

2025

Digital Lives Decoded Thailand

Building trust in Thailand's AI future

 telenor asia | **GW.**



Foreword



Jon Omund Revhaug
Head of Telenor Asia

Telenor began our journey in Thailand in the year 2000, amidst the excitement of the new millennium. Over the past 25 years, we have witnessed and contributed to Thailand's remarkable digital transformation.

Today, as we mark this 25-year milestone, we find ourselves at another defining moment in the country's digital evolution. Thailand's digital landscape is undergoing a profound transformation, with AI entering the lives of Thai mobile internet users, often in invisible ways. From enhancing productivity and personalisation, to reshaping education and the workplace, AI is here to stay.

The **Digital Lives Decoded 2025** report offers a timely look into how AI is reshaping lives in Thailand, and how people are responding to this shift with both optimism and caution.

As our findings reveal, the challenge lies not in adoption of AI, but in ensuring that AI is used responsibly, ethically, and inclusively.

There is no doubt that AI is a powerful technology. And the real determinant of its future lies in how responsibly we use it. Upholding ethical standards, ensuring human oversight, and demanding transparency in how AI systems make decisions are no longer optional – they are essential. Additionally, with AI readily available in everyone's pocket, the systems behind it must be built on strong, secure, and scalable infrastructure. Trust and security are increasingly the bedrock of any digital society.

This report reflects a shared belief in Thailand's potential. The outlook on the future impact of AI is resoundingly optimistic, pointing to a future rich with economic

opportunity, innovation, and progress if we are able to make the most out of technologies like AI, IoT and advanced digital services.

With Thailand positioning itself to become a regional AI hub,* we hope this whitepaper serves as a valuable resource for policymakers, educators, businesses, and individuals alike. The impact of this rapidly evolving technology needs to be evaluated – in terms of awareness, skills, opportunities, and risks – to understand how Thai society can harness AI responsibly and securely, and prepare people to navigate an AI-driven future.

Together, let's build a digital Thailand where everyone has the tools and confidence to thrive in the age of AI

* Source: [Government Aims to Develop Thailand into AI Regional Hub](#)

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Methodology

This report is based on a survey that Telenor Asia commissioned GWI to undertake in May-June 2025 across three of its key markets: Thailand, Malaysia and Bangladesh. Survey respondents were granted anonymity and Telenor's involvement was not disclosed.

GWI has a panel of **over 22 million internet users** globally. To ensure its research is reflective of the online population in each market, GWI sets appropriate quotas on age, gender, and education.

GWI's recontact methodology enables respondents who have completed its core survey within the last year to be recontacted to take additional surveys. This data can then be synchronised with the core data, which consists of over 57,000 data points.

All figures in this report are among the online population aged 16-64 in Thailand, and drawn from the following study:

Telenor's custom research

- General population survey
- Using GWI's recontact methodology on the GWI core audience
- Field surveys done May 30th to June 10th 2025, N=1,017 in Thailand

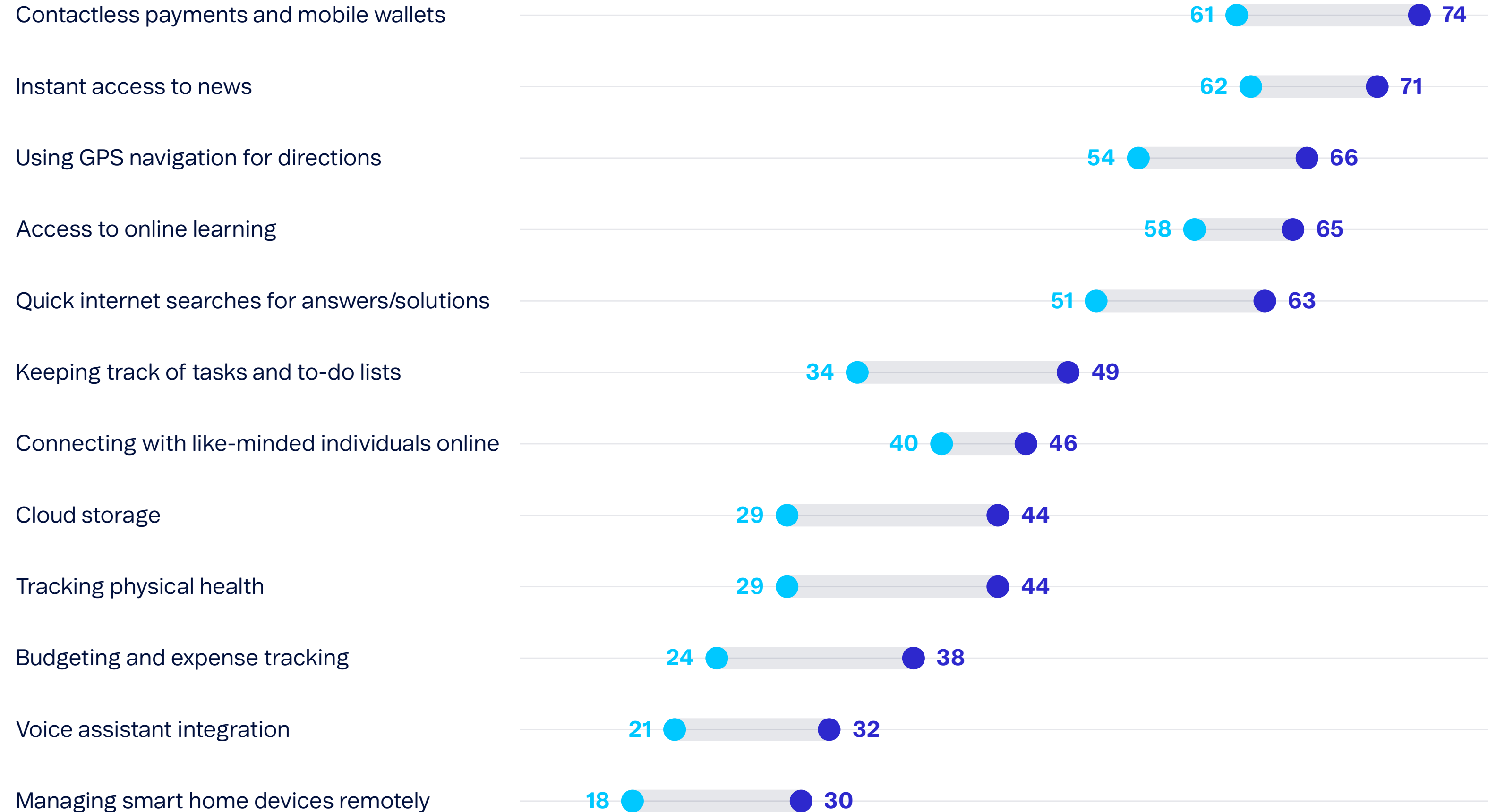
Thailand's evolving relationship with AI



Mobiles helