



## Communication for Power Negotiation of the Underground Lotto Gamblers

Wachirarat Nirantechaphat<sup>1</sup> and Asawin Nedpogaeo<sup>2\*</sup>

<sup>1</sup> Graduate School of Communication Arts and Innovation Management, National Institute of Development Administration (NIDA), Bangkok 10240, Thailand

<sup>2</sup> Graduate School of Communication Arts and Innovation Management, National Institute of Development Administration (NIDA), Bangkok 10240, Thailand

E-mail: [wachirarat.n@nru.ac.th](mailto:wachirarat.n@nru.ac.th), ORCID ID: <https://orcid.org/0000-0001-7492-5012>

\*Corresponding author, e-mail: [asawin.n@nida.ac.th](mailto:asawin.n@nida.ac.th), ORCID ID: <https://orcid.org/0000-0001-9312-9732>

Received 01/07/2023

Revised 16/07/2023

Accepted 17/07/2023

### Abstract

**Background and Aim:** This paper aim to investigate that communication in negotiating the power dynamics among Underground Lotto Gamblers. This article is part of the research on the Identities and Communication Networks of Middle-Class Underground Lotto Gamblers. Its purpose is to study communication in negotiating the power dynamics among Underground Lotto Gamblers. The study identified the following real-world bargaining strategies: (1) The bargaining power of capital owners is symbolic bargaining. (2) The bargaining power between the dealer and the lottery seller involves negotiating to build confidence. (3) The bargaining power between lottery dealers and lottery gamblers includes cultural bargaining, economic bargaining, social bargaining, negotiating lottery rules, and negotiating the power of sellers. This extends to lotteries in the realm of social media.

**Materials and Methods:** Through the qualitative approach, this paper investigates the phenomenon.

**Results:** The results suggest that the bargaining power is driven by two objectives: preserving honor and dignity, as well as maintaining the business network of Underground Lotto. First and foremost, it is evident that both the dealer and the lottery seller must demonstrate their ability to resolve issues for network members in case the police request tribute or make arrests. Additionally, this is manifested in establishing communication channels and defining rules. These rules encompass setting limits for lottery sales/installments, paying tribute, providing discounts, organizing promotions, employing lottery-winning techniques, determining payment receipt periods, and setting a limit on the number of participants.

**Conclusion:** It is hoped that these elements are essential in any real-world business, including those operating on social media.

**Keywords:** Communication; Power Negotiation; Underground Lotto Gamblers

### Introduction

A lottery is a form of gambling that originated in China during the reign of King Rama III (Rama 3). At that time, the country was experiencing a period of famine, and people who had no money had to work hard in exchange for rice to eat. The available currency in the country gradually disappeared from the market. China Hong, also known as Je Sua Hong (Mr. Akorn Sura, with the title of Phra Sri Chaiban), suggested to the king that the money people had saved in jars should be buried in the ground instead of being used directly. If anyone wanted to use the money, they would have to introduce a lottery system similar to the one in China. As a result, His Majesty King Rama III ordered China Hong to introduce the lottery in 1835. When introducing lottery tickets to Thailand, the Thai people were unable to read Chinese characters, so they had to use Thai characters instead. They used ก, ข, ค (A, B, C) in order, but excluded 8 characters, namely ฎ, ฏ, ฐ, ฑ, ฒ, ณ, ฌ, ญ, leaving only 36 characters. That is why Thai people refer to this type of gambling as "Ĥwŷ k ĵh: ก, ข lottery" or the A B Lottery since that time (Arts and Culture Online, 2021).

Underground Lotto gambling is an illegal activity, but it provides players with a sense of anticipation and excitement both before and after the results are drawn. Participants in the network must maintain strict confidentiality, relying on mutual trust between the players and the sellers, as well as between the dealers themselves. The number of players and gambling limits in Lotto continues to grow steadily.

