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The Influence of AI-Based Political Media Usage Factors on Communication Effectiveness and Political Participation of Citizens in Chiang Rai Province

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Abstract

This research investigates the impact of factors related to Artificial Intelligence (AI) usage on the effectiveness of communication and the level of political participation among residents of Chiang Rai Province, Thailand. Anchored in the Information Systems Success Model, the 7C's framework for communication effectiveness, and the notion of political participation, this study adopts a quantitative methodology. Data were gathered from 400 respondents through stratified random sampling and were analyzed using descriptive statistics, Pearson correlation, and multiple regression techniques. The results indicate that AI usage factors are perceived at a moderate level, with system quality receiving the highest rating. Communication effectiveness is assessed as high, whereas political participation is viewed as moderate. All factors associated with AI exhibit positive and significant correlations with both communication effectiveness and political participation at the significance level, with correlations ranging from moderate to very strong. The strongest relationships are found with trust and usefulness. The regression analysis reveals that perceived trust and usefulness are the most significant factors influencing communication effectiveness (β =0.938) and political participation (β = 0.977). These findings underscore the importance of users' perceptions regarding usefulness, active engagement, and trust in AI systems, which are essential for enhancing communication effectiveness and promoting democratic participation. This study contributes to the expanding field of research on AI-enabled political communication by providing empirical evidence from a provincial context in Thailand. The results suggest that AI-driven political media should be designed to foster meaningful interactions, bolster confidence in information sources, and support informed political decision-making. By delivering tailored and pertinent political information, AI technologies have the potential to enhance civic and political engagement more effectively than traditional mass media, which typically offers uniform content with limited user interaction opportunities.

Keywords: Artificial intelligence, Digital media, Communication effectiveness, Political participation, Civic engagement, Chiang Rai Province

Introduction

Communication and political engagement underscore the connections between the government, politicians, mass media, and the populace. Historically, political communication was mainly carried out through conventional mediums such as public addresses, print publications, radio, and television, which predominantly operated as one- way communication. Nevertheless, with the advent of digital technology and social media, the landscape of political communication has transitioned towards more rapid, transparent, and interactive modalities. This change has allowed citizens to obtain information with greater ease and has created enhanced opportunities for public discourse. As a result, communication has progressed from a centralized, top-down framework to a more horizontal and decentralized approach (Papathanassopoulos & Giannouli, 2025).

These transformations are closely associated with the evolution of political participation, which has broadened beyond mere voting to encompass a diverse array of activities, including voicing opinions, staying informed about political developments, engaging with public issues, and taking part in online movements. Such advancements foster public involvement, encourage transparency, and bolster political accountability, thus enabling more effective communication between the government and its citizens (Bhanye & Shayamunda, 2025). This progression emphasizes the significance of digital platforms in enhancing political communication and amplifying citizen participation in democratic processes, transitioning politics from being exclusively state-centric to being more inclusive of citizen voices.

In terms of importance, political communication functions as a crucial mechanism for transmitting information, policies, and ideas from the government to the populace, while also allowing citizens to voice their opinions, oversee authority, and engage effectively with those in power. Nevertheless, the integration of digital communication within political frameworks presents challenges, particularly the swift dissemination of misinformation and disinformation, which can exacerbate political polarization. Moreover, inequalities in digital literacy and access to technology continue to pose significant obstacles, hindering certain demographics from fully engaging in digital processes (Ologunebi & Taiwo, 2025).

Additionally, the utilization of Artificial Intelligence (AI) on digital media platforms is becoming increasingly vital in the creation of political content. AI technologies have the capability to automatically generate messages, scripts, images, and videos, thereby making political communication more captivating, contemporary, and swiftly distributed to targeted audiences. Through the use of big data analytics, AI can also customize content to align with the preferences of various audience segments. Concurrently, AI is employed to prioritize and disseminate content on social media platforms, improving visibility and fostering greater public interaction with political communication and policy-related information. Technologies such as GPT-4, DALL·E 3, and Synthesia empower content creators to expedite production processes and more effectively tailor content to specific audiences (Andriani, 2025).

The context of communication and political involvement in Chiang Rai Province is profoundly shaped by an array of social, cultural, and geographical influences. As a border province renowned for its ethnic and linguistic diversity (Srathongchun, 2025), Chiang Rai offers a singular perspective for analyzing political communication and citizen engagement. In recent years, the significance of digital communication platforms has surged, becoming essential channels for accessing political information and participating in public discourse, particularly among residents of urban areas. In these settings, communication practices often harmonize traditional methods, such as community meetings and local administrative initiatives, with modern digital platforms like Facebook and LINE, which are widely embraced for sharing information and engaging in political discussions. Moreover, local administrative organizations, including municipalities and Subdistrict Administrative Organizations (SAOs), actively promote political participation by enhancing communication between citizens and public authorities.

However, several challenges remain. These include unequal levels of digital literacy, concerns regarding the credibility and reliability of online political information, and the rapid spread of misinformation and disinformation through digital platforms. Such issues may influence citizens' perceptions, political attitudes, and participation in democratic processes (Nildam et al., 2023). Furthermore, variations in educational background, access to information, and digital competencies may affect how individuals engage with emerging AI-driven political media.

While a significant amount of research has delved into Artificial Intelligence (AI), digital communication, and political engagement, much of the current literature has concentrated on technology acceptance, the adoption of digital media, and communication outcomes in general terms. As AI technologies increasingly permeate content creation, recommendation algorithms, and online communication platforms, there has been a lack of focus on their specific impact on political communication and civic involvement. In Thailand, earlier studies have mainly investigated social media usage, online political campaigns, and digital participation methods, yet empirical research on AI-enhanced political communication is still quite limited.

This gap is especially evident in provincial areas like Chiang Rai, where local social, cultural, and communication dynamics may shape citizens' reactions to AI-generated political content in ways that differ from those seen in larger urban centers. Consequently, there is a pressing need for further empirical research to comprehend how factors related to AI usage influence communication efficacy and political engagement within this unique local framework.

