be going home soon.	Non-Responsive	Positive	High	Neutral	Neutral	None
								YL_P2_C03	Look so yummy	Responsive	Positive	High	Neutral	Neutral	None
								YL_P2_C04	So cute	Responsive	Positive	High	Neutral	Feminine	Appearance
								YL_P2_C05	The whole family is cheater	Non-Responsive	Negative	High	Neutral	Neutral	None
								YL_P2_C06	Come back to our home, PM	Non-Responsive	Neutral	High	Neutral	Neutral	None
								YL_P2_C07	Madam Pou	Responsive	Neutral	High	Neutral	Neutral	None
								YL_P2_C08	The whole family has a corrupt na	Non-Responsive	Positive	High	Neutral	Neutral	None
								YL_P2_C09	Looks good and happy even you c	Responsive	Positive	High	Neutral	Feminine	Appearance
								YL_P2_C10	Miscreant	Non-Responsive	Negative	High	Neutral	Masculine	None
								YL_P2_C11	Wish you happy	Neutral	Positive	High	Neutral	Feminine	None
								YL_P2_C12	PM Pou review the food so cute ai	Responsive	Positive	High	Neutral	Feminine	None
								YL_P2_C13	I pray for you to come back home	Non-Responsive	Positive	High	Individualist	Feminine	None
								YL_P2_C14	Look so yummy, PM	Responsive	Positive	High	Neutral	Neutral	None
								YL_P2_C15	Miss you so much	Neutral	Positive	High	Neutral	Feminine	None
								YL_P2_C16	Wish you happy H.E.Pou	Non-Responsive	Positive	High	Neutral	Feminine	None
								YL_P2_C17	What a pity. Lonely life	Non-Responsive	Negative	High	Neutral	Masculine	None
								YL_P2_C18	PM Pou have it all 8 menus	Responsive	Positive	High	Neutral	Neutral	None
YL_P2_C19	Do you miss Thailand?	Non-Responsive	Neutral	High	Neutral	Feminine	None								
YL_P2_C20	Prime Minister Yingluck, I'd like to	Non-Responsive	Mixed	High	Neutral	Neutral	None								
20	25 May 2024	Reel: Her exercise clip Getting some exercise in the morning is refreshin	9104	319	1	305	https://www.insiz	YL_P3_C01	Stay safe	Neutral	Neutral	High	Neutral	Feminine	None
								YL_P3_C02	I want you to back home	Responsive	Positive	High	Neutral	Feminine	None
								YL_P3_C03	Come on! Come back to go to jail.	Non-Responsive	Negative	High	Neutral	Neutral	None
								YL_P3_C04	How about the money that you coo	Non-Responsive	Negative	High	Neutral	Neutral	None
								YL_P3_C05	You can go everywhere but not Th	Non-Responsive	Negative	High	Neutral	Feminine	None
								YL_P3_C06	Wanna kick you into water	Responsive	Negative	High	Neutral	Masculine	None
								YL_P3_C07	Seem like you gained some weigh	Responsive	Neutral	High	Neutral	Feminine	None
								YL_P3_C08	dumb	Non-Responsive	Negative	High	Neutral	Masculine	None
								YL_P3_C09	Karma is waiting for you	Non-Responsive	Negative	High	Neutral	Masculine	None
								YL_P3_C10	Always in good shape	Responsive	Positive	High	Neutral	Feminine	None
								YL_P3_C11	Just dead there and don't come b	Non-Responsive	Negative	High	Neutral	Masculine	None
								YL_P3_C12	It's great. Exercise is a magic mec	Responsive	Positive	High	Neutral	Feminine	None
								YL_P3_C13	Do not come back	Non-Responsive	Negative	High	Neutral	Masculine	None
								YL_P3_C14	Fleeing the law and still looking h	Non-Responsive	Negative	High	Neutral	Feminine	None
								YL_P3_C15	Evil	Non-Responsive	Negative	High	Neutral	Masculine	Negative
								YL_P3_C16	Show you location, I will report to	Responsive	Negative	High	Neutral	Feminine	None
								YL_P3_C17	Go to hell	Non-Responsive	Negative	High	Neutral	Masculine	None
								YL_P3_C18	Have a good time	Responsive	Positive	High	Neutral	Feminine	None
YL_P3_C19	Bullshit	Non-Responsive	Negative	High	Neutral	Masculine	None								
