

Graphic Media Design to Campaign Against Online Scams Among Teenagers

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Abstract

This research article aims to study the problem of online deception among adolescents and to design graphic media to campaign against the problem of online deception among adolescents. A mixed-methods research approach was employed, using unstructured interviews and evaluation forms as research instruments. The data were collected from a target group of lower and upper secondary school students in Sakon Nakhon Province through simple random sampling, totaling 565 people. Regarding the problem of online deception among adolescents, it was found that teenagers aged 15-18 years use social media for more than 6-10 hours per day. The most popular platforms include TikTok, Instagram, and YouTube. The main problems identified include product fraud, money transfer scams, and online gambling, with 54.2% of respondents stating that someone close to them had experienced such issues. Regarding the design of graphic media to campaign against the problem of online deception among adolescents, it was found that both print and online media were developed. The evaluation of media effectiveness was at the "excellent" level, with stickers and informational posts on online media receiving the highest average scores.

Keywords : Graphic Design, Campaign, Scam, Online, Teenager

Introduction

Currently, the Internet plays a vital and significant role in people's daily lives, as it modernizes lifestyles and keeps individuals constantly informed about current events. This is because the Internet presents up-to-date information and various phenomena occurring every day. The information presented on the Internet is abundant and comes in many forms to satisfy the interests and needs of all user groups,

making the Internet an important information source for everyone. People can instantly search for topics of interest without having to travel to libraries for research, or even receive news from around the world through various newspaper websites (Haphiphat, T., 2024). Social media platforms, such as Facebook, LINE, Twitter, Google, Instagram, YouTube, and others, are increasingly playing a significant role in widespread communication systems. These platforms enable us to connect relationships extensively without limitations of time, place, or equipment, bringing together siblings, friends, relatives, and close associates to meet and gather, prompting people who previously disliked or were unfamiliar with smartphone usage to recognize the importance of using such devices. Social media has truly transformed the world of communication (Anurak, N., 2023).

It is undeniable that online shopping is becoming increasingly popular due to the convenience of selecting products through applications and websites. However, the easier and more convenient the usage and payment process, the higher the risk of being deceived by fraudsters or malicious individuals, particularly among teenagers at the lower and upper secondary school levels. This group has a high probability of falling victim to online fraud as they continuously use the Internet and possess personal digital devices (Haphiphat, T., 2024).

From reviewing literature related to designing graphic media to campaign against online threats among teenagers, several studies emphasize the importance of designing effective media to create awareness and prevent online threats among adolescents. Research has found that the use of cyber media in the digital age influences teenage behavior and may lead to social threats (Daengsai, A., 2023). Therefore, designing appropriate campaign media is crucial in preventing such problems. Modern media formats suitable for preventing violence among teenagers have been proposed, emphasizing the use of easily accessible media appropriate for teenagers' media consumption behavior (Puksiriwongchai, S., 2022). Designing attractive and interesting graphic media that aligns with teenagers' interests can help reduce risks from online threats.

Furthermore, the guideline for media literacy and monitoring unsafe media for children and youth (Chueasatapanasiri, T., Somlok, A., & Thanarak, R., 2019) emphasizes the importance of enhancing media literacy skills for children and youth, including raising awareness among parents and society in monitoring media that affects children. Designing graphic media with content about online media literacy is another approach to preventing online threats among teenagers.

The use of the Internet and social media plays a significant role in people's daily lives, especially among teenagers. However, such usage may lead to risks of online deception. Although Internet use offers many benefits, there are risks of online deception, particularly among teenagers. Research has found that teenagers using cyber media in the digital age are more likely to face social threats (Daengsai, A., 2023). Therefore, designing graphic media to campaign against online threats among teenagers should consider appropriateness for teenagers' media usage behavior, easily accessible content, and enhancing media literacy skills to ensure campaigns are effective and genuinely reduce risks from online threats. This is to stimulate teenagers' awareness of nearby threats and enable them to be part of making society aware of

online scam threats. We can present information through media design such as mascots, posters, infographics, stickers, commemorative items, standing display boards, and online media with colorful and easily summarized content appropriate for secondary school target groups, enabling them to easily understand and implement practices (Sukgasem, P., 2020). Designing effective campaign media is essential. Designing creative graphic publicity boards suitable for secondary school target groups can help reduce the risk of online deception and promote safer Internet use among teenagers with greater critical thinking.