In light of the constraints of current political communication and the increasing incorporation of AI in the production of political content, there is a notable deficiency of comprehensive research within the specific context of Chiang Rai Province. To address this research gap, the present study investigates the influence of AI usage factors on communication effectiveness and political participation among citizens residing in municipal areas of Chiang Rai Province. The research is anchored in the AI usage framework established by DeLone and McLean (2003) and Madsen (2000) , communication effectiveness as conceptualized through the 7C's framework, and political participation according to Teorell's conceptualization. By integrating these theoretical perspectives, the study seeks to explain how system quality, user satisfaction, perceived usefulness and user engagement, and system trust influence communication effectiveness and political participation in a local Thai context.

This research is expected to contribute to enhancing communication effectiveness and political participation, while also providing valuable insights for policymakers and political organizations. It aims to support the effective, transparent, and responsible use of AI in political communication, as well as to propose guidelines for developing political communication strategies that align with the Thai social context in the digital era. Ultimately, this will help promote citizen engagement, increase transparency, and strengthen democratic development in a sustainable manner.

Literature review

Information systems success model

A well-established framework is the Information Systems Success Model introduced by DeLone and McLean (2003) , which encompasses essential dimensions such as system quality, information quality, service quality, user satisfaction, intention to use, and net benefits. This model has been widely utilized to elucidate the success of technology in diverse contexts. Madsen (2000) further enhanced this framework by adding dimensions of trust and user engagement, which play a significant role in users' acceptance of technology. In the realm of Artificial Intelligence (AI), these elements become even more vital due to the intricate nature of AI systems and their dependence on extensive data. Users generally prioritize system quality, ease of use, and the satisfaction gained from the system's capability to adequately fulfill their requirements. Moreover, system trust is a pivotal factor, especially in political communication scenarios where credibility is paramount. Perceived benefits and user engagement also contribute significantly to improving user interaction. Consequently, this study consolidates these variables into four primary factors: (1) system quality, (2) user satisfaction, (3) system trust, and (4) perceived benefits and engagement, which are anticipated to have a substantial impact on communication effectiveness and political participation among citizens.

Communication effectiveness: The 7C's model

Communication effectiveness is a key factor reflecting the quality of information transmission and the ability to create mutual understanding between senders and receivers. This study adopts the 7C's framework proposed by Baird and Stull (1992), which is widely accepted for evaluating communication effectiveness. The framework consists of seven components: clarity (clear), accuracy (correct), completeness (complete), concreteness (concrete), conciseness (concise), coherence (coherent), and courtesy (courteous). These elements serve as essential criteria for assessing whether communication is effective. In the context of digital communication and AI usage where speed and wide reach are emphasized the application of the 7C's helps ensure that communication remains high-quality, credible, and capable of fostering accurate understanding. This, in turn, influences audience perception, attitudes, and participation.

Concept of political participation

Political participation refers to the processes through which citizens engage in political activities to

express their opinions, represent their needs, and influence decision-making by governments or authorities. This study is based on the conceptual framework of Teorell (2006), which categorizes political participation into multiple dimensions. These can be summarized into three main components: (1) Influencing attempts, which involve activities aimed at affecting political decisions, such as campaigning or expressing opinions on public issues; (2) Direct decision-making, referring to direct involvement in decision-making processes, such as voting or participating in referendums; and (3) Political discussion, which includes the exchange of ideas and conversations about political issues in both offline and online spaces.

These three components comprehensively capture the forms and levels of political participation, particularly in the digital era, where citizens have more accessible and diverse opportunities to engage through both online and offline channels, leading to increased intensity and scope of participation.

Related studies

Asimakopoulos et al. (2025) conducted a comprehensive literature review to explore the influence of Information and Communication Technologies (ICTs) on democratic processes and citizen engagement. By analyzing 46 peer-reviewed articles published between 1999 and 2024, the research unveiled that ICTs hold significant promise for enhancing the quality, efficiency, and transparency of democratic practices. These technologies enable broader and swifter citizen participation while fostering good governance through improved access to information and public involvement. The results indicate that digital technologies have emerged as vital instruments for reinforcing democratic interactions between governments and their citizens. However, the review primarily addressed ICTs in a general context and did not delve into how emerging artificial intelligence (AI) technologies might produce unique effects on political communication and participation outcomes. Expanding on the overarching role of ICTs, recent research has underscored AI as a revolutionary technology capable of transforming political communication and citizen engagement in more nuanced manners. Valizada (2026) examined the impact of AI on modern political dynamics through a conceptual framework and discovered that AI significantly influences policy development, public opinion analysis, voter behavior forecasting, and targeted political campaigning. These capabilities suggest that AI transcends the mere facilitation of information exchange, increasingly functioning as a strategic asset for political entities. Nonetheless, while AI can enhance the efficiency of political communication and decision-making, its escalating ability to tailor political messages may also provoke concerns regarding information manipulation, algorithmic bias, and disproportionate influence on public opinion.

Consequently, the interplay between AI utilization and democratic engagement is intricate and necessitates further empirical exploration. At the level of citizen-government interaction, Zhou et al. (2025) investigated the impact of chatbots on fostering electronic participation (e-participation) in public governance through a scenario-based experimental methodology. Their results revealed that chatbot technology can significantly enhance citizen involvement by facilitating better access to information, promoting interactive dialogue, and aiding participation in governmental decision-making processes. Additionally, chatbots played a role in fostering perceived fairness, developing citizen capabilities, and legitimizing participation. These insights bolster the notion that AI-driven communication tools can fortify participatory governance. Nevertheless, the authors also highlighted that the outcomes of participation are heavily contingent upon the engagement mechanisms utilized and the motivations of citizens to engage. This observation implies that mere technological advancements may not ensure substantial political participation, as social, psychological, and contextual elements remain pivotal. Furthermore, the efficacy of AI-enhanced political communication seems to be shaped not only by technological capabilities but also by the nature of the digital content itself. Huang et al. (2025) explored the impact of short-video engagement on university students' intentions to partake in digital political activities. The research revealed that the frequency of usage, emotional significance, perceived experiences, and levels of interaction profoundly impacted intentions to engage in political participation. Individuals who actively interacted with short-form political content

often felt a deeper connection to political matters, gained a clearer understanding of sociocultural contexts, and exhibited stronger intentions to partake in political activities. While these results affirm the efficacy of interactive digital content in fostering participation, they also suggest that emotional and experiential elements may shape political engagement more than mere informational aspects. Thus, the quality and design of AI-generated political content could be as crucial as the technological frameworks that facilitate its delivery. Collectively, the literature presents a coherent trend where digital technologies, especially AI-driven systems, enhance communication effectiveness and citizen involvement through better access to information, interactivity, personalization, and engagement. Nevertheless, existing studies vary in their primary emphasis, spanning from technological infrastructure and governance frameworks to content engagement and behavioral results. Furthermore, much of the current evidence has emerged from conceptual, experimental, or international contexts, resulting in a limited empirical grasp of how citizens' perceptions of AI utilization affect communication effectiveness and political participation in local democratic environments. Therefore, additional empirical research is essential to explore how various aspects of AI usage influence political communication and citizen participation, particularly in the realm of local governance and democratic engagement.