YL_P3_C20	When will you go back to prison ir	Non-Responsive	Negative	High	Neutral	Feminine	None								
29	20 August 2024	Picture of PM Paetongtarn Congratulatlons to the 31st Prime Minister of Thai	16,158	348	1	174	https://www.insiz	YL_P4_C01	So pretty	Responsive	Positive	High	Neutral	Feminine	Appearance
								YL_P4_C02	Beautiful	Responsive	Positive	High	Neutral	Feminine	Appearance
								YL_P4_C03	Hello PM. Keep on it	Responsive	Positive	High	Neutral	Feminine	None
								YL_P4_C04	PM, the poor people are waiting pl	Non-Responsive	Positive	High	Collectivist	Feminine	None
								YL_P4_C05	Congratulations ma'am	Responsive	Positive	High	Neutral	Feminine	None
								YL_P4_C06	Unacceptable	Responsive	Negative	High	Neutral	Masculine	None
								YL_P4_C07	I miss Prime Minister Yingluck an	Responsive	Positive	High	Individualist	Feminine	Positive
								YL_P4_C08	Go work!	Responsive	Neutral	High	Neutral	Feminine	None
								YL_P4_C09	Thank you for the dedication from	Responsive	Positive	High	Neutral	Feminine	None
								YL_P4_C10	Big congratulations	Responsive	Positive	High	Neutral	Feminine	None
								YL_P4_C11	Congrats	Responsive	Positive	High	Neutral	Feminine	None
								YL_P4_C12	Aren't you worried that your grand	Responsive	Neutral	High	Neutral	Feminine	None
								YL_P4_C13	May you lead the country to prosp	Responsive	Positive	High	Collectivist	Feminine	None
								YL_P4_C14	Whatever you say, you can do. Be	Neutral	Neutral	High	Neutral	Neutral	None
								YL_P4_C15	Sincerely Congrats	Responsive	Positive	High	Neutral	Feminine	None
								YL_P4_C16	Thailand has the 31st Prime Minis	Responsive	Positive	High	Collectivist	Feminine	Positive

33 10 November 2024 Picture of her with her son 12,902 320 3 391 <https://www.insta>

YL_P4_C17	Please set up a policy to help rem	Responsive	Neutral	High	Collectivist	Neutral	None
YL_P4_C18		Responsive	Positive	High	Neutral	Feminine	None
YL_P4_C19	I always miss Prime Minister Ying	Non-Responsive	Positive	High	Individualist	Feminine	None
YL_P4_C20	Thank you, Auntie.	Responsive	Positive	High	Neutral	Feminine	None
YL_P5_C01	Congratulations ka	Responsive	Positive	High	Neutral	Feminine	None
YL_P5_C02	Congratulations to Prime Minister	Responsive	Positive	High	Neutral	Feminine	None
YL_P5_C03	Very good, Nong Pipe. Congratula	Responsive	Positive	High	Neutral	Feminine	None
YL_P5_C04	I'm so happy for your mother.	Responsive	Positive	High	Individualist	Feminine	None
YL_P5_C05	The best, Nong Pipe. Very talente	Responsive	Positive	High	Neutral	Feminine	None
YL_P5_C06	Congratulations!	Responsive	Positive	High	Neutral	Feminine	None
YL_P5_C07	Very talented. Congratulations.	Responsive	Positive	High	Neutral	Feminine	None
YL_P5_C08	Congratulations, Khun Pu	Responsive	Positive	High	Neutral	Feminine	None
YL_P5_C09	Congratulations to Nong Pipe for i	Responsive	Positive	High	Neutral	Feminine	None
YL_P5_C10	I believe that one day, Nong Pipe	Responsive	Positive	High	Neutral	Feminine	None
YL_P5_C11	A true Apichatputra, there are only	Responsive	Positive	High	Neutral	Feminine	None
YL_P5_C12	Very good, congratulations. In any	Responsive	Mixed	High	Neutral	Feminine	None
YL_P5_C13	Congratulations, Prime Minister.	Responsive	Positive	High	Neutral	Feminine	None
YL_P5_C14	You're so amazing. I'm so proud c	Responsive	Positive	High	Neutral	Feminine	None
YL_P5_C15	Congratulations	Responsive	Positive	High	Neutral	Feminine	None
YL_P5_C16		Responsive	Positive	High	Neutral	Feminine	None
YL_P5_C17	With all my heart, I w	Responsive	Positive	High	Neutral	Feminine	None