Additionally, media literacy regarding fake news on social media is an important factor in preventing deception. Research has found that teenagers with a higher level of understanding of fake news writing characteristics have greater media literacy regarding fake news compared to the elderly (Rattanasimakun, K., Phakdeemowchon, A., & Tothanayannont, K., 2021). Designing effective and appropriate campaign media for target groups will help reduce the risk of online deception and promote safer and more critical Internet use among teenagers (Puksiriwongchai, S., 2022).

For the aforementioned reasons, the researcher is interested in studying the problem of online deception among teenagers and then designing graphic media to campaign against the problem of online deception among teenagers in the Mueang District area of Sakon Nakhon Province.

Research Objectives

1. To study the problem of online deception among teenagers.
2. To design graphic media to campaign against the problem of online deception among teenagers.

Research Methodology

1. Research Scope

1.1 Content Scope: The researcher defined the content into two issues:

Issue 1: The problem of online deception among teenagers. The researcher collected preliminary secondary data from various sources to be used in surveying the target group.

Issue 2: The design of graphic media to campaign against the problem of online deception among teenagers. The researcher defined the formats as graphic design mascots, print media posters for publicity, print media infographics for publicity, print media standing display boards for publicity, commemorative stickers, and online media on Facebook page.

1.2 Area Scope: For Issue 1 (the problem of online deception among teenagers) and Issue 2 (the design of graphic media to campaign against the problem of online deception among teenagers), the researcher defined the area scope as schools in Sakon Nakhon Province at the lower and upper secondary school levels, totaling 3 schools in the Mueang District area, Sakon Nakhon Province.

2. Target Groups

2.1 For the issue of studying the problem of online deception among teenagers, the target group was defined as lower and upper secondary school students in Sakon Nakhon Province, obtained through simple random sampling from 3 schools in the municipal area, Mueang District, Sakon Nakhon Province.

2.2 For the issue of designing graphic media to campaign against the problem of online deception among teenagers, the target group was defined as lower and upper secondary school students in Sakon Nakhon Province, obtained through simple random samplings from 3 schools in the municipal area, Mueang District, Sakon Nakhon Province.

3. Research Instruments

3.1 Structured interview forms used to collect data on the problem of online deception among teenagers.

3.2 Five-point rating scale evaluation forms used to collect data on the assessment of graphic media design to campaign against the problem of online deception among teenagers.

4. Research Procedures

4.1 Studying secondary data from articles in online journals in the TCI database, then designing research instruments including structured interview forms and five-point rating scale evaluation forms based on the conceptual framework obtained from reviewing secondary sources.

4.2 Conducting field research in schools to study the problem of online deception among teenagers from the target group of lower and upper secondary school students in Sakon Nakhon Province, obtained through purposive sampling from 3 schools in the municipal area, Mueang District, Sakon Nakhon Province.

4.3 Analyzing and categorizing the problem of online deception among teenagers to be used as issues in designing graphic media to campaign against the problem of online deception among teenagers.

4.4 Conducting field research in schools to study the graphic formats of print and online media to campaign against the problem of online deception among teenagers from the target group of lower and upper secondary school students in Sakon Nakhon Province, obtained through purposive sampling from 3 schools in the municipal area, Mueang District, Sakon Nakhon Province.

4.5 Designing draft print media and draft online media.

4.6 Evaluating the graphic design of print and online media to campaign against the problem of online deception among teenagers.

5. Statistics Used in Research

Percentage, mean, and standard deviation.

6. Research Conceptual Framework

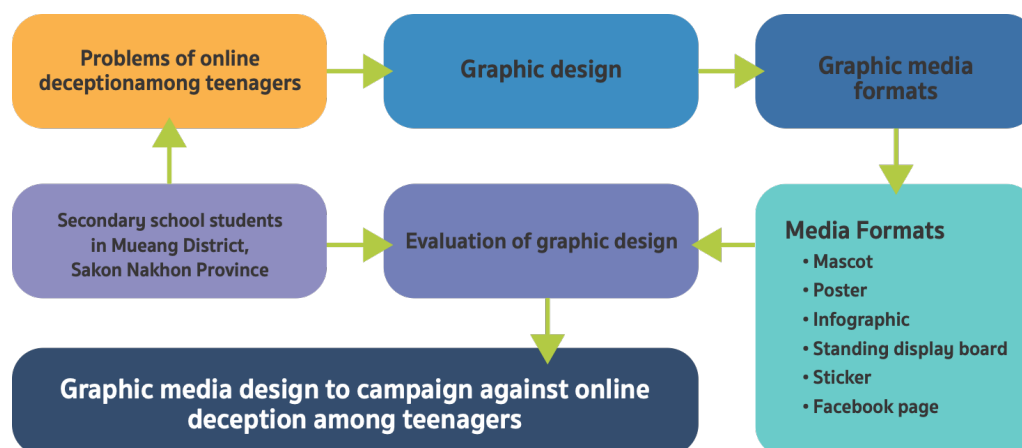


Figure 1 Research Conceptual Framework

Results

1. Problems of Online Deception Among Teenagers

From the field study to investigate the problem of online deception among teenagers from the target group of lower and upper secondary school students in Sakon Nakhon Province, obtained through purposive sampling from 3 schools, totaling 565 people, the problems of online deception among teenagers were found and categorized into the following issues: prevention of online deception including product fraud, online gambling, money transfer scams, in-game trading fraud, romance scams followed by money transfer requests, fake news, and price fraud. The detailed study results are as follows.

1.1 Respondent Demographics

The general information of the sample group of 565 respondents revealed that female respondents outnumbered male respondents (females: 63.9%, males: 35.8%). The majority were 17 years old, accounting for 37.7%, followed by 18 years old at 25.8%, 15 years old at 18.8%, 16 years old at 8%, 14 years old at 3.7%, 16 years old at 2.8%, 13 years old at 2.7%, and those over 18 years old represented the smallest group at 0.5%. The sample group attended Sakon Nakhon School 1 in the highest proportion at 64.1%, followed by Sakon Nakhon School 3 at 30.1%, and Sakon Nakhon School 2 with the smallest proportion at 5.8%. The research found that the sample group had upper secondary school education level in the highest proportion at 89.2%, and lower secondary school education level in the smallest proportion at 10.8%.

1.2 Internet and Social Media Usage

From the study, it was found that respondents spent more than 10 hours and 6 hours on social media in equal proportions at 28.5%, followed by 8 hours at 22.3%, 4 hours at 15.8%, 2 hours at 3.5%, and less than 2 hours representing the smallest proportion at 1.4%.

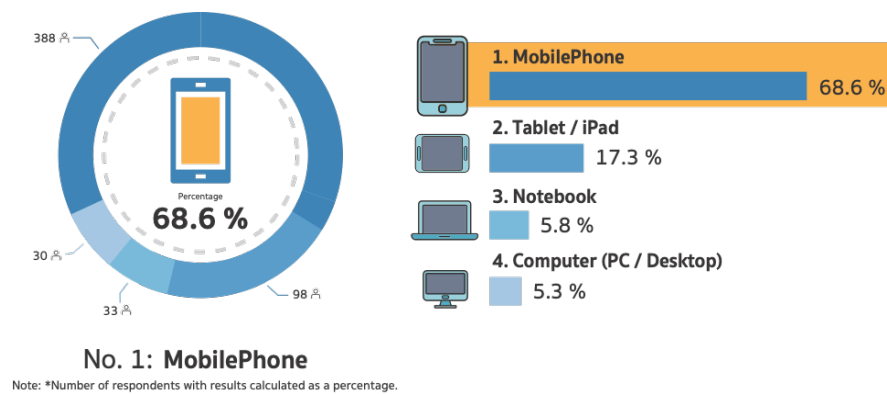


Figure 2 Devices Used for Internet Access by Teenagers

From Figure 2, it was found that the most used device for Internet access was mobile phones, with 388 users, accounting for 68.6%, followed by tablets/iPads with 98 users at 17.3%, notebooks with 33 users at 5.8%, and the least used device was desktop computers with 30 users at 5.3%.

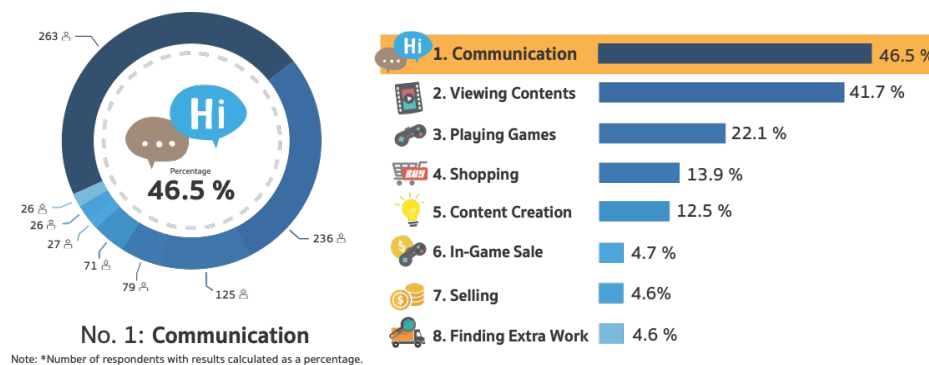


Figure 3 Social Media Usage Activities by Teenagers

From Figure 3, it was found that the primary social media activity was communication, with 263 users, accounting for 46.5%, followed by viewing content (watching videos or various posts) with 236 users at 41.7%, playing games with 125 users at 22.1%, shopping with 79 users at 13.9%, content creation (creating videos, writing novels, drawing cartoons) with 71 users at 12.5%, in-game sales (selling IDs or items) with 27 users at 4.7%, and the least common activities were selling products and finding part-time work, both with equal numbers at 26 users, accounting for 4.6%.