Center for Gambling Studies (2019), in collaboration with the Research Centre for Social and Business Development, conducted a study on the prevalence, behavior, and impact of gambling in





Thailand during the year 2019. Data was collected from a sample of 44,050 individuals aged 15 and above, representing the general population across all 77 provinces. The study was conducted between April and July 2019. The study found that approximately 76.3% of Thai people, or around 40.69 million individuals, had engaged in gambling. Almost half of the participants started gambling for the first time before the age of 20, with the minimum age of initiation being 7 years. Individuals who began gambling at a later age typically did so for the first time at the age of 62. The most common forms of gambling that motivated people to start were the Government Lottery and Underground Lotto. Following these were card betting, dice games, football betting, gourds, crabs, gamecocks, and others. Regarding online gambling, approximately 7.4% of Thai people, or roughly 3.19 million individuals, reported participating in online gambling activities. However, when considering the overall gambling market, it was observed that football predictions held the highest betting limit with approximately 160,542 million baht in circulation, followed by Underground Lotto with 153,158 million baht, and the government lottery with 150,486 million baht (Problem Gambling Study Center, 2019).

According to the gambling situation in Thailand in 2019, it was found that the majority of gamblers fall within the working-age category. However, a concerning statistic reveals that approximately 7.33 lakh (733,000) young individuals, constituting 20.9% of the youth group, engage in gambling with a total betting limit of about 10,200 million Baht (Political News Team, Bangkokbiznews, 2021). The fact that over 3.6 million young people are involved in gambling highlights the susceptibility of youth to easily fall into its traps. One contributing factor is the widespread availability of smartphones, which serve as a communication channel allowing easy and convenient access to gambling anytime and anywhere. Furthermore, it is noteworthy that 28% of young people express an interest in online gambling. The working-age group, classified as the middle class in Thai society, often possesses a stable career, social and cultural capital, economic capital, and symbolic capital. Despite having the financial means to cover potential losses from gambling, engaging in underground Lotto gambling often leads to more losses than gains. This raises the question: why are middle-class individuals involved in the Underground Lotto network?

If we consider the power dynamics, it aligns with the discourse on Underground Lotto in Thai society (Phaksipaeng, I., & Sonsuphap, R., 2018: 9). In their study, the researchers analyzed Underground Lotto operations throughout the country and identified common characteristics such as the establishment of extensive sales and revenue collection networks and a flexible system that adapts to regional contexts. While there may be subtle variations, the main variables include the economic potential of each area, management systems, business networks, and relationship structures, which share similarities. Regarding power relations within the network, it consists of various participants, including lottery players, lottery writers, walkers, and dealers. These individuals maintain an esoteric relationship, creating a unique method of communication known only to the group. Many individuals are drawn to playing the lottery due to the potential for high prize money and the thrill or sense of "winning" associated with it. Consequently, the Underground Lotto business generates significant revenue for its operators. Additionally, the stability and continued operation of Underground Lotto can be attributed to the involvement of certain government officials who assist in facilitating its activities, enabling it to thrive despite being an illegal enterprise.

The Thai gambling industry, a significant part of the country's economy, remains largely unregulated despite its contribution to addiction issues. Official corruption and a lack of focus on long-term well-being hinder Thailand's progress. Instead of moral condemnation, addressing the problem is crucial, as regulating the diverse forms of gambling poses a challenge for legislators. (VoiYou, A., 2005). However, Vongsinsirikul (2010) conducted a study on gambling patterns in Thailand and found that different age groups favor different types of gambling, with older individuals gravitating towards lotteries and younger people engaging in football betting. The study also revealed a "supplementation effect" of casinos on other forms of gambling. Additionally, the 2-3 digit lottery was identified as an addictive behavior following a "myopic addiction" pattern. In addition, Lamoste and Prasetyawati (2021) examined factors influencing online gambling behavior and found that consumer attitude and government regulations significantly affect this behavior, while promotional ads had no direct impact.





The study involved 100 respondents from the Philippines and emphasized the importance of understanding consumer attitudes and regulatory measures about online gambling addiction.

This article focuses on analyzing the communication dynamics of the middle-class Underground Lotto Gamblers in terms of their bargaining power. It explores their power-negotiation strategies, the interrelationship system within their network, and the relinquishment of power by the capital owners involved in the middle-class Underground Lotto network. Despite being an illegal enterprise, Underground Lotto is extensively conducted and often exposes the involvement of individuals both in real-life settings and on social media platforms.

### Objectives

To study the power negotiation of underground lotto gamblers in the middle class in both the real world and the social media world.

### Literature Review

Communication for power negotiation concept: The communication process involved in power dynamics or bargaining for success in contract negotiations or interactions with other parties. It entails the skilled and bold use of communication to create influence and what is referred to as "power" to achieve the best possible negotiation outcomes or garner support in business or political engagements.