YL_P5_C18	Nong Pipe has always been excell	Responsive	Positive	High	Neutral	Feminine	None
YL_P5_C19	He's a son who's proud of his grea	Responsive	Positive	High	Neutral	Feminine	None
YL_P5_C20	I'm rich, so why did I get a scholar	Responsive	Positive	High	Neutral	Feminine	None

Data collection between January 2024 to December 2024

Nikki Haley

Post No.	date	Type of contents	caption	number of likes	numbers of comments	Repost	Forward	post link	Total number of comments	Comment	Responsiveness	Sentiment	Power distance	Indivi_Collect	Masc_Fem	Gender
29	11 January 2024	Her debate clip on CNN	Leadership is about delivering results for those who	2,880	146	0	134	https://www.irs.gov	NK_P1_C01	Lets gooo	Neutral	Neutral	Low	Neutral	Neutral	None
									NK_P1_C02	War Moner! TRUMP 2024	Non-Responsive	Negative	Low	Individualist	Masculine	None
									NK_P1_C03	Her voice stresses me out, so combative.	Non-Responsive	Negative	Low	Individualist	Masculine	None
									NK_P1_C04	She's a democrat puppet	Non-Responsive	Negative	Low	Individualist	Masculine	None
									NK_P1_C05	Keep it up!!	Responsive	Positive	Low	Individualist	Feminine	None
									NK_P1_C06	We love Nikki Haley Nikki for 2024 🇺🇸🇺🇸🇺🇸	Responsive	Positive	Low	Collective	Feminine	None
									NK_P1_C07	NIKKI HALEYGAVE 197ACRES OF FREE LA	Responsive	Negative	Low	Individualist	Masculine	None
									NK_P1_C08	Go Nikki, Go!! 🇺🇸🇺🇸	Responsive	Positive	Low	Individualist	Masculine	None
									NK_P1_C09	Go home, RINO!	Responsive	Negative	Low	Individualist	Masculine	None
									NK_P1_C10	Nikki Bringing The Bacon to DeSantis 🍖 listen	Responsive	Positive	Low	Individualist	Masculine	None
									NK_P1_C11	Great job tonight!	Responsive	Positive	Low	Individualist	Masculine	None
									NK_P1_C12	68 million and not a single vote cast and you're	Responsive	Negative	Low	Individualist	Masculine	None
									NK_P1_C13	Nikki CRUSHED desantis tonight 🍷🍷	Responsive	Positive	Low	Individualist	Masculine	None
									NK_P1_C14	Trump 2024	Responsive	Neutral	Low	Individualist	Masculine	None
									NK_P1_C15	NIKKI HALEY 2024 LFGGGGGGGG	Responsive	Positive	Low	Individualist	Masculine	None
									NK_P1_C16	Yeah Nikki is falling flat here	Non-Responsive	Negative	Low	Individualist	Masculine	None
									NK_P1_C17	Nikki Kicking Ash!!	Non-Responsive	Negative	Low	Individualist	Masculine	None
									NK_P1_C18	You are the best 🇺🇸	Responsive	Positive	Low	Individualist	Feminine	None
									NK_P1_C19	She lies. Last in education and health care. Put	Responsive	Negative	Low	Individualist	Masculine	None
									NK_P1_C20	Nikki is one for the US	Responsive	Positive	Low	Individualist	Masculine	None
99	21/1/2024	Reel: her interview with Face Natic We need someone at the top of their game in the I		7,803	1,035	0	338	https://www.irs.gov	NK_P2_C01	Really? Cmon Nikki.	Responsive	Negative	Low	Individualist	Masculine	None
									NK_P2_C02	🙄 Never haley 🙄	Responsive	Negative	Low	Individualist	Masculine	None
									NK_P2_C03	When President Trump said Obama was the pr	Non-Responsive	Negative	Low	Individualist	Masculine	None
									NK_P2_C04	DemonRATs are supporting you, that means y	Non-Responsive	Negative	Low	Individualist	Masculine	None
									NK_P2_C05	We also need lie detector tests for candidates	Responsive	Negative	Low	Individualist	Masculine	None
									NK_P2_C06	Guess it's safe to say he won't be asking her to	Non-Responsive	Negative	Low	Individualist	Masculine	None