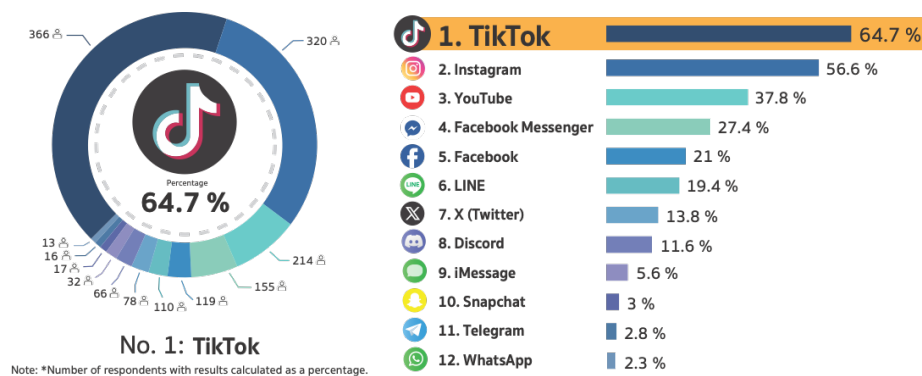


Figure 4 Social Media Platforms Used

From Figure 4, it was found that the most commonly used application was TikTok, with 366 users, accounting for 64.7%, followed by Instagram with 320 users at 56.6%, YouTube with 214 users at 37.8%, Facebook Messenger with 155 users at 27.4%, Facebook with 119 users at 21%, LINE with 110 users at 19.4%, X (Twitter) with 78 users at 13.8%, Discord with 66 users at 11.6%, iMessage with 32 users at 5.6%, Snapchat with 17 users at 3%, Telegram with 16 users at 2.8%, and the least used was WhatsApp with 13 users at 2.3%.

1.3 Problems of Online Deception Among Teenagers

When asked whether respondents had seen news or followed news about online deception, the majority responded "moderate, I read occasionally," accounting for 59.8%, followed by "just a little, when news appears I read it or just glance through" at 19.8%, "definitely, I follow every day" at 19.5%, and the smallest number "don't read news at all" at 0.9%. Regarding whether family members, relatives, friends, or acquaintances of similar age to the respondents had experienced online deception problems, a large number responded yes, accounting for 54.2%, and no, accounting for 45.8%.



Figure 5 Cases of Experiencing These Problems Online Most Frequently: By Family Members, Relatives, Friends, or Acquaintances of Similar Age to Respondents

From Figure 5, it was found that family members, relatives, friends, or acquaintances of similar age to respondents experienced these problems online most frequently in product fraud, with 51 victims, accounting for 9%, followed by money transfer scams with 40 victims at 7%, online gambling with 27 victims at 4.7%, fake news with 24 victims at 4.2%, price fraud with 22 victims at 3.8%, call center scams and romance scams followed by money transfer requests with equal numbers at 19 victims at 3.3%, in-game trading fraud with 18 victims at 3.1%, and the smallest number experiencing online part-time work scams at 17 victims at 3%.

When asked whether the respondents themselves had experienced online deception problems, the majority answered no, accounting for 57.2%, and the minority answered yes, accounting for 42.8%.



Figure 6 Cases of Experiencing These Problems Online Most Frequently: By the Respondents Themselves

From Figure 6, it was found that respondents themselves experienced money transfer scams most frequently, with 33 victims, accounting for 5.8%, followed by product fraud with 29 victims at 5.1%, in-game trading fraud with 21 victims at 3.7%, price fraud with 19 victims at 3.3%, fake news with 18 victims at 3.1%, online part-time work scams and romance scams followed by money transfer requests with equal numbers at 16 victims at 2.8%, online gambling with 13 victims at 2.3%, and the smallest number experiencing call center scams at 12 victims at 2.1%.