Underground Lotto Gamblers concept: Individuals who participate in lottery games in an unauthorized or unregulated manner, outside the purview of government agencies or official governing bodies. This may involve engaging in illegal gambling activities or engaging in non-official practices of purchasing and playing lotteries, such as purchasing tickets through unofficial channels or participating in unofficial group lotteries. Generally, such activities carry legal risks and may pose risks to safety and trust in the legitimate lottery system. Therefore, participating in such activities should be approached with caution and in compliance with relevant local regulations and laws.

The middle-class concept: A set of ideas or theories related to the group of people who fall between the upper class and lower class in society. The middle class is often characterized as having moderate income and economic status, and they often play a significant role in bridging or interacting with both the upper and lower classes in society. Ideas about the middle class may involve observations or studies regarding economic characteristics, social culture, access to and utilization of resources, as well as social conditions related to the middle class, such as income equality, justice, and the distribution of decision-making power.

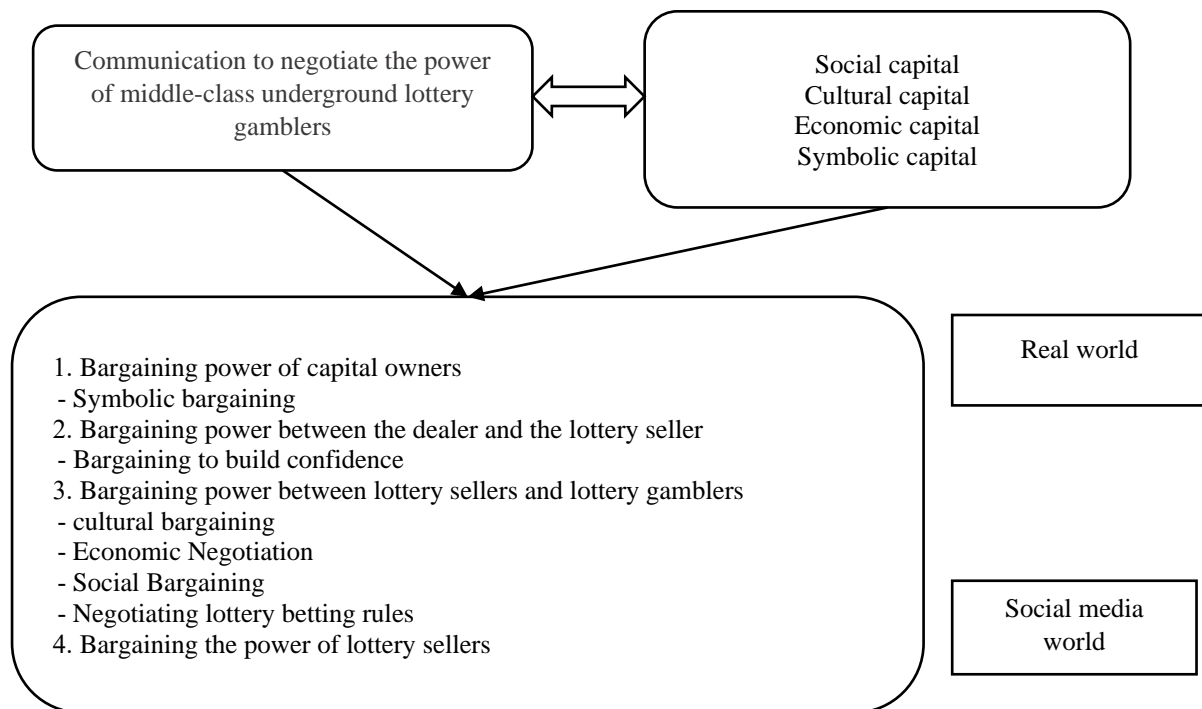
The concept of capital in Pierre Bourdieu: The concept of capital in Pierre Bourdieu's work focuses on the relationship between economic capital and social capital in shaping movement and power dynamics within society. This concept argues that capital is not solely limited to economic resources but also encompasses cultural and social resources.

Based on the relevant literature review, the researchers have thus adopted these ideas as a framework for analyzing power negotiations of capital owners, power negotiations between lottery operators and ticket sellers, power negotiations between ticket sellers and lottery gamblers, and power negotiations of ticket sellers in the realm of social media.

### Conceptual Framework

The purpose of this article is to study the power negotiation of underground lotto gamblers in the middle class in both the real world and the social media world as shown in the picture research conceptual framework.





**Figure 1:** Research Conceptual Framework

## Methodology

**1. Population and sample:** This research employed qualitative methods, including field observation, participation observation, in-depth interviews, and the snowball technique.

**2. Research instrument:** The researcher fulfilled multiple roles in the data collection process, acting as a text analyzer, observer, and interviewer. Interviews were conducted using a standardized interview form and a voice recorder. The interviewees themselves participated in self-interviews, simultaneously taking notes and recording the interviews using an audio recorder. Unstructured questionnaires and field notes were also utilized.

**3. Data Collection:** The researcher dedicated a total of 10 months, from 1st August 2019 to 2nd May 2020, for the study's data collection and analysis. It is worth noting that the Government Lottery did not issue results on Labor Day, 1st May 2020. The research involved interviews with a sample size of 15 individuals, including 1 lottery dealer, 8 lottery gamblers, 4 individuals who were both lottery gamblers and dealers, and 2 lottery dealers. All the participants were either working or studying in Nakhon Ratchasima Province, specifically in the Mueang Nakhon Ratchasima District. The interviews took place in various locations such as residences, shops, and coffee shops, outside of the participants' working hours, to protect their privacy. The selected locations included Naimuang Subdistrict, Hua Thale Subdistrict, and Ban Ko Subdistrict within the researcher's domicile, as well as Phimai District and Non-Thai District.

**4. Data analysis:** Data analysis method Subject-based interviews to answer objectives, report results with data classification and narrative by specifying fictitious names instead of real first and last names, Present an illustration without presenting the interviewee and the person involved by using colored text bands and stickers representing the person in the conversation when sniffing the necessary information from Facebook or chatting from the LINE chat program or Facebook, both the status setting and the message channel.

**5. Statistics used and data presentation:** The qualitative data obtained from the content collection will be presented descriptively. The collected data will undergo analysis using analytical descriptions.





## Results

The results of the research indicated that lottery purchases can be categorized into two groups: 1) the buying group, which consists of Underground Lotto gamblers, and 2) the selling group, which includes lottery dealers and sellers. In today's globalized world, the use of technology as a communication tool enables easy and quick coordination among bookmakers, lottery dealers, and Underground Lotto gamblers. Communication often takes place through LINE or Facebook chat groups, where lucky numbers are shared. Society has become accustomed to the freedom of trading, and there is no longer a strict need to hide or fear police authority as in the past. Within the Underground Lotto network, which involves lottery dealers, sellers, and gamblers, there is a power dynamic that influences various aspects such as setting rules, determining the selling limits for lottery tickets, paying tribute, offering discounts or promotions, selecting communication channels, employing techniques for ticket distribution, establishing timeframes for receiving and paying, and limiting number options. Additionally, discussions may take place regarding land-based lottery activities and negotiations with capital owners. Therefore, the analysis of the relationship between dealers, sellers, and Underground Lotto gamblers can be summarized for the middle-class segment as follow:

1. Bargaining power between the lottery dealer and government officials involves negotiations aimed at facilitating the operation of the Underground Lotto. These negotiations can include various agreements, such as the following:

The symbolic bargaining between the dealer and the lottery seller involves a tangible benefit: 'money'. In the past, Underground Lotto dealers needed connections with the police and a strong social network identity to protect their team members. This allowed lottery salespeople to find more customers and expand their network widely.

The lottery dealer negotiates with the police to determine the tribute payment. The research reveals that the only individual with a widespread social network presence in the area is the factory owner who inherited the Underground Lotto business from the previous generation. They have established a lottery center and currently operate around 80 specialized branches within the city, totaling over 200 branches. This means that in each district of Korat, there are approximately 60-80 individuals engaged in selling and distributing lottery tickets to small customers. The customer base primarily consists of villagers, numbering in the tens of thousands. The dealer is considered the largest in Nakhon Ratchasima province and the northeastern region in the past.

The lottery dealer negotiates with the police to determine the tribute payment. The research reveals that the only individual with a widespread social network presence in the area is the factory owner who inherited the Underground Lotto business from the previous generation. They have established a lottery center and currently operate around 80 specialized branches within the city, totaling over 200 branches. This means that in each district of Korat, there are approximately 60-80 individuals engaged in selling and distributing lottery tickets to small customers. The customer base primarily consists of villagers, numbering in the tens of thousands. The dealer is considered the largest in Nakhon Ratchasima province and the northeastern region in the past.

According to an interview with 10 lottery dealers, it was found that these individuals consistently provided identical information: *"Factory owners: Each lucky winner will get a massive lottery prize of around 30 million baht, which is the biggest in Korat and the whole Northeastern region. We have rented buildings in every district and hired a great team of employees. The best part is that everyone will have special cards. If the police show up to arrest them, they'll just flash the cards, and the police will back off because they'll know it's our turf. We pay off all the authorities in each district, usually around 5,000-10,000 baht, and then hand over a hefty sum of 400,000 baht at headquarters. The best part is that if anyone complains about anything, we can easily bribe them with lottery tickets. Even if the police investigate and find out we're selling tickets illegally, they'll turn a blind eye and let us carry on. No one can touch us!"*. (Interview, 22 August 2019).

When there is a change in authority, the administration system changes as well. Lottery dealers may have to relocate to different provinces to sell lottery tickets where there is a network of police officers who can provide protection. This means that lottery sales are not bound to a specific location. If there is a network established, dealers can attach themselves to it and adapt to the situation, sacrificing their social capital in various symbolic ways to maintain their economic capital.

The power and influence of a lottery dealer depends on their relationship with the police. They must hold a significant enough rank to receive protection. If they do not have the necessary connections, they may need to move to another lottery business where they have a network and protective powers. These dealers need honor and dignity to support their identity. That is, they need to be perceived as



individuals who have the backing of influential figures capable of resolving issues for their team. Rules are established to protect them in case of demands for tribute or arrests by police officers. Those who become part of the network have the responsibility of selling lottery tickets to fulfill their mission, which leads to mutual benefits for all involved parties.

2. Bargaining power between the Underground Lotto dealer and the dealer is crucial as it represents the dealer's ability to attract gamblers. To establish a long-term working relationship, several measures need to be taken, such as offering promotions, maintaining confidentiality, ensuring timely prize payouts, and providing credit in the form of lottery tickets for customers to pay in installments. Many lottery sellers also engage in gambling themselves, participating with customers to win, but their own purchasing amount is typically minimal to avoid potential losses since they already generate income from lottery sales. Building trust through negotiations, lottery dealers aim to accumulate economic capital, social capital, cultural capital, and symbolic capital, creating an appeal for Underground Lotto gambling despite its financial risks. As an illegal activity, both sellers and buyers seek stability and security from the dealers. Network members must accept the potential risks, while the seller employs various techniques to guarantee the players benefit, enjoy, and remain loyal within their network. If the lottery seller or dealer fails to maintain a trusting relationship, players may switch to other gambling options.

3. Bargaining power between lottery sellers and lottery gamblers: Based on an in-depth interview conducted with eight Underground Lotto Gamblers, it was found that these individuals engage in lottery play to win, have fun, and connect with other middle-class Underground Lotto Gamblers who share the same gambling preferences. The bargaining power dynamics between lottery sellers and middle-class Underground Lotto Gamblers can be summarized as follows:

3.1 Cultural bargaining: Individuals within the Underground Lotto network acknowledge the scheduled draw dates for the Underground Lotto, which coincide with those of the government lottery. However, in cases where the draw date falls on a public holiday or significant day, the award date is postponed accordingly. For instance, New Year's Day on January 1 is postponed to January 2, Teacher's Day on January 16 is postponed to January 17, and important Buddhist holidays like Makha Bucha Day are also considered. Additionally, on Labor Day, May 1, the lottery is not issued and is postponed to May 2. The determination of these adjustments is made by those involved in the network who are aware of each other's actions. In the middle-class segment of Underground Lotto Gamblers, participation in lottery activities is negotiated due to the illegal nature of Underground Lotto. However, in practice, it exists in a gray area between openness and concealment. Each individual has their cultural bargaining strategy when it comes to choosing whether to accept and play the lottery or discontinue their involvement. Some may decide to stop gambling only after winning a prize, while others may choose to cease their participation once they have established a stable career, taking into consideration future uncertainties.

3.2 Economic bargaining: The interviewees revealed that not all of them relied solely on income from selling lottery tickets. The lottery serves as an additional means to earn more money. However, they acknowledge the constant risks associated with this activity, leading to a precarious lifestyle characterized by uncertainty and fluctuations. Furthermore, the players themselves have the freedom to switch dealers, depending on their luck or personal preferences. This decision can be either predetermined or voluntary, and the sellers hold no grudges. They are willing to accept customers who pay on time and do not pose financial difficulties or disrupt business operations.

