

The Myth of Communicating Wealth through Lottery Tickets that affect People in Thai Society in Bangkok and Surrounding Areas

Phakhaphon Arayathanakul¹, Tanit Pruktara², Isari Pairoa³, Navin Srisaeng⁴,
Paweethida Na Ranong⁵

^{1,2,3,4,5}College of Communication Arts, Suan Sunandha Rajabhat University, Thailand

E-Mail: ¹s64123332031@ssru.ac.th, ²tanit.pu@ssru.ac.th, ³isari.pa@ssru.ac.th,

⁴navin.sr@ssru.ac.th, ⁵s64123332001@ssru.ac.th

Abstract

This study focuses on examining the myths of wealth communication associated with purchasing lottery tickets, influenced by mass media in Thai society. The research explores the illusion of wealth created by winning the lottery and its subsequent social impacts. It encompasses the attitudes and purchasing behaviors of individuals regarding seeking wealth through luck, as well as an analysis of the content and communication channels utilized by mass media to instill hope in consumers.

The qualitative research approach employed content analysis of news stories related to lotteries and the communication channels used to disseminate lottery news through popular mass media, including television and newspapers, over the past three years. The findings reveal that lottery-related content in mass media plays a significant role in sparking interest and motivating people to buy lottery tickets. The content often includes compelling elements such as stories of lottery winners, the portrayal of instant success, suggestions offered through online platforms, and the use of visuals and text that evoke emotions.

Regarding communication channels, the dissemination of lottery-related news is divided into three phases: pre-draw, during the draw, and post-draw. These phases utilize various communication channels, such as television broadcasts of the draws, news reports, online media, and advertisements that significantly influence consumer access to information.

Interviews with lottery ticket buyers in Bangkok and its surrounding areas were conducted to investigate attitudes and beliefs regarding wealth accumulation through lottery purchases. The research findings indicate that people often perceive buying lottery tickets as an investment that could lead to wealth, despite the low odds of winning. Communication through mass media fosters myths and values that lead individuals to believe that lotteries are a viable means of transforming their lives.

The societal impact of these myths includes overspending behaviors and potential gambling issues in the future. The study suggests raising awareness about effective financial management

and implementing stricter regulations on lottery advertising to prevent the creation of myths that could negatively affect spending behaviors in society.

Keywords: Communication Myth, Wealth, Lottery, Thai Society

1. Introduction

On the 1st and 16th of every month, news about people winning the first prize in the lottery regularly appears across various media channels, including television news programs. Such widespread media coverage contributes to an increase in lottery ticket purchases. Common phrases following each draw, such as *"This time, I didn't win, but maybe next time,"* or *"One day, it'll be my turn,"* have become repeated expressions, forming part of the dreams of hopeful individuals.

Many believe that winning the lottery is achievable with consistent and sufficient ticket purchases. As a result, each month sees far more disappointed individuals than those who successfully win. Between 2019 and 2022, the number of lottery buyers increased by 27.5%, reaching a growth rate of 64% today. This continuous growth stems from deeply rooted beliefs. However, in reality, the odds of winning the first prize in each draw are merely 0.0001%, or 1 in a million, with 100 million lottery tickets produced monthly, according to data.

This raises the question: why do people continue to believe they will become wealthy despite such a slim chance of winning the first prize? The researcher was particularly interested in the role of communication, which holds the power to shape beliefs and behaviors. Media channels and the information they provide significantly influence societal perceptions, fostering compliance and belief in wealth acquisition. This study explores how communication influences beliefs and behaviors regarding wealth in Thai society.

1.2 Research Objective

1. To study and analyze the role of content and the dissemination of information related to lottery draws through media in Thai society.
2. To explore people's attitudes toward purchasing lottery tickets and their perceptions of wealth derived from winning.

2. Literature Review

2.1 Myth and Illusion Theory by Roland Barthes

The Myth and Illusion Theory explains the concept of illusions created in the human mind to reinforce specific feelings or attitudes. In this case, it refers to the image of wealth and success associated with winning the lottery. Buying lottery tickets provides hope for escaping poverty and achieving financial success easily, leading people to perceive the lottery as a pathway to instant life transformation.

2.2 Framing Theory

Framing Theory, which belongs to the field of mass communication, suggests that mass media can influence societal perceptions by presenting information from specific angles or frames. This approach can alter the audience's understanding of an issue. The theory emphasizes key elements such as the **selection of content**, **emphasis**, **interpretation**, and **suggestion of solutions**, all of which shape how information is presented and received by the public.

3. Methodology

The research employs a qualitative approach, utilizing Online Document Research and in-depth interviews to analyze the attitudes and perceptions of the interviewees. The scope of this study includes:

The sample group consists of general individuals aged 18 and above who have been regular lottery buyers. The group is divided as follows:

- 20 individuals who have regularly purchased lottery tickets for 1–5 years.
- 20 individuals who have regularly purchased lottery tickets for 6–10 years. Both male and female participants from various professions who consistently buy lottery tickets are selected from Bangkok and its surrounding areas.

The study involves examining documents, textbooks, and online news sources, as well as conducting interviews with lottery buyers in Bangkok and its vicinity.