									NK_P2_C07	Nikki Haley is no different from Liz Cheney and	Non-Responsive	Negative	Low	Individualist	Masculine	None
									NK_P2_C08	Why don't we have a mental competency test f	Responsive	Negative	Low	Individualist	Masculine	None
									NK_P2_C09	Another Democratic lie trying to slip one in as a	Non-Responsive	Negative	Low	Individualist	Masculine	None
									NK_P2_C10	A mental competency test between Haley and T	Responsive	Negative	Low	Individualist	Masculine	None
									NK_P2_C11	The Democrats are scared of Trump	Non-Responsive	Negative	Low	Individualist	Masculine	None
									NK_P2_C12	Nikki the knife... that is what Trump should call	Non-Responsive	Negative	Low	Individualist	Masculine	None
									NK_P2_C13	NimaRATa Hilary 2.0 Randhawa... The media	Non-Responsive	Negative	Low	Individualist	Masculine	None
									NK_P2_C14	Haley has a headstart on mental decline. There	Responsive	Negative	Low	Individualist	Masculine	None
									NK_P2_C15	Could not agree more. Some common sense! I	Responsive	Negative	Low	Individualist	Masculine	None
									NK_P2_C16	Yes he did! And you people took it hook line an	Non-Responsive	Negative	Low	Individualist	Masculine	None
									NK_P2_C17	Pick Nikki if you prefer competent governance c	Responsive	Negative	Low	Individualist	Masculine	None
									NK_P2_C18	Nikki Haley is PANDERING HARD for VOTES!	Non-Responsive	Negative	Low	Individualist	Masculine	None
									NK_P2_C19	Why aren't you calling for a mental competency	Responsive	Negative	Low	Individualist	Masculine	None
									NK_P2_C20	Nikki is going to make America stronger than ev	Non-Responsive	Negative	Low	Individualist	Masculine	None
114	22/1/2024	picture of new virginia general elec Donald Trump must be confused. He keeps sayin		10,267	4,274	0	764	https://www.irs.gov	NK_P3_C01	🤔🤔🤔 good one!	Responsive	Negative	Low	Individualist	Masculine	None
									NK_P3_C02	I used to think of you as someone I'd vote for af	Neutral	Negative	Low	Individualist	Masculine	None
									NK_P3_C03	I Don't want nikki haley or any democrat preside	Non-Responsive	Negative	Low	Individualist	Masculine	None
									NK_P3_C04	Hilarious 🤔	Neutral	Negative	Low	Individualist	Masculine	None
									NK_P3_C05	Lol good luck rino	Non-Responsive	Negative	Low	Individualist	Masculine	None
									NK_P3_C06	What a sick Rino	Non-Responsive	Negative	Low	Individualist	Masculine	None
									NK_P3_C07	Lies never Nikki	Non-Responsive	Negative	Low	Individualist	Masculine	None
									NK_P3_C08	Stop making an 🙄 of yourself and try to think v	Non-Responsive	Negative	Low	Individualist	Masculine	None
									NK_P3_C09	Keep dreaming sister!!! If you still believe poli n	Non-Responsive	Negative	Low	Individualist	Masculine	None
									NK_P3_C10	Look up Real Clear Polling (Real Clear Politics)	Non-Responsive	Negative	Low	Individualist	Masculine	None
									NK_P3_C11	Keep dreaming	Non-Responsive	Negative	Low	Individualist	Masculine	None
									NK_P3_C12	Go away. We need a leader not a politician	Non-Responsive	Negative	Low	Individualist	Masculine	None
									NK_P3_C13	You are an embarrassment to all Indians niroc	Non-Responsive	Negative	Low	Individualist	Masculine	None
									NK_P3_C14	No one believes you. Just look at the comment	Non-Responsive	Negative	Low	Individualist	Masculine	None
									NK_P3_C15	Oh no Biden beats trump in one state... now st	Non-Responsive	Negative	Low	Individualist	Masculine	None
									NK_P3_C16	He's upset because he said you turned down t	Non-Responsive	Negative	Low	Individualist	Masculine	None
