

DIGITAL STAGES FOR LIVING TRADITIONS: REIMAGINING THAI
FOLK MUSIC ON SOCIAL NETWORKS

Teekapat Sontinuch 1* & Tepika Rodsakan2**

*First Author & **Corresponding Author

1Affiliations Faculty of Fine Arts, Srinakharinwirot University, Thailand

2Affiliations Faculty of Fine Arts, Srinakharinwirot University, Thailand

(teekapat@g.swu.ac.th, tepika@g.swu.ac.th)

Abstract

This study explores how traditional Thai folk music is being radically reshaped and revitalised across modern digital landscapes, with a particular emphasis on short-form platforms like TikTok. We examine how platform-specific algorithmic structures and interactive user spaces converge to form what we term "**cultural capital spaces.**" Rather than viewing digital access as a simple matter of media availability, this paper argues that the survival and visibility of traditional music are deeply mediated by technical platform designs, evolving patterns of community participation, and user motivations. The research highlights how bite-sized content formats—such as viral hooks, repeated melodic phrases, and user-driven remixes—allow deeply historical art forms to adapt and thrive inside modern communication networks. While online folk music communities frequently rely on loose, shifting digital networks, their continuity is sustained by a shared appreciation for cultural heritage. Ultimately, this paper demonstrates that digital social networks do not dilute cultural identity; instead, they serve as vital, dynamic ecosystems where Thai folk music is continuously reinterpreted, generating fresh social, economic, and educational value for a new generation.

Keywords: *cultural capital spaces, Thai Folk Music, digital social networks, Algorithmic Curation, Intangible Heritage.*