

Editorial

Interdisciplinary Approaches to Social Media, Cultural Heritage, and Educational Innovation

As societies continue to navigate the complexities of digital transformation, cultural preservation, and educational innovation, interdisciplinary research provides critical insights into addressing these evolving challenges. The fourth issue of Journal of Exploration in Interdisciplinary Methodologies (JEIM) presents a diverse collection of scholarly contributions examining the role of social media in political engagement, the cultural significance of traditional music, the transformative power of Buddhism in contemporary society, and innovations in higher education. These studies highlight the interconnected nature of social science, humanities, and education, offering valuable perspectives for researchers, educators, and policymakers.

The first article, *The Impact of Social Media on Political Participation Among Thai Youth: A Social Science Study*, by [Kanticha Sonsena](#), explores the influence of social media platforms such as Facebook and Twitter on youth political engagement in Thailand. The study discusses how social media fosters political awareness, mobilization, and activism while also analyzing challenges such as misinformation, echo chambers, and government censorship. The findings underscore the importance of digital literacy and policy reform to enhance meaningful political participation among youth.

Next, *The Power of Belief in Won Buddhism: Practice and Life Transformation*, by [Phrasuthiratanabundit, Jang Jin Young and colleagues](#), examines the role of Won Buddhism in Korean society. This paper highlights how the integration of spiritual practice, education, and social engagement has allowed Won Buddhism to evolve in response to contemporary challenges. By merging traditional Buddhist teachings with modern values, Won Buddhism offers a model for ethical living, mindfulness, and social responsibility.

In *Si Zhu Yue Music: A Historical and Ethnomusicological Perspective on Jiangsu's Cultural Identity*, [Junlong Li and Kritsakorn Onlamul](#) explore the historical development and contemporary role of Silk and Bamboo music in Jiangsu Province, China. The study traces the evolution of this musical tradition from the Tang and Song dynasties to its modern adaptations and challenges in a globalized world. The research underscores the importance of preserving traditional music as a means of maintaining regional cultural identity.

The fourth article, *The Role of Welfare Laws in Supporting Thailand's Poor: An Analysis of Social Protection Systems*, by [Somporn Siripan](#), critically examines Thailand's welfare policies and their effectiveness in reducing poverty. The study evaluates key social protection mechanisms, including universal health coverage, social security, and cash transfer programs, highlighting gaps in coverage and implementation. Policy recommendations focus on improving inclusivity and efficiency in delivering social welfare benefits.

Finally, *Blended Learning Approaches for Teaching Thai in Universities: A Path to Enhanced Language Proficiency*, by [Jirawat Sitthitham](#), investigates the integration of blended learning strategies in Thai language education at the university level. The study presents evidence on how combining digital and face-to-face instruction enhances student engagement, language proficiency, and learning outcomes. The research offers practical recommendations

for educators and policymakers to implement blended learning effectively in higher education.

This issue of JEIM contributes to the academic **body of knowledge** by showcasing interdisciplinary research that bridges social science, humanities, and education. The study on social media and political participation advances our understanding of digital activism and youth engagement. Research on Won Buddhism highlights the evolving role of religious traditions in modern societies. The ethnomusicological analysis of Silk and Bamboo music demonstrates how cultural heritage is maintained and adapted over time. The examination of Thailand's welfare policies provides a policy-driven perspective on social protection, while the study on blended learning offers innovative strategies for improving language education.

Collectively, these contributions emphasize the need for interdisciplinary collaboration to address contemporary challenges. The **originality** of this issue (Vol.1 No.4, October 2024) lies in its exploration of the intersections between digital transformation, cultural preservation, and educational reform.

As we continue to engage with these critical issues, we encourage scholars, educators, and policymakers to integrate interdisciplinary perspectives in their research. By fostering academic collaboration across diverse fields, we can develop comprehensive solutions that contribute to social progress and cultural sustainability.

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