									NK_P3_C17	I guess inflation doesn't phase them nor wars	Non-Responsive	Negative	Low	Individualist	Masculine	None
									NK_P3_C18	Dream on	Non-Responsive	Negative	Low	Individualist	Masculine	None
									NK_P3_C19	I once thought you would be a great President,	Non-Responsive	Negative	Low	Individualist	Masculine	None
									NK_P3_C20	You're right. If the vote is between you and Bid	Responsive	Positive	Low	Individualist	Masculine	None
404	13/6/2024	Screenshot of post on twitter	IVF is pro life	18,322	1,230	0	1,103	https://www.irs.gov	NK_P4_C01	I am a born again believer and couldn't agree r	Non-Responsive	Mixed	Low	Individualist	Masculine	None
									NK_P4_C02	Less than 10% of babies created through IVF n	Non-Responsive	Negative	Low	Individualist	Masculine	None
									NK_P4_C03	IVF is NOT life-affirming. Millions of embryos ar	Non-Responsive	Negative	Low	Individualist	Masculine	None
									NK_P4_C04	Your children most certainly are blessings, but t	Non-Responsive	Negative	Low	Individualist	Masculine	None
									NK_P4_C05	Adoption is pro-life. NaProTechnology is pro-life	Non-Responsive	Negative	Low	Individualist	Masculine	None
									NK_P4_C06	i'm ivf!	Responsive	Negative	Low	Individualist	Masculine	None
									NK_P4_C07	Ummm... no it's not	Non-Responsive	Negative	Low	Individualist	Masculine	None
									NK_P4_C08	Um, no. Playing God is not it, and I say that as t	Non-Responsive	Negative	Low	Individualist	Masculine	None
									NK_P4_C09	IVF causes the killing of children. Quite the opp	Non-Responsive	Negative	Low	Individualist	Masculine	None
									NK_P4_C10	Embryonic destruction is, in fact, not pro-life.	Non-Responsive	Negative	Low	Individualist	Masculine	None
									NK_P4_C11	Imagine thinking destroying humans and practi	Non-Responsive	Negative	Low	Individualist	Masculine	None
									NK_P4_C12	There are ways to make IVF ethical. We need r	Non-Responsive	Negative	Low	Individualist	Masculine	None
									NK_P4_C13	Granddaughter is IVF baby, after years of tryin	Non-Responsive	Negative	Low	Individualist	Masculine	None
									NK_P4_C14	Nope.	Non-Responsive	Negative	Low	Individualist	Masculine	None
									NK_P4_C15	Ban sale of children. Ban surrogacy	Non-Responsive	Negative	Low	Individualist	Masculine	None
									NK_P4_C16	🙄🙄🙄 Nikki, no	Non-Responsive	Negative	Low	Individualist	Masculine	None
									NK_P4_C17	IVF kills thousands of babies per year. It makes	Non-Responsive	Negative	Low	Individualist	Masculine	None
									NK_P4_C18	If you truly believe life begins at conception, you	Non-Responsive	Negative	Low	Individualist	Masculine	None
									NK_P4_C19	I agree but what's not pro-life is discarding un-u	Non-Responsive	Negative	Low	Individualist	Masculine	None

NK_P4_C20	Nikki I love you but it's literally not	Non-Responsive	Mixed	Low	Individualist	Masculine	None
NK_P5_C01	but you don't have a problem with Trump pardc	Neutral	Negative	Low	Individualist	Masculine	None
NK_P5_C02	Move on. Trump is pardoning the Jan 6th intera	Neutral	Negative	Low	Individualist	Masculine	None
NK_P5_C03	Wanna talk about the fact you supported a con	Non-Responsive	Negative	Low	Individualist	Masculine	None
NK_P5_C04	I've always supported you but I have to say it's r	Responsive	Negative	Low	Individualist	Masculine	None
NK_P5_C05	Trump did the same things and plans on freeinc	Responsive	Negative	Low	Individualist	Masculine	None
NK_P5_C06	What about Trump's nepotism?	Non-Responsive	Neutral	Low	Individualist	Masculine	None