Methodology

Population and sample

1.1 The population of this study consisted of individuals aged 18 years and above who reside in municipal areas of Chiang Rai Province, totaling 371,318 people (Chiang Rai Provincial Statistical Office, 2025).

1.2 The sample of this study comprised residents living in municipal areas of Chiang Rai Province. The sample size was determined using the Taro Yamane formula at a 0.05 level of precision, resulting in a total of 400 respondents. Stratified sampling was employed by dividing the population into strata based on municipal subdistricts, including Wiang Subdistrict (entire area), Rob Wiang Subdistrict (villages 1-26), Rim Kok Subdistrict (villages 1-6), and San Sai Subdistrict (villages 6 and 13). The sample size in each stratum was allocated proportionally according to the population size, and simple random sampling was then conducted within each stratum to ensure representativeness.

Research framework

Figure 1 illustrates the conceptual framework of this research, which investigates the impact of Artificial Intelligence (AI) on communication effectiveness and political engagement. The usage of AI is defined through three independent variables: system quality, user satisfaction, and perceived trust and usefulness. Together, these dimensions encapsulate system performance, user experiences with the technology, and the perceived advantages gained from AI-enhanced interactions and information utilization. The dependent variables in this study are communication effectiveness and political participation. Communication effectiveness is evaluated using the 7C's framework, while political participation is assessed through three dimensions derived from Teorell's framework (2006). These dimensions have been further refined and operationalized to accurately reflect modern political behavior within the scope of this study. Specifically, political participation is elaborated into five observable indicators for empirical analysis: (1) fostering political thought and expression, (2) engaging in political discussions/exchanges, (3) influencing political opinions, (4) utilizing information for decision-making, and (5) the choice to support or oppose policies. Collectively, these indicators represent the cognitive, communicative, and decision-making facets of citizen involvement in political processes and serve as measurable variables within the analytical model. The framework posits that favorable perceptions of AI usage lead to enhanced communication and increased political participation by improving access to information, deepening understanding of political matters, and bolstering citizen involvement in democratic processes.

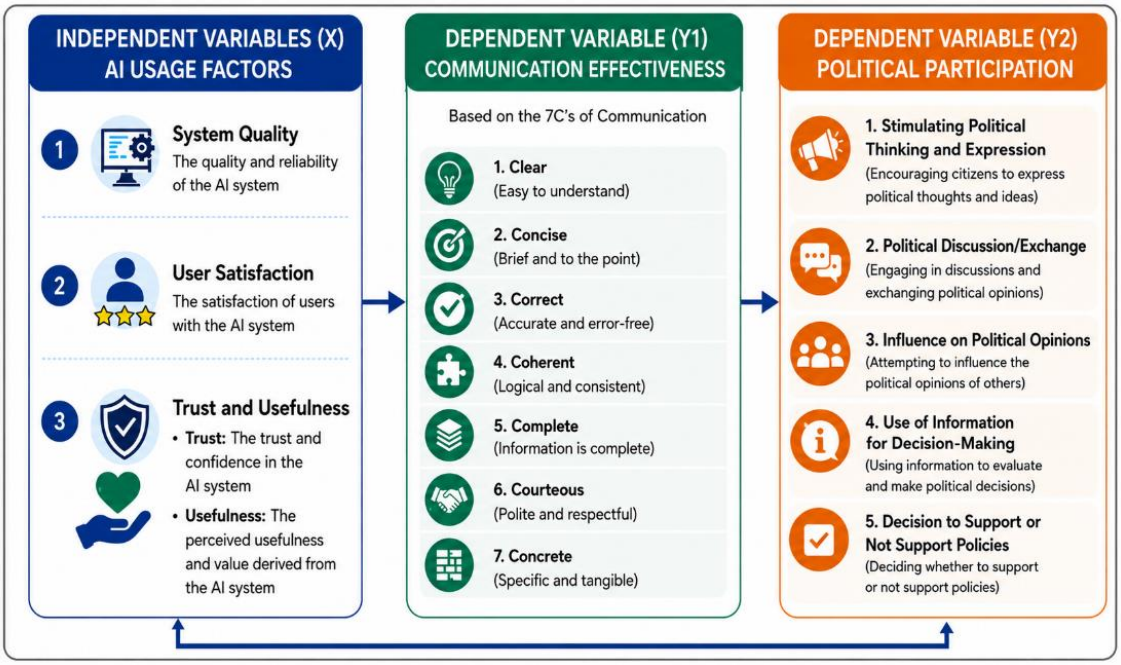


Figure 1 Research framework

Research instrument development and validation

Instrument development

The research instrument was a structured questionnaire designed to examine the influence of Artificial Intelligence (AI) usage factors on communication effectiveness and political participation among citizens in Chiang Rai Province.

The questionnaire consisted of four parts:

Part 1: Demographic information including gender, age, education level, occupation, income, and social role.

Part 2: AI usage factors in political media, comprising three dimensions with a total of 20 items, measured using

a 5-point Likert scale (1 = strongly disagree to 5 = strongly agree)

Part 3: Communication effectiveness and political participation, including communication effectiveness based

on the 7C's framework (7 items) and political participation (5 items), totaling 12 items, measured using a 5-point Likert scale

Part 4: Open-ended questions for additional suggestions

Instrument validation

Content validity

The questionnaire was evaluated by three experts in the fields of information technology, communication, and political science to assess its relevance, coverage, and appropriateness. The Index of Item-Objective Congruence (IOC) was calculated, with a criterion of IOC $\geq$ 0.50. The results showed IOC values ranging from 0.67 to 1.00, indicating acceptable content validity.