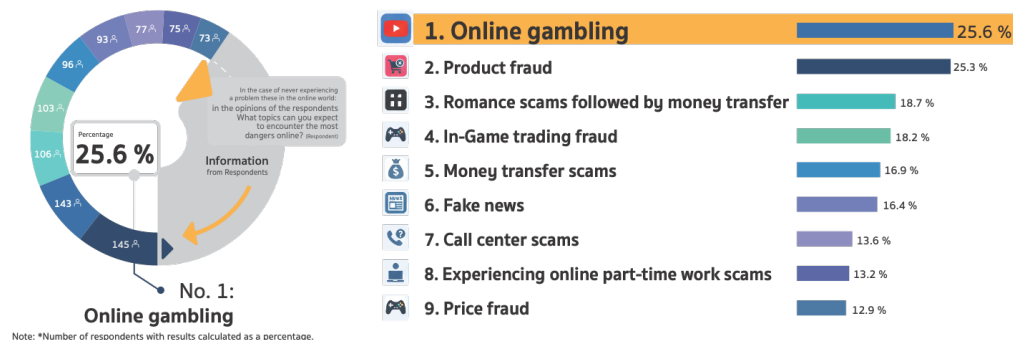


Figure 7 Cases of Not Experiencing These Problems Online: In the Respondents' Opinion, What Type of Online Deception Do They Think Teenagers Today Encounter Most Frequently?

From Figure 7, it was found that if respondents had not experienced online deception problems themselves, but in their opinion regarding which issues they believed could encounter online deception threats most frequently, the answer was online gambling, with 145 respondents thinking alike, accounting for 25.6%, followed by product fraud with 143 respondents at 25.3%, romance scams followed by money transfer requests with 106 respondents at 18.7%, in-game trading fraud with 103 respondents at 18.2%, money transfer scams with 96 respondents at 16.9%, fake news with 93 respondents at 16.4%, call center scams with 77 respondents at 13.6%, online part-time work scams with 75 respondents at 13.2%, and the smallest number believing price fraud at 73 respondents at 12.9%.

When respondents were asked whether they had personally experienced online deception problems, the majority answered no, accounting for 57.2%, and yes, accounting for 42.8%.

1.4 Preferences for Campaign Media to Prevent Social Media Problems

Regarding the patterns and graphic styles of interest for online warning media, in terms of preferred color schemes, the majority answered cool tones, accounting for 45.7%, followed by warm tones at 34.5%, and the smallest number complementary tones at 19.5%. For overall image tone, the majority answered vivid colors, accounting for 40.2%, followed by pastel colors at 35.8%, and the smallest number colorful at 23.9%. For character line art design, the majority answered Japanese manga/anime, accounting for 33.6%, followed by graphic emphasizing line art and simple shapes primarily using color at 25.5%, Western cartoons at 21.1%, and the smallest number Korean manhwa at 19.3%.

2. Graphic Media Design to Campaign Against Online Deception Problems Among Teenagers

2.1 Graphic Media Design to Campaign Against Online Deception Among Teenagers

From the field study in schools to investigate graphic formats for print and online media to campaign against the problem of online deception among teenagers from the target group of lower and upper secondary school students in Sakon Nakhon Province, obtained through purposive sampling from 3 schools in the municipal area, Mueang District, Sakon Nakhon Province, it was found that graphic media formats consisted of 2 types:

Print Media Formats to campaign against the problem of online deception among teenagers included: mascots, posters for preventing online deception threats, posters for product fraud, posters for online gambling, posters for money transfer scams, posters for in-game trading fraud, posters for romance scams followed by money transfer requests, posters for fake news, posters for price fraud, infographics on deception threats VS prevention on the online world, standing display boards on methods to be cautious of online deception threats, and stickers.

Online Media Formats on Facebook Page to campaign against the problem of online deception among teenagers included: profile cover, cover photo, and informational posts.

After the researcher designed drafts and developed complete visual images of both print and online graphic media formats, the results were as follows:



Figure 8 Angel Mascot



Figure 9 Demon Mascot

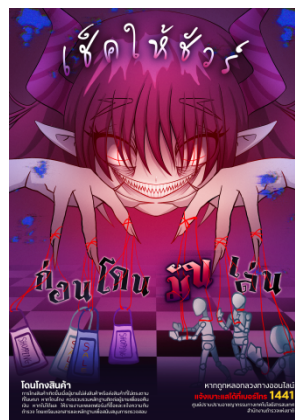
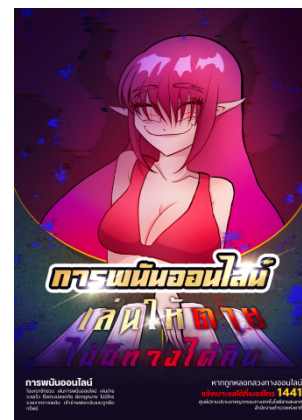
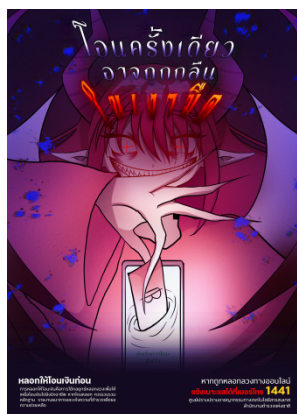
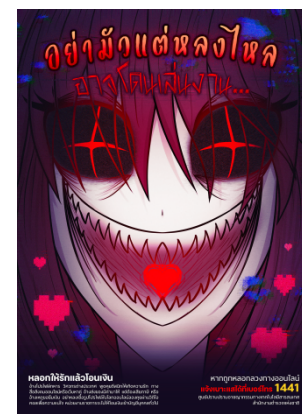
Figure 10 Poster - Online
Deception ThreatsFigure 11 Poster - Product
Fraud ProblemFigure 12 Poster - Online
Gambling ProblemFigure 13 Poster - Money
Transfer Scam ProblemFigure 14 Poster - In-Game
Trading Fraud ProblemFigure 15 Poster - Romance
Scam Followed by Money
Transfer Problem



Figure 16 Poster - Fake News Problem

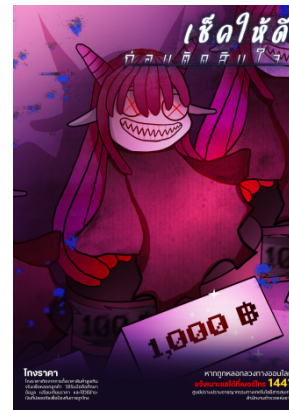


Figure 17 Poster - Price Fraud Problem



Figure 18 Infographic - Deception Threats VS Prevention on the Online World



Figure 19 Standing Display Board - Methods to Be Cautious of Online Deception Threats



Figure 20 Stickers



Figure 21 Profile Picture

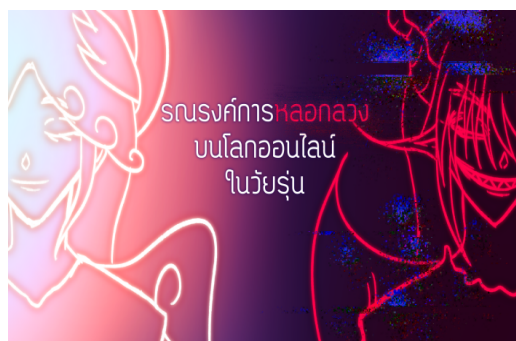


Figure 22 Cover Photo

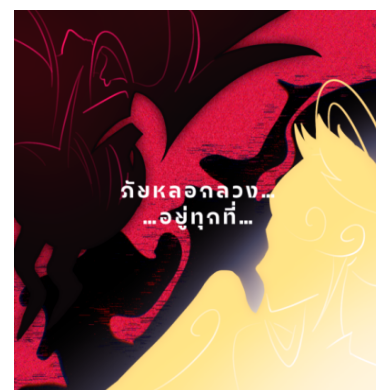


Figure 23 Informational Post

2.2 Evaluation of Graphic Media Design to Campaign Against Online Deception Among Teenagers

2.2.1 Respondent Demographics

From a total of 549 respondents, it was found that female respondents outnumbered male respondents (females: 65.2%, males: 33.9%). The majority were 15 years old, accounting for 55.7%, followed by 16 years old at 34.6%, 17 years old at 5.1%, 18 years old at 4%, and those over 14 years old represented the smallest group at 0.5%. The sample group had upper secondary school education level in the highest proportion at 99.6%, and lower secondary school education level in the smallest proportion at 0.4%.

2.2.2 Evaluation of Graphic Media Design to Campaign Against Online Deception Among Teenagers

Table 1: Evaluation of Graphic Media Design to Campaign Against Online Deception Among Teenagers

Graphic Media and Design Evaluation Issues	Mean	SD	Interpretation
Print Media			
Angel and Demon Mascots	4.35	0.10	Excellent
Posters (8 designs)	4.37	0.08	Excellent
Infographic - Deception Threats VS Prevention on the Online World	4.39	0.11	Excellent
Stickers (29 designs)	4.52	0.04	Excellent
Standing Display Board "Methods to Be Cautious of Online Deception Threats"	4.29	0.07	Excellent
Online Media			
Profile Picture	4.30	0.06	Excellent
Cover Photo	4.32	0.10	Excellent
Informational Post	4.51	0.04	Excellent
Overall Image of Facebook Page "Campaign to Prevent Online Deception Problems"	4.47	0.04	Excellent
Overall	4.38	0.07	Excellent