NK_P5_C07	Let's not forget the man who's going to sit on th	Non-Responsive	Negative	Low	Individualist	Masculine	None
NK_P5_C08	Look at who Team Orange pardoned in 2020. L	Non-Responsive	Negative	Low	Individualist	Masculine	None
NK_P5_C09	Look at the list of people Trump hired for attorn	Non-Responsive	Negative	Low	Individualist	Masculine	None
NK_P5_C10	But the Felon you elected will pardon all those "	Non-Responsive	Negative	Low	Individualist	Masculine	None
NK_P5_C11	Please help me understand you. I was so hopin	Neutral	Negative	Low	Individualist	Masculine	None
NK_P5_C12	This president elect has he will pardon everyon	Non-Responsive	Negative	Low	Individualist	Masculine	None
NK_P5_C13	Nikki, you would have done the same thing for i	Non-Responsive	Negative	Low	Individualist	Masculine	None
NK_P5_C14	You're grasping at straws	Non-Responsive	Negative	Low	Individualist	Masculine	None
NK_P5_C15	Where those juveniles criminals. Nimratra? I do	Non-Responsive	Negative	Low	Individualist	Masculine	None
NK_P5_C16	turkey	Non-Responsive	Negative	Low	Individualist	Masculine	None
NK_P5_C17	Thank you for bringing this to light!!!!	Responsive	Positive	Low	Individualist	Masculine	None
NK_P5_C18	Oh shut up. Support universal health care and t	Non-Responsive	Negative	Low	Individualist	Masculine	None
NK_P5_C19	Trump and Nikki _best team ever!	Responsive	Negative	Low	Individualist	Masculine	None
NK_P5_C20	Poor Nikki lost her way following trump 🤔🤔🤔	Non-Responsive	Negative	Low	Individualist	Masculine	None

GC_P5_C01	These are too cute!!! I got the "Ope" one yester	Responsive	Positive	Low	Neutral	Neutral	None
GC_P5_C02	Democrats win!!	Responsive	Positive	Low	Collectivist	Neutral	None
GC_P5_C03	I love them all!	Responsive	Positive	Low	Individualist	Neutral	None
GC_P5_C04	Best stickers in the Country 🐾❤️	Responsive	Positive	Low	Neutral	Neutral	None
GC_P5_C05	I'm so sad I didn't get one because of absentee	Responsive	Negative	Low	Individualist	Neutral	None
GC_P5_C06	None of these were at my location when I voted	Responsive	Negative	Low	Individualist	Neutral	None
GC_P5_C07	I got the cat sticker when I voted last Saturday.	Responsive	Neutral	Low	Individualist	Neutral	None
GC_P5_C08	Any new kidnapping plots coordinated by the F	Responsive	Negative	Low	Neutral	Neutral	None
GC_P5_C09	unreasonably devastated that they only had the	Responsive	Negative	Low	Neutral	Neutral	None
GC_P5_C10	Mail-in ballots should come with a sticker too. T	Responsive	Neutral	Low	Neutral	Neutral	None
GC_P5_C11	I got the werwolf. So excited.	Responsive	Positive	Low	Neutral	Neutral	None
GC_P5_C12	These are legit the best "I Voted" stickers ever!	Responsive	Positive	Low	Neutral	Neutral	None
GC_P5_C13	One drawback of using an absentee ballot is n	Responsive	Negative	Low	Neutral	Neutral	None
GC_P5_C14	I got the cat. Crazy cat ladies for democracy! 🐾❤️	Responsive	Positive	Low	Individualist	Neutral	None
GC_P5_C15	Ope. I voted because I knew the assignment! /	Responsive	Positive	Low	Individualist	Neutral	None
GC_P5_C16	Got my sticker when I voted early with my daug	Responsive	Positive	Low	Individualist	Neutral	None
GC_P5_C17	Absolutely loved the custom stickers! Hope MI!	Responsive	Positive	Low	Neutral	Neutral	None
GC_P5_C18	The wolf sticker is my cousins work!!! So prou	Responsive	Positive	Low	Neutral	Neutral	None
GC_P5_C19	They were all sitting on the table when I voted y	Responsive	Neutral	Low	Individualist	Neutral	None
GC_P5_C20	I'm the artist of the cat sticker! This was such a	Responsive	Positive	Low	Individualist	Neutral	None