3.3 Social bargaining: The findings indicated that the initiation of lottery gambling often starts within a social circle, where friends play together and support each other. Over time, it can become a habitual activity within the same group. Interestingly, the players do not view lottery gambling as something negative and deny being addicted to it. Instead, they perceive it as a form of entertainment and emphasize that it does not adversely affect their livelihoods. The gambling limits mentioned range from 600 to 10,000 baht, indicating that the amounts wagered are manageable for them.

3.4 Negotiating lottery gambling rules involves the dealer engaging in communication regarding various aspects such as setting rules, and limits for selling lottery tickets or installments, offering discounts or promotions, determining communication channels, and techniques for receiving lottery tickets, and establishing the period for receipt and payment. These rules are communicated among the lottery sellers within the network. Network members recognize, accept, and adhere to these common rules. Underground Lotto Gamblers, in particular, prefer to purchase lottery tickets from individuals who provide convenient communication channels. This convenience may involve easy money transfers or the ability to play face-to-face with the seller or send lottery tickets via the Line chat



program. It can be observed that the rules within the Underground Lotto network in the middle class are subject to volatility, and all members strive to maintain smooth relationships with one another.

4. Bargaining power among lottery sellers in social media platforms includes the strategy of announcing the sale of lottery tickets through online channels. This approach allows sellers to address potential issues that may arise from openly selling lottery tickets. For instance, sellers can utilize Facebook to announce that the numbers they are offering have limited availability. Additionally, lottery sellers can showcase their own set of numbers on Facebook and provide updates to inform buyers about which numbers have already been reserved, including the name of the person who has secured a specific set of numbers. This method aims to communicate to players that they can still come and purchase numbers, and the Facebook page serves as the virtual storefront for their lottery business.



**Photo 1:** Facebook Announcement of Lottery Sellers Displaying Number and Set Number Information

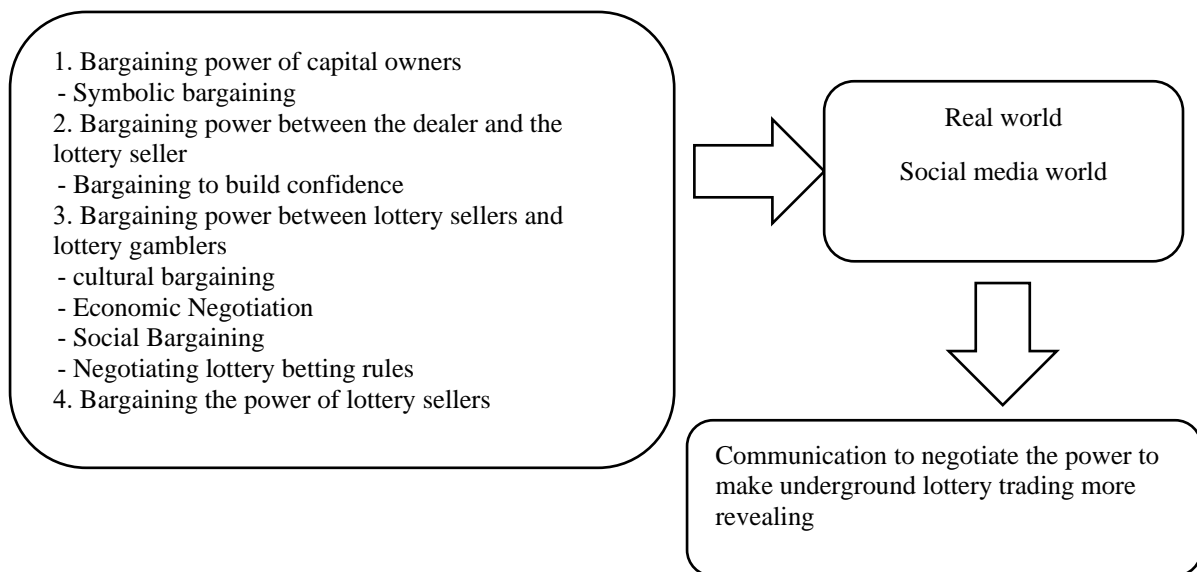




In an interview conducted on August 20, 2019, a lottery gambler and seller 07, as a student, spoke with great confidence and claimed to have connections within the police force. According to him, if any issues were to arise with the sale of lottery tickets, the police would be able to resolve them. This sense of security led them to openly advertise lottery sales and sell numbers without fear. He stated, "The number sets are similar to gold numbers. During certain months, people may not be able to buy all 20 sets, but I can at least secure 15 sets. That should be sufficient to maintain a steady income. If any problems arise, I can always discuss them with the higher-ranking police officers." (Interview, 20 August 2019)

To demonstrate the identity of dealers and Underground Lotto Gamblers, who primarily belong to the middle class, various methods are employed. However, it is important to note that most individuals within this group choose not to reveal themselves in both the real world and the realm of social media. Nevertheless, there are instances where some individuals decide to disclose their involvement. To protect themselves from potential police arrests, all participants utilize post-postal techniques. By maintaining anonymity, they aim to safeguard their identities and activities. Only a select few buyers and sellers are aware of each other's true identities. It becomes crucial for those who opt to reveal themselves to carefully manage their public image. By doing so, they aim to convey a sense of power and establish connections with influential individuals, including officials and the police, which can be well-known within general society.

Based on the research findings, it can be concluded that negotiating underground lottery powers be transparent. Therefore, it can be concluded as shown in the picture;



**Figure 2:** Summary of research results

## Discussions

From the study of communication to negotiate the power of the Underground Lotto Gamblers in the middle class, it can be concluded that underground gambling in today's Lotto utilizes an innovative form of online communication. "Online communication enables networked communication within different social groups. Without time and place constraints, it facilitates borderless communication through an online virtual world, connecting messengers and receivers in large numbers." (Nedpogaeo, A., 2018: 31)

Communicating online is convenient and rapid, but it also brings about heightened security risks. While playing Underground Lotto online may offer greater rewards compared to playing through a private lottery dealer, elite Underground Lotto Gamblers still prefer to rely on a middleman for their transactions to ensure confidentiality. They fear the potential consequences that may outweigh the





benefits. As a result, online communication has led to the expansion of the gambling network in Thai society, extending beyond just Underground Lotto to encompass other forms of borderless gambling.

The bargaining power of middle-class Underground Lotto Gamblers can be observed in the real world through various factors: (1) Symbolic bargaining, which involves the power dynamics between capital owners; (2) Negotiations between dealers and lottery sellers, including efforts to build trust and confidence; (3) Cultural bargaining between lottery sellers and gamblers, encompassing economic, social, and rule-based negotiations; and (4) The bargaining power of lottery dealers in social media spaces. The negotiation of power in both the real world and social media serves two main objectives:

1. To maintain their honor and dignity as symbolic capital, both lottery dealers and sellers must assure their network members that they possess the ability to resolve any issues that may arise from conducting Underground Lotto sales. This involves leveraging the power of capital owners through symbol bargaining, establishing trust through negotiations between the dealer and the lottery seller, engaging in cultural bargaining and economic negotiations between lottery sellers and gamblers, employing social bargaining strategies, and negotiating lottery gambling rules. Additionally, lottery dealers must also harness their bargaining power in social media spaces to communicate their ability to address problems and maintain their reputation. The identity of lottery dealers, lottery sellers, and middle-class Underground Lotto Gamblers exemplifies a cohesive group within Thai society, united by shared interests, mutual agreement, and a willingness to assume risks. These reflect a shift in the approach to preserving power and prestige among Underground Lotto dealers, as they no longer need to rely on maintaining a certain social status. Instead, to sustain the security of their Underground Lotto operations, they may opt to operate covertly in less secure locations and occasionally incur fines, relying on their positive relationship with the police.

The finding mentioned above aligns with Bourdieu (as cited in Kaewthep, K., and Hinviman, S., 2017: 543-551) and Weber (ibid.), who both recognized the significance of symbolic capital in power dynamics. Bourdieu emphasizes the role of symbolic capital, including concepts such as charisma and legitimacy, which hold power and influence. Contrary to the misconception that prestige and moral authority do not lead to tangible benefits, Bourdieu argues that they can indeed result in economic gains, providing a concrete example. In the context of journalism, the concept of "symbolic power" proves to be the most appropriate for analyzing the influence of prestige and moral authority. Additionally, Bourdieu asserts that taste plays a crucial role in perpetuating class differences and maintaining the social class structure.

2. To ensure the sustainability of the business network, Underground Lotto relies on the establishment of effective communication channels, the implementation of clear rules, the determination of limits for lottery sales and installments, the payment of tribute, and the provision of discounts and promotions. Additionally, techniques for receiving lottery tickets are defined, and specific periods for receiving and paying are established. Moreover, there is a limit set on the number of lottery tickets. All these measures aim to safeguard the interests of network members, which are crucial for the success of any business, both in the physical realm and in the realm of social media.

Entering the Underground network of lotto is akin to the concept of Bourdieu (1986) regarding the different forms of capital present in society. One such form is Cultural Capital, which represents a source of power. Cultural Capital is manifested in the form of ingrained dispositions and stereotypes acquired through socialization, often starting in childhood. Research indicates that Underground Lotto gamblers are influenced by family members or close acquaintances, indicating that this activity has deep roots in Thai society, spanning from the past to the present day. Moreover, the negotiation of cultural capital takes place in various formats. It can be observed in the Objectified State, where individuals with access to technology can more conveniently connect with those possessing Social Capital. Additionally, there is a negotiation of the Institutionalized State, wherein established norms and regulations come into play. This reflects the complex dynamics at play within the Underground Lotto network, where cultural capital is exchanged and negotiated among its participants.

Collecting data from an insider perspective reveals that when a player engages in Underground Lotto within their workplace or with individuals who share the same educational background, or when they possess capital that signifies a middle-class status, there is a greater emphasis on maintaining confidentiality, offering discounts, and extending credit. In contrast, the approach towards lower-class individuals is characterized by less stringent rules. This allows for the longevity of the network, as it can be sustained over an extended period. As a result, it can be concluded that Underground Lotto Gamblers belonging to the middle class wield negotiating power, both directly and indirectly, amongst themselves.





## Recommendation

Online gambling communication should be studied in social dimensions, economic dimensions, and cultural dimensions, to determine the direction and policies of the lottery business administration on the soil. This is to bring more money outside the system to circulate in the system.

## References

- Arts and Culture Online. (2021). *Huay Lottery, was the origin of the "lottery" before it was the "government lottery"*. Retrieved November 11, 2021, from: [https://www.silpa-mag.com/history/article\\_15056](https://www.silpa-mag.com/history/article_15056)
- Bourdieu, P. (1986). *The Forms of Capital*. Retrieved 11, 2021, from: <https://www.marxists.org/reference/subject/philosophy/works/fr/bourdieu-forms-capital.htm>
- Center for Gambling Studies. (2019). *Report on the gambling situation in Thai society in 2019*. Retrieved November 11, 2021, from: [http://www.gamblingstudy-th.org/document\\_book/160/1/3/CGS-conference-2019/](http://www.gamblingstudy-th.org/document_book/160/1/3/CGS-conference-2019/)
- Kaewthep, K., & Hinviman, S. (2017). *The stream of political-economic theorists and communication studies*. 3<sup>rd</sup> edition. Bangkok: Inthanin.
- Lamoste, A.D., & Prasetyawati, Y.R., (2021). The Relationship of Consumer Attitude and Government Regulations Towards Online Gambling Behavior in The Philippines. *Communicare: Journal of Communication Studies*. 8 (2), 146 – 164, DOI: <https://doi.org/10.37535/101008220215>
- Nedpogao, A. (2018). *Communication & local innovation*. Pathum Thani: Nakorn.
- Phaksipaeng, I, & Sonsuphap, R. (2018). Illegal Lottery: Income Security in Thailand. *National Defense Studies Institute*, 9 (1), 82-96.
- Political News Team, Bangkokbiznews. (2021). *Gambling increased to 600 billion, indicating that more than 30 million Thais were involved*. Bangkok Business. Retrieved November 11, 2021, from: <https://www.bangkokbiznews.com/news/898723>
- Problem Gambling Study Center. (2019). *Gambling situation in Thai society in 2021*. Retrieved February 20, 2023, from: <https://thaipublica.org/wp-content/uploads/2022/07/ข้อมูล-ศูนย์ศึกษาปัญหาการพนัน.pdf>
- VoiYou, A., (2005). *The Legalization of Gambling in Thailand: A Revisited Discourse in Light of Recent Developments*. Masters Program in Asian Studies: Lund University Center for East and Southeast Asian Studies. <https://lup.lub.lu.se/luur/download?func=downloadFile&recordId=1331398&fileId=1331399>
- Vongsinsirikul, V., (2010). *Understanding the Impact of Gambling with Special Reference to Thailand*. Department of Economics Birmingham Business School: The University of Birmingham.