Conclusion and Discussion

1. Research Summary

1.1 Problems of Online Deception Among Teenagers

From conducting field research in primary school areas and secondary areas on online media, and collecting survey data from the target group of lower and upper secondary school students in Sakon Nakhon Province, obtained through purposive sampling from 3 schools as follows: 1) Sakon Nakhon School 1, 2) Sakon Nakhon School 2 ,and 3) Sakon Nakhon School 3, totaling 565 people, it was found that teenagers aged 15-18 years use social media for more than 6-10 hours per day or more. The key factor that enables prolonged teenage usage is the convenience of mobile phones that can access online media anywhere, with main activities on online media including communication, viewing online content, and playing games. The most popular applications are TikTok, Instagram, and YouTube.

Regarding problems that occurred on the online world, it was found that the teenage group was aware of deception threats. Although only 42.8% had experienced problems themselves, 54.2% stated that relatives, friends, or acquaintances of similar age had fallen victim to online deception. The most frequently encountered problems were product fraud, money transfer scams, and involvement with online gambling. However, when asked their opinions about the threats that teenagers view as the most significant problems currently, it was found that online gambling, product fraud, and romance scams followed by money transfer were the problems receiving the most attention.

The study results indicate that the problem of online deception is an issue that teenagers are interested in and aware of the risks, even though some have not been directly affected. This research can therefore be used as a guideline for developing campaign media and enhancing prevention measures to create awareness and reduce the chances of falling victim to online deception among teenagers in the future.

1.2 Graphic Media Design for Print and Online Media to Campaign Against the Problem of Online Deception Among Teenagers

From the study summary, the researcher designed content and graphic formats leading to the design of graphic media to campaign against the problem of online deception among teenagers, including both print and online media, with the following details: Print media types included: 1. Two mascots an angel and a demon, 2. Posters measuring 29.7 x 42 centimeters, totaling 8 designs, with topics on the problem of online deception among teenagers in 8 characteristics: online deception threats, product fraud problem, online gambling problem, money transfer scam problem, in-game trading fraud problem, romance scam followed by money transfer problem, fake news problem, and price fraud problem, 3. Infographic on deception threats VS prevention on the online world, measuring 29.7 x 42 centimeters, totaling 1 design, 4. Stickers totaling 29 pieces, all combined in a size of 14.8 x 21 centimeters, and 5. Standing display board "Methods to Be Cautious of Online Deception Threats" measuring 160 x 60 centimeters, totaling 1 piece. Online media types included: 1. Profile picture measuring 720 x 720 pixels, totaling 1 image, 2. Cover photo measuring 1980 x 1080 pixels, totaling 1 image, 3. Informational post measuring 1200 x 1200 pixels, totaling 1 image, and 4. Overall image of Facebook Page "Campaign to Prevent Online Deception Problems."

The evaluation results summarized that the design of both print and online media found that all components received mean scores at the "excellent" level, with mean scores ranging from 4.29-4.52, demonstrating that the developed media can effectively communicate the concepts and objectives of the project.

For print media, it was found that stickers received the highest mean score of 4.52, followed by the infographic on deception threats VS prevention on the online world (4.39) and posters measuring 29.7 x 42 centimeters (4.37). This reflects that media types that can easily reach the target group and can be applied in various forms received special attention.

For online media, it was found that informational posts measuring 1200 x 1200 pixels received the highest mean score of 4.51, reflecting attractiveness and ability to capture the target group's attention

through digital platforms. The overall image of the Facebook Page "Campaign to Prevent Online Deception Problems" received a mean score of 4.47, showing that the overall design can create credibility and is accepted by users.

In summary of the overall evaluation, both print and online media that were developed received ratings at the "excellent" level for all components, demonstrating the appropriateness of the design approach in terms of aesthetics, content clarity, and effectiveness in communicating to campaign against the problem of online deception. This evaluation data can be used as a guideline for improvement and development of media in the future to better reach target groups and increase effectiveness in creating awareness about online threats in society.