Reliability

A pilot test was conducted with 30 respondents from areas outside the municipal boundary of Chiang Rai Province including Ban Du and Doi Lan Subdistricts. Reliability was assessed using Cronbach's alpha coefficient. The overall reliability score was 0.86, indicating good internal consistency. The questionnaire was subsequently refined for clarity and appropriateness before actual data collection.

Data collection

Data were collected using a mixed approach combining field surveys and online questionnaires. Field data collection involved coordination with community leaders and on-site distribution of questionnaires to respondents. Simultaneously, the online questionnaire was disseminated via social media platforms and local communication groups to enhance

accessibility. Prior to participation, respondents were informed about the research objectives and asked to provide informed consent. Participation was voluntary and conducted in accordance with research ethics. After data collection, all responses were screened for completeness, and only valid responses were included in the analysis.

Data analysis

Descriptive statistics

Descriptive statistics, including frequency and percentage, were used to analyze demographic data. Mean and standard deviation were used to analyze AI usage factors, communication effectiveness, and political participation.

Inferential statistics

Hypothesis testing for objective 2

Independent-samples t-tests and one-way analysis of variance (ANOVA) were employed to examine differences in AI usage factors, communication effectiveness, and political participation across demographic groups. When statistically significant differences were detected, post hoc comparisons were conducted using the Least Significant Difference (LSD) method for independent variables with more than two groups.

Hypothesis testing for objective 3

Pearson's correlation analysis, along with Multiple Regression Analysis (MRA), was employed to explore the interplay and impact of AI usage factors on communication effectiveness and political engagement. The relationship between the variables was assessed using Pearson's correlation coefficient (r), which spans from -1.00 to 1.00. The strength of these relationships was interpreted based on Evans (1996) as follows: 0.00-0.19 signifies a very weak relationship, 0.20-0.39 a weak relationship, 0.40-0.59 a moderate relationship, 0.60-0.79 a strong relationship, and 0.80-1.00 a very strong relationship. Additionally, MRA was performed at a 0.05 level of statistical significance. The findings were analyzed using standardized regression coefficients (Beta) alongside p-values to evaluate both the direction and magnitude of influence. The interpretation of β values adhered to these standards: 0.00-0.19 reflects a very low level of influence, 0.20-0.39 a low level, 0.40-0.59 a moderate level, 0.60-0.79 a high level, and 0.80 and above a very high level of influence. A positive β denotes a beneficial effect in the same direction, whereas a negative β indicates an inverse effect on the dependent variable (Cohen, 2013).

Content analysis

Content analysis was used to summarize responses from open-ended questions regarding the development of AI-based political media. Responses were categorized, and frequency and percentage were used to present the findings.

Results

1. Examining the level of influence of Artificial Intelligence (AI) usage factors on communication effectiveness and political participation among citizens in Chiang Rai Province, as showed follows.

Table 1 Mean and standard deviation of Artificial Intelligence (AI) usage factors in political communication

AI Usage Factors	$\bar{x}$	S.D.	Level
System quality	3.59	0.642	High
User satisfaction	3.38	0.528	Moderate
Trust and usefulness	3.34	0.648	Moderate
Overall mean	**3.44**	**0.606**	**Moderate**

According to Table 1, the overall assessment of AI usage factors revealed a moderate level ($\bar{x}$ = 3.44, S.D. = 0.606). Delving into the individual factors, System Quality emerged with the highest mean score, rated at a commendable level ($\bar{x}$ = 3.59, S.D. = 0.642), suggesting that respondents generally regard AI systems as possessing satisfactory performance and functionality. Following closely was User Satisfaction, which

received a moderate rating ($\bar{x}$ = 3.38, S.D. = 0.528), alongside Trust and Usefulness, both also rated at a moderate level ($\bar{x}$ = 3.34, S.D. = 0.648).

In summary, when examining the various aspects influencing the adoption of Artificial Intelligence (AI), the findings can be encapsulated as follows:

System Quality was overall at a high level ($\bar{x}$ = 3.59, S.D. = 0.642). When considering each item, the highest mean score was found for AI media being easily accessible through multiple channels (e.g., mobile devices and social media), at a high level ($\bar{x}$ = 4.19, S.D. = 0.760). This was followed by AI media's ability to recommend political news or content that matches users' interests, at a high level ($\bar{x}$ = 3.82, S.D. = 0.790). The clarity, attractiveness, and appropriateness of media formats (images, text, and video) were also at a high level ($\bar{x}$ = 3.64, S.D. = 0.680). Meanwhile, the ability of AI-based political media to present content in an easy-to- understand manner with clear explanations or summaries was at a moderate level ($\bar{x}$ = 3.28, S.D. = 0.880). The lowest mean score was for the ability of AI media to provide fast and continuous access without frequent errors, which was also at a moderate level ($\bar{x}$ = 3.00, S.D. = 0.850).

User Satisfaction was overall at a moderate level ($\bar{x}$ = 3.38, S.D. = 0.528). The highest mean scores were for AI media helping users save time in accessing political news and being useful and worthwhile for long-term follow-up, both at a high level ($\bar{x}$ = 3.55, S.D. = 0.790 and 0.800, respectively). This was followed by users perceiving that AI media creates a positive experience in understanding political party policies, at a moderate level ($\bar{x}$ = 3.46, S.D. = 0.780). The lowest mean scores were for AI media's ability to adequately meet users' political information needs and overall satisfaction with the quality and performance of AI-based political media, both at a moderate level ($\bar{x}$ = 3.19, S.D. = 0.860 and 0.880, respectively).

Trust and Usefulness was overall at a moderate level ($\bar{x}$ = 3.34, S.D. = 0.648). Among the items examined, the highest mean score was user engagement with AI media, such as liking, sharing, or commenting on political content, which was rated at a high level ($\bar{x}$ = 3.64, S.D. = 0.860). The second highest mean score was AI media increasing users' interest in continuously following political news ($\bar{x}$ = 3.54, S.D. = 0.780). The third highest mean score was AI media encouraging users to participate more in political activities or issues ($\bar{x}$ = 3.46, S.D. = 0.790). In contrast, the lowest mean score was found for AI media building confidence in the sources of political information and maintaining neutrality without political bias, both of which were rated at a moderate level ($\bar{x}$ = 3.00, S.D. = 0.860 and 0.840, respectively).

