



# HGT



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Die Hamburger Gesellschaft für Thaiistik e.V.  
in Zusammenarbeit mit dem Arbeitsbereich Thaiistik  
der Abteilung Sprachen und Kulturen Südostasiens des AAI  
lädt Sie zu folgendem Online-Vortrag ein:

## Smartphones and Community in Bangkok's Platform Economy: Possible Directions in Thai Studies



Daniel McFarlane and Yannik Mieruch will discuss their recent article "Smartphones and 'doing community' in Bangkok's platform economy: A Weberian Analysis" and explore possible directions in Thai studies. Applying Max Weber's conceptualisation of *Vergemeinschaftung* or 'doing community', they examine emergent communities of platform-based delivery workers in Bangkok. Their offline and online ethnographic research illustrates how delivery workers actively 'do community' on the streets of Bangkok and leverage smartphones and social media to extend their communities to the online realm. They show how these community

practices are culturally constituted and share characteristics with pre-existing communities in the transportation sector in Thailand that are under pressure from rationalisation. However, their ethnographic findings also reveal that it is out of the rational conditions of gig work that delivery workers cultivate community. Their analysis demonstrates how Weber's theory effectively captures the dialectical dynamics of 'doing community' and rationalisation in Thailand's digital economy. See the following link to read their article: <https://journals.sagepub.com/doi/full/10.1177/14614448241312653>.

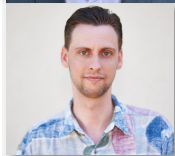


(Photos by Daniel McFarlane and Yannik Mieruch)

## Online Lecture *via Zoom & in English*



**Daniel McFarlane** has a PhD from the Australian National University's Department of Political and Social Change in the Coral Bell School of Asia Pacific Affairs. He is currently a lecturer at Mahidol University's Faculty of Social Sciences and Humanities in Thailand. He is interested in class, inequality and community in Thailand, the social dimensions of the digital economy, and discourses of sustainable and digital development.



**Yannik Mieruch** is currently a PhD candidate at the School of Global Studies, Thammasat University, Thailand. His research critically examines the intersections of international development, labour relations, and digital technology, with a focus on the platform economy, internet connectivity policy, and digital skills.

Friday, 25 April 2025

14:00–16:00 (CEST)

19:00–21:00 (Thai time)

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