The content studied includes:

1. The types of narratives used to communicate stories of lottery winners.
2. The methods of information dissemination and the distribution of media used for communication.
3. The attitudes and opinions of lottery buyers in Bangkok and its surrounding areas.

Research Tools:

1. Online Documents: Used to explore the types of media content used for communication and the results of lottery draws over the past 1–3 years.
2. In-depth Interview Guide: Designed to delve into the beliefs and perspectives of the sample group regarding wealth creation through lottery purchases.

Data Analysis:

1. Content Analysis of Online Media: Examines patterns of communication from online platforms over the past 1–3 years.
2. Content Analysis of Interview Responses: Analyzes interview answers to identify key themes reflecting attitudes and concepts about wealth derived from lottery purchases.

4. Results

From the data collection and analysis, the findings reveal the following content analysis of online media content related to lotteries in mass media plays a significant role in capturing attention and motivating individuals to purchase lottery tickets. The content presented in news and various media formats often has the following engaging characteristics:

- Narratives about lottery winners.
- The portrayal of immediate success.
- Suggestions offered through online platforms.
- The use of visuals and text designed to evoke emotions.

In terms of communication channels, news dissemination occurs in three phases: pre-draw, during the draw, and post-draw. The content is distributed through channels such as television broadcasts of the draws, news reports, and online media. These channels, along with advertisements, significantly influence consumer access to lottery-related information.

Consumer Attitudes

Interviews with lottery ticket buyers in Bangkok and its surrounding areas revealed their attitudes and beliefs regarding wealth creation through lottery purchases. The findings indicate that many view lottery purchases as an investment that could potentially lead to wealth, despite the extremely low odds of winning.

Mass media communication fosters myths and cultural values that lead people to believe that lotteries are a pathway to transforming their lives. Most people perceive lottery purchases as a means of seeking wealth, but winning remains highly challenging.

Nevertheless, expectations built through advertisements and media coverage instill hope in winning the grand prize, which is seen as life-changing. Some individuals view lottery purchases as mere entertainment or relaxation, while others, particularly those with lower incomes, see lotteries as a source of financial hope.

5. Conclusion

This research found that buying lottery tickets not only creates the illusion of wealth but also fosters the perception that the lottery is a shortcut to financial success, despite its inherent uncertainty and high risks. Mass media and advertising play a crucial role in reinforcing the myth of wealth, particularly among low-income groups who believe that winning the lottery will improve their lives.

The underlying issue lies in the influence of media in shaping beliefs and inducing conformity, highlighting the concept of power. This aligns with Framing Theory in mass communication, which posits that mass media can influence societal perceptions by presenting information from different perspectives or frames. These frames can alter the audience's understanding and are connected to Barthes' Myth Theory, which analyzes how meanings are intertwined with the power of institutions in society. According to Barthes, powerful institutions can construct meanings and ideologies, thereby shaping and transforming societal understanding.

Thus, mass media, with its power, tools, and credibility, has the ability to shape societal direction. However, if media lacks ethical responsibility, it can mislead society, leading to division and a distorted worldview in an era of rapid societal transformation.

Continuous lottery purchasing by individuals may contribute to future issues such as gambling problems, spending behavior challenges, lifestyle disruptions, and impacts on families and society at large.

Acknowledgment

The author would like to extend my deepest appreciation to all those who supported and contributed to the successful completion of this research. Firstly, I would like to express my heartfelt gratitude and appreciation to College of Communication Arts, Suan Sunandha Rajabhat University, whose gave me a great opportunity to conduct this research and generous financial support made this study possible. Furthermore, I would also like to express my deepest gratitude to the panel of experts and advisors who offered their invaluable guidance throughout the research process. Lastly, I would like to thank the support of the Language Institute, Suan Sunandha Rajabhat University for supporting the preparation of documents and providing suggestions that significantly enrich this research paper.

References

- Yainum, K. (2019). Factors influencing the behavior of underground lottery planning among people in Bangkok and metropolitan areas (Master's thesis, Faculty of Business Administration, Ramkhamhaeng University).
- Pongpanarat, K., et al. (2019). Youth and gambling: Risk factors, vulnerability, and impacts. *Veridian E-Journal*, Silpakorn University, 87(98).
- Sangkaphan, J., et al. (2023). "Government lottery": The discourse of hope for lottery players. *The 14th Hat Yai National and International Conference*, 9(2), 1,040–1,057.
- Vasinsoonthorn, J. N. (2013). Roland Barthes: Myth and post-structural semiotics (Doctoral dissertation, Dhurakij Pundit University).
- Thanbon, B. (2017). Lottery purchasing behavior and its impact on families (Master of Arts thesis, Sukhothai Thammathirat Open University).
- Wiwattananon, J. (2022). "Please let me win this time!" The psychology behind lottery play and why people continue to buy despite slim chances. *The Standard*. Retrieved August 20, 2024,
- Wongleedee, W. (2020). "Turnover Intention and Abusive Supervision and Management: Investigating the Role of Self-Identity and Future Work Self-Salience", *Suan Sunandha Rajabhat University, Systematic Review Pharmacy*, 2020; 11(1):462-471.