The communication effectiveness of AI- based political media was overall at a high level ($\bar{x}$ = 3.75, S.D. = 0.780). When considering each item, the highest mean scores were for AI media helping users connect information and understand the overall political situation, and helping them grasp key points quickly, both at a high level ($\bar{x}$ = 3.91, S.D. = 0.720 and 0.850, respectively). This was followed by AI media enabling users to analyze or evaluate political information rationally, at a high level ($\bar{x}$ = 3.82, S.D. = 0.800). Next, AI media helping users clearly understand political issues and providing sufficient information were both at a high level ($\bar{x}$ = 3.73, S.D. = 0.780). Additionally, AI media encouraged users to accept diverse political perspectives without resistance, at a high level ($\bar{x}$ = 3.64, S.D. = 0.880). The lowest mean score was for AI media helping users distinguish between accurate and inaccurate political information, which was at a moderate level ($\bar{x}$ = 3.55, S.D. = 0.790).

Finally, Political Participation among citizens exposed to AI-based media was overall at a moderate level ($\bar{x}$ = 3.59, S.D. = 0.780). The highest mean score was for users utilizing AI media information as part of their political decision-making, at a high level ($\bar{x}$ = 3.73, S.D. = 0.762). This was followed by AI media influencing users' political opinions or attitudes, at a high level ($\bar{x}$ = 3.64, S.D. = 0.825). Next, AI media encouraging users to think and express political opinions, and increasing discussion or exchange of political issues with others, were both at a moderate level ($\bar{x}$ = 3.55, S.D. = 0.788 and 0.831, respectively). The lowest mean score was for AI media influencing users' decisions to support or oppose political ideas or policies, which remained at a moderate level ($\bar{x}$ = 3.46, S.D. = 0.832).

2. Comparing the influence of AI usage factors on communication effectiveness and political participation, classified by the personal characteristics of citizens in Chiang Rai Province, as follows.

Table 2 Comparison of AI usage factors in political communication by personal characteristics using ANOVA and LSD

Personal characteristics	System quality	User satisfaction	Trust and usefulness
Gender	F(2, 397)=29.38 p=0.00*	F(2, 397)=25.07 p=0.00*	F(2, 397)=15.65 p=0.00*
Age	F(2, 397)=21.16 p=0.00*	F(2, 397)=59.27 p=0.00*	F(2, 397)=3.93 p=0.26
Education	F(2, 397)=113.38 p= 0.00*	F(2, 397)=174.27 p=0.00*	F(2, 397)= 17.24 p= 0.00*
Occupation	F(3, 396)=119.73 p=0.00*	F(3, 396)=34.04 p=0.00*	F(3, 396)=35.75 p=0.00*
Social role	t(398)=-3.28 p=0.00*	t(398)=-1.78 p=0.08	t(398)=-2.94 p=0.00*
Income	F(4, 395)=132.91 p=0.00*	F(4, 395)=74.03 p=0.00*	F(4, 395)=135.73 p=0.00*

Note: * $p < 0.05$; (Summary): F(df1, df2) indicates the degrees of freedom in ANOVA, where df1 is the between-groups degrees of freedom ($k - 1$) and df2 is the within-groups degrees of freedom ($N - k$), representing variation between and within groups.

According to Table 2, there were statistically significant differences in gender across all factors related to AI usage, such as System Quality, User Satisfaction, and Trust and Usefulness ($p < 0.05$). The results from the LSD post-hoc analysis revealed that females outperformed males in all measured variables ($p < 0.001$). Furthermore, females also achieved significantly higher scores than the LGBTQ+ group in System Quality ($p = 0.015$), User Satisfaction ($p = 0.013$), and Trust and Usefulness ($p = 0.001$). Conversely, no statistically significant differences were observed between males and the LGBTQ+ group across all variables ($p > 0.05$).

Age revealed statistically significant variations in System Quality and User Satisfaction ($p < 0.05$), whereas Trust and Usefulness did not exhibit any significant differences ($p = 0.26$). The LSD analysis demonstrated that participants aged 50-59 achieved notably higher System Quality ratings compared to those in the 30-39 and 40-49 age brackets ($p < 0.001$), while no significant distinction was observed between the 30-39 and 40-49 cohorts ($p = 0.088$). Regarding User Satisfaction, significant disparities were noted across all age categories, with the 40-49 group outperforming both the 30–39 and 50-59 groups ($p < 0.001$), and the 50-59 group also surpassing the 30-39 group ($p = 0.001$). In terms of Trust and Usefulness, the 50–59 group recorded significantly lower scores than both the 30-39 group ($p = 0.034$) and the 40-49 group ($p = 0.006$), while no significant difference was identified between the 30-39 and 40-49 groups ($p = 0.655$).

The level of education revealed statistically significant variations across all factors related to AI usage, encompassing System Quality, User Satisfaction, and Trust and Usefulness ($p < 0.05$). The LSD analysis for System Quality demonstrated that individuals with education levels below a bachelor's degree scored markedly lower than those with a bachelor's degree or higher ($p < 0.001$). However, no significant difference was observed between the bachelor's degree holders and those with education beyond a bachelor's degree ($p = 0.208$). In terms of User Satisfaction, all educational groups exhibited significant differences, with individuals possessing degrees higher than a bachelor's scoring the highest, followed by those with bachelor's degrees, and lastly, those with education below a bachelor's degree ($p < 0.001$ for all comparisons). Regarding Trust and Usefulness, respondents with education below a bachelor's degree scored significantly lower than both the bachelor's degree holders and those with higher education ($p < 0.05$). Conversely, no significant difference was noted between the bachelor's degree and higher education groups ($p = 0.419$).

Occupation revealed notable statistical differences across all AI usage factors ($p < 0.05$). The LSD analysis for System Quality demonstrated that the " Others" category achieved significantly higher scores than all other occupational groups ($p < 0.001$), followed closely by self- employed individuals and private- sector employees, whereas government officers recorded significantly lower scores compared to self- employed and other categories. In terms of User Satisfaction, a similar trend emerged, with the "Others" group attaining the highest scores and government officers the lowest ($p < 0.001$). Regarding Trust and Usefulness, government officers outperformed all other groups significantly ($p < 0.001$), while private-sector employees exhibited higher scores than certain groups but did not show a significant difference from self-employed respondents ($p > 0.05$).

The analysis revealed that social role exhibited statistically significant variations in System Quality, Trust, and Usefulness ($p < 0.05$). However, no notable difference was observed in User Satisfaction ($p = 0.08$).

Income exhibited statistically significant variations across all factors related to AI usage ($p < 0.05$). In terms of System Quality, respondents earning between 30,001 and 40,000 THB achieved notably higher scores than all other income brackets ($p < 0.001$), while those with incomes exceeding 40,000 THB also outperformed the lower- income groups. Nevertheless, no significant difference was observed between the 10,000- 20,000 THB group and the above 40,000 THB group in certain comparisons ($p > 0.05$). Regarding User Satisfaction, the 30,001-40,000 THB group attained the highest scores, followed by the 20,001-30,000 THB and 10,000- 20,000 THB groups, with the lowest scores recorded in the below 10,000 THB group, showcasing significant differences across nearly all pairwise comparisons ($p < 0.001$). For Trust and Usefulness, the 30,001-40,000 THB group again led in scores, trailed by the 20,001- 30,000 THB and 10,000- 20,000 THB groups, while the above 40,000 THB group demonstrated significantly lower scores compared to some middle and lower income groups ($p < 0.05$).

Table 3 Relationships between AI usage factors and communication effectiveness using Pearson correlation analysis

AI usage factors	7C's communication effectiveness	r	P-value	Level
System quality	Clarity	0.611**	0.000	High
	Conciseness	0.454**	0.000	Moderate
	Completeness	0.611**	0.000	High
	Concreteness	0.586**	0.000	Moderate
	Coherence	0.628**	0.000	High
	Courtesy	0.641**	0.000	High
	Consideration	0.635**	0.000	High
User satisfaction	Clarity	0.554**	0.000	Moderate
	Conciseness	0.481**	0.000	Moderate
	Completeness	0.554**	0.000	Moderate
	Concreteness	0.521**	0.000	Moderate
	Coherence	0.384**	0.000	Low
	Courtesy	0.550**	0.000	Moderate
	Consideration	0.541**	0.000	Moderate
Trust and usefulness	Clarity	0.928**	0.000	Very high
	Conciseness	0.881**	0.000	Very high
	Completeness	0.928**	0.000	Very high
	Concreteness	0.966**	0.000	Very high
	Coherence	0.913**	0.000	Very high
	Courtesy	0.924**	0.000	Very high
	Consideration	0.935**	0.000	Very high

3. Analysis of relationship and influence of AI on communication effectiveness and political participation among citizens in Chiang Rai Province.

According to Table 3, every relationship between the factors influencing AI usage and the dimensions of the 7C's communication effectiveness is both positive and statistically significant at the 0.01 level ($p < 0.01$). The correlation strengths vary from low to exceptionally high (r = 0.384-0.966), underscoring the pivotal role that AI usage factors play in enhancing communication effectiveness across various dimensions. Examining each factor, System Quality reveals statistically significant positive correlations with all dimensions of the 7C's, ranging from moderate to high levels. The most robust correlations are noted with Courtesy ($r = 0.641$), Consideration ($r = 0.635$), Coherence ($r = 0.628$), Clarity ($r = 0.611$), and Completeness ($r = 0.611$). Additionally, Concreteness displays a moderate correlation (r = 0.586), while Conciseness also shows a moderate relationship (r = 0.454). These findings imply that enhanced system quality fosters more courteous, considerate, and coherent communication, while simultaneously improving the clarity and completeness of the information presented. User Satisfaction reveals statistically significant positive correlations with all dimensions of the 7C's at a moderate level. The strongest associations are found in Clarity and Completeness (r = 0.554), followed closely by Courtesy (r = 0.550), Consideration (r = 0.541), Concreteness (r = 0.521), and Conciseness ($r = 0.481$). Coherence, however, exhibits the weakest correlation ($r = 0.384$), which is interpreted as a low relationship. This suggests that user satisfaction consistently exerts a moderate influence on communication effectiveness across most dimensions. In contrast, Trust and Usefulness demonstrate exceptionally high and statistically significant relationships with all dimensions of the 7C's. The strongest correlations are observed with Concreteness ($r = 0.966$), followed by Coherence ($r = 0.913$), Consideration ($r = 0.935$), Clarity ($r = 0.928$), Completeness ($r = 0.928$), Courtesy ($r = 0.924$), and Conciseness ($r = 0.881$). These findings indicate that trust in AI systems and perceived usefulness are the most influential factors in enhancing communication effectiveness, particularly in improving accuracy, clarity, and contextual understanding.

Table 4 Relationships between AI usage factors and political participation using Pearson correlation analysis

AI usage factors	Political participation	r	P-value	Level
System quality	Stimulating political thinking and expression	0.374**	0.000	Low
	Political discussion/exchange	0.603**	0.000	High
	Influence on political opinions	0.635**	0.000	High
	Use of information for decision-making	0.492**	0.000	Moderate
	Decision to support/not support policies	0.478**	0.000	Moderate
User satisfaction	Stimulating political thinking and expression	0.433**	0.000	Moderate
	Political discussion/exchange	0.493**	0.000	Moderate
	Influence on political opinions	0.541**	0.000	Moderate
	Use of information for decision-making	0.448**	0.000	Moderate
	Decision to support/not support policies	0.317**	0.000	Low
Trust and usefulness	Stimulating political thinking and expression	0.862**	0.000	Very high
	Political discussion/exchange	0.926**	0.000	Very high
	Influence on political opinions	0.935**	0.000	Very high
	Use of information for decision-making	0.925**	0.000	Very high
	Decision to support/not support policies	0.832**	0.000	Very high

From Table 4, it is evident that all correlations between factors related to AI usage and dimensions of political participation are not only positive but also statistically significant at the 0.01 level ($p < 0.01$). The correlation strengths vary from low to exceptionally high (r = 0.317-0.935), underscoring the pivotal role that

AI- related factors play in bolstering citizens' engagement in political activities across various dimensions. When examining each factor, System Quality reveals statistically significant correlations that range from low to high across the political participation dimensions. The most robust associations are noted in Influence on political opinions (r = 0.635) and Political discussion/ exchange (r = 0. 603) , both categorized at a high level. Moderate correlations are identified in Use of information for decision- making (r = 0. 492) and Decision to support or not support policies (r = 0. 478) , while the relationship with Stimulating political thinking and expression is comparatively low (r = 0. 374) . These results imply that system quality significantly enhances political communication and the formation of opinions, although its impact on stimulating political thought remains somewhat constrained. User Satisfaction exhibits moderate and statistically significant correlations across all dimensions of political participation, with correlation coefficients ranging from 0. 317 to 0. 541. The most pronounced relationship is found in Influence on political opinions (r = 0. 541) , followed closely by Political discussion/ exchange (r = 0. 493) , Use of information for decision- making (r = 0. 492) , and Stimulating political thinking and expression (r = 0.433), all reflecting moderate levels, while Decision to support or not support policies presents a low correlation (r = 0. 317) . This suggests that user satisfaction plays a role in political engagement, albeit its impact is less pronounced than that of other factors related to AI usage. Conversely, Trust and Usefulness demonstrate exceptionally strong and statistically significant correlations with all facets of political participation. The most substantial correlations are observed in the Influence on political opinions (r = 0. 935) , Political discussion/exchange (r = 0.926), Use of information for decision- making (r = 0. 925) , Stimulating political thinking and expression (r = 0.862), and the Decision to support or oppose policies (r = 0. 832) , all reflecting a remarkably high level. These findings underscore that trust in AI systems and their perceived usefulness are the paramount factors propelling political participation, especially in fostering opinion formation, facilitating political discourse, and enhancing decision- making processes.

Table 5 Effects of AI usage factors on communication effectiveness and political participation

Outcome variable	AI usage factors	β	Level of influence
Communication effectiveness	Trust and usefulness	0.938	Very high
	System quality	0.125	Very low
	User satisfaction	-0.102	Very low (Negative)
Political participation	Trust and usefulness	0.977	Very high
	User satisfaction	-0.131	Very low (Negative)
	System quality	0.054	Very low

Table 5 presents the findings from the multiple regression analysis that investigates the impact of AI usage factors on both communication effectiveness and political participation. Before conducting the analysis, multicollinearity diagnostics were performed. All predictor variables satisfied the recommended thresholds, with tolerance values ranging from 0. 325 to 0. 609 and VIF values between 1. 642 and 3. 074, confirming that multicollinearity was not a significant issue. The regression models exhibited robust explanatory power and were statistically significant. The Communication Effectiveness model accounted for 92. 1% of the variance in the dependent variable (R^2 = 0. 921, Adjusted R^2 = 0. 920, F = 1535. 884, p < 0. 001), while the Political Participation model explained 88.2% of the variance (R^2 = 0. 882, Adjusted R^2 = 0. 882, F = 991. 319, p < 0. 001) . Furthermore, residual diagnostics indicated no major violations of regression assumptions, reinforcing the adequacy and strength of both models. In the realm of Communication Effectiveness, Trust and Usefulness emerged as the most significant predictor (β = 0.938), signifying a considerable positive impact. This suggests that individuals who view AI systems as trustworthy and beneficial are likely to report enhanced

communication effectiveness. System Quality also demonstrated a minimal positive effect ($\beta = 0.125$). Conversely, User Satisfaction displayed a slight negative correlation with communication effectiveness ($\beta = -0.102$). Similarly, in the context of Political Participation, Trust and Usefulness was identified as the most impactful predictor ($\beta = 0.977$), underscoring its vital role in fostering citizen engagement in political activities. System Quality exhibited a very low positive influence on political participation ($\beta = 0.054$), indicating that its contribution to political engagement was limited. Likewise, User Satisfaction revealed a minor negative effect on political participation ($\beta = -0.131$).

The regression equations are presented as follows:

Communication effectiveness

$\hat{Y} = 0.952 + 0.125(\text{System Quality}) - 0.107(\text{User Satisfaction}) + 0.814(\text{Trust and Usefulness})$

Political participation

$\hat{Y} = 0.974 + 0.055(\text{System Quality}) - 0.141(\text{User Satisfaction}) + 0.866(\text{Trust and Usefulness})$

Discussion and conclusion

Discussion

The overall degree of AI utilization was assessed to be moderate, indicating that individuals have started to incorporate AI technologies into their pursuit of political information. However, this adoption has not yet achieved a uniformly high standard across all aspects. This observation highlights the transitional phase of AI integration within political communication, where users acknowledge the tangible advantages of AI while still scrutinizing its reliability and broader consequences. Among the various dimensions of AI usage, System Quality emerged with the highest average score, signifying that users highly value accessibility, responsiveness, and the capability of AI systems to deliver tailored content. This aligns with theories of information technology acceptance, which recognize system quality as a crucial factor influencing technology adoption and sustained engagement (Wei et al., 2025). The implication is that citizens are more inclined to interact with AI technologies when these systems operate effectively and minimize obstacles to accessing political information. Conversely, Trust and Usefulness recorded the lowest average score, albeit remaining within a moderate range. This finding is particularly significant as it suggests that while users appreciate the technical prowess of AI systems, they maintain a degree of skepticism regarding the credibility, neutrality, and transparency of AI-generated political content. Such apprehensions may arise from a growing public consciousness about algorithmic bias, misinformation, and the lack of clarity in AI decision-making processes. This perspective is reinforced by Guo and Lei (2025), who posited that trust in digital media is influenced not only by technological quality but also by institutional trust, political beliefs, and broader social contexts. Consequently, trust in AI-driven political communication seems to transcend the technology itself, being deeply rooted in the larger socio-political landscape. These findings indicate that improving technical performance alone may be insufficient to increase AI adoption in political contexts unless accompanied by efforts to enhance transparency, accountability, and public trust.