2. Research Discussion

2.1 Problems of Online Deception Among Teenagers

Teenagers aged 15-18 years spend an average of more than 6-10 hours per day on social media through easily accessible platforms that respond to media consumption behavior, such as TikTok, Instagram, and YouTube, which allow fraudsters to easily release deceptive content. The survey in Sakon Nakhon Province from a sample of 565 people found that only 42.8% had experienced online deception problems themselves, but 54.2% stated they knew friends or close people who had experienced such incidents, whether product fraud online, persuasion to transfer money through various platforms, or disguised advertisements claiming to be online gambling. The problems teenagers gave the highest importance to included online gambling, followed by product fraud and romance scams followed by money transfer. The overall picture of behavior and such risks aligns with the concepts of Jansoada, P. (2017), who pointed out that "determining media guidelines and main channels for campaigns must be based on the target group's media consumption behavior." Although that research studied the modern mother group, the behavioral analysis framework for receiving news things that answer familiarity and things that create fear remains the same principle for designing content to reduce teenagers' risks. Additionally, Phukwan, P. (2017) study on motion graphics to campaign against breast cancer found that "color tone selection, Mood and Tone determination, including story structure (Script)" affects audience understanding and memory.

This aligns with the overall picture of online deception problems where teenagers often make decisions under feelings of urgency and emotional motivation. Critiquing media channels and content that stimulate interest is therefore an important foundation for determining concrete prevention measures.

2.2 Graphic Media Design for Print and Online Media to Campaign Against the Problem of Online Deception Among Teenagers

The design of campaign media to create awareness and provide knowledge to the teenage group incorporated various graphic design elements, from the "angel" mascot representing protection and advice versus the "demon" representing fraudsters, to A3-sized posters totaling 8 topics specifically addressing each type of deception threat, a comparative infographic "Deception Threats VS Prevention Methods," 29 sticker designs that teenagers can place on notebooks or various equipment as reminders, and a 160 x 60 cm

standing display board for gathering points. All received quality evaluations from the sample group and experts at the "excellent" level (mean scores 4.29-4.52).

The highest score level for stickers aligns with Phonlojpanya, T. (2018), who stated that "the distribution of publicity media in terms of sticker selection is to invite customers, advertise product features, and publicize to customers for awareness, enabling them to select products according to their needs." Moreover, the design of both print and online media strongly aligns with Phiankhankha, W. (2015) study findings, which stated that "the use of colors, fonts, mascots, and graphic elements that reflect the target group's identity helps increase the effectiveness of campaign posters." Meanwhile, Phukwan, P. (2017) confirmed that although motion graphics have storytelling power, still images designed with clear Storyboard principles can also attract and communicate important messages. Additionally, research by Vallverdu-Gordi, M., & Marine-Roig, E. (2023) emphasizes the role of "graphic design semiotics" in stimulating emotions and deep perspectives toward environmental campaigns, which aligns with the use of mascots and colors with symbolic meanings in communicating deception threats and prevention methods to the teenage group. The design of online media in the form of profile pictures (720 × 720 px), page cover photos (1980 × 1080 px), and informational posts (1200 × 1200 px) received mean scores as high as 4.51, demonstrating that layout arrangement of images and text under the Visual First communication approach can create engagement and stimulate sharing among the target group remarkably.

When considered together with both domestic and international research, it can be seen that determining main media to match media consumption behavior (Jansoada, P., 2017), using graphic design principles that emphasize identity and semiotics (Vallverdu-Gordi, M., & Marine-Roig, E., 2023), including considering content structure to be concise and memorable (Phukwan, P., 2017), all support campaign media to prevent online deception among teenagers to be effective in terms of accessibility, perception, and cultivating cautious attitudes toward threats sustainably in the future.

3. Research Recommendations

3.1 Policy Recommendations / Practical Applications

Education Policy: Develop supplementary curricula on preventing online deception threats in educational institutions. The designed graphic media should be used as teaching materials to promote knowledge and skills in information verification for secondary school students. Promote activities such as online campaign projects, for example, competitions for designing media to prevent online deception, to stimulate youth participation in creating awareness.

Public Communication Policy: Relevant agencies should disseminate graphic media through online channels such as websites, social media pages, and print media in communities to distribute information to the public widely. Support exhibitions or publicity boards in public places such as schools, shopping malls, and youth centers to increase awareness about online threats.

Public-Private Partnership Policy: Support collaboration between government agencies, private organizations, and social media platforms to continuously develop and disseminate campaign media.

Develop online counseling centers to assist teenagers facing deception problems and establish a tip-off system to prevent and solve problems promptly.

Expand campaign projects to broader target groups, such as parents and teachers, to enhance understanding and jointly prevent online threats effectively.

3.2 Recommendations for Future Research

Improve online media to have better memorability for advertising and publicity in various media. Study publicity media more extensively and find diverse formats to adapt and develop further in the future. Research areas should be expanded to schools outside the municipal area of Sakon Nakhon Province.

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