The analysis of demographic variables indicated that factors such as gender, educational level, and occupation have a significant impact on perceptions regarding the use of AI, the effectiveness of communication, and levels of political engagement. These results imply that the adoption of AI and its political ramifications are not evenly distributed throughout society. Variations in educational attainment and occupation may indicate disparities in digital literacy, access to informational resources, and avenues for civic participation, while gender differences may correlate with distinct media consumption habits, acceptance of technology, and behaviors related to political communication. These findings underscore the necessity of addressing social and structural inequalities when analyzing the political ramifications of AI technologies. This aligns with the work of Gerlich (2025), which noted that younger demographics tend to depend more on AI while showing diminished critical evaluation skills, whereas individuals with higher education levels exhibit enhanced critical thinking abilities when engaging with AI-generated content. Therefore, it is essential for AI systems to not only deliver information effectively but also to foster users' critical assessment skills, allowing them to analyze

political information in a more reflective and autonomous manner.

The analysis of the interrelations among variables has unveiled that Trust and Usefulness are profoundly linked to both communication effectiveness and political participation, emerging as the paramount predictor within the regression models. This outcome indicates that individuals are more inclined to communicate proficiently and partake in political endeavors when they regard AI systems as both reliable and advantageous. Such a finding bolsters the notion that psychological perceptions of technology may wield greater influence than mere technical attributes in shaping user behavior. This interpretation aligns with Teepapal (2025) , who discovered that trust and perceived usefulness significantly enhance user engagement and act as crucial mediating factors connecting AI technologies to behavioral results. In the realm of political communication, trust and usefulness may serve as cognitive filters that dictate whether citizens are prepared to accept, process, and respond to information generated by AI. In contrast, User Satisfaction and System Quality exhibited relatively minimal or negligible impacts on communication effectiveness and political participation. This observation implies that favorable user experiences and technical efficacy alone may not suffice to inspire political involvement. Political participation embodies a multifaceted behavior shaped by cognitive, social, and motivational elements that transcend mere satisfaction with technology.

Thus, while sophisticated AI systems can enhance access to information, individuals are unlikely to engage politically unless they view the information as credible, pertinent, and beneficial for their decision- making processes. This finding highlights the difference between the adoption of technology and authentic civic involvement. Although AI technologies may see widespread usage, their influence on democratic participation is significantly contingent upon users' trust in the information they receive and their perception of real advantages from their interactions with AI. Therefore, future advancements in AI should prioritize not just the improvement of system capabilities but also the enhancement of transparency, credibility, personalization, and user empowerment. Such enhancements could enable citizens to make more informed political choices and encourage greater engagement compared to conventional digital media, which frequently offers generalized rather than tailored information experiences.

Conclusion

The findings indicate that the integration of AI-driven political media is presently at a moderate stage, suggesting that individuals are progressively inclined to utilize AI technologies for acquiring political insights, albeit with varying levels of acceptance across different dimensions. Among the factors analyzed, System Quality stood out as the most significant element, particularly regarding accessibility, responsiveness, and the delivery of tailored content. Conversely, Trust and Usefulness received comparatively lower ratings, highlighting persistent concerns about the credibility, neutrality, transparency, and dependability of AI-generated political information. Furthermore, demographic factors such as gender, educational level, and profession were identified as having a notable impact on users' perceptions and behaviors towards AI-based political media. These insights underscore the necessity to account for variations in digital literacy, information accessibility, and social backgrounds when designing and deploying AI technologies for political communication. A key contribution of this research is the revelation that Trust and Usefulness serve as the primary determinants of both communication efficacy and political engagement. Citizens who view AI systems as reliable and advantageous are more inclined to partake in political dialogues, process information adeptly, and engage in civic endeavors. This discovery enhances the Technology Acceptance Model (TAM) by illustrating that trust and perceived usefulness not only facilitate technology adoption but also significantly influence communication outcomes and democratic involvement. As a result, the study offers empirical evidence that users' psychological perceptions of AI are pivotal in comprehending its impact on political participation.

The results also present numerous practical implications. AI developers ought to emphasize transparency and explainability by distinctly outlining the sources of information, the processes behind recommendations, and the mechanisms of content generation. These initiatives can bolster public trust in

AI systems and mitigate worries about misinformation and algorithmic bias. Likewise, government bodies and educational institutions should advocate for digital and AI literacy programs to empower citizens with the necessary skills to critically evaluate AI-generated information and make well-informed political choices. Such programs may prove especially beneficial for individuals from diverse educational backgrounds, professions, and levels of technological proficiency. Additionally, organizations engaged in political communication should prioritize enhancing the perceived value of AI applications rather than merely focusing on advancements in technical performance. AI systems that provide relevant, personalized, and interactive content are likely to be more successful in fostering citizen engagement. Concurrently, policymakers must create ethical and regulatory frameworks that guarantee transparency, accountability, and fairness in the political application of AI. These actions can cultivate public trust while safeguarding democratic principles and processes.

Limitation and future work

Despite providing valuable insights, this study has several limitations. First, the research concentrated mainly on AI usage factors, including system quality, user satisfaction, system trust, and perceived benefits with user engagement. However, other influential factors such as digital literacy, political orientation, and institutional trust were not examined. Including these variables in future studies may offer a deeper explanation of AI usage patterns and their effects on communication effectiveness and political participation.

Second, the study relied solely on a quantitative research design, which may not fully reflect users' personal experiences, attitudes, and motivations toward AI-driven political communication. Future research should consider employing mixed-method approaches, such as interviews and focus group discussions, to obtain more detailed and comprehensive perspectives from participants.

Third, the study was conducted within a limited geographical context and sample group, which may reduce the generalizability of the findings to other regions or cultural settings. Future studies should involve more diverse populations and broader geographical areas to enable comparisons across different social and cultural environments.

Furthermore, future research should investigate ways to enhance AI-driven political platforms by improving user trust, engagement, and perceived usefulness through transparent systems, credible information sources, and personalized content delivery. Additional studies may also explore how AI-based political communication can be adapted to suit different demographic groups, including variations in gender, educational background, and occupation, in order to promote more effective communication and responsible political participation.

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Declaration of generative AI in scientific writing

The authors used generative AI solely to improve the grammar, language, and readability of this manuscript. All interpretations, analyses, conclusions, and the final content remain the responsibility of the authors.

CRediT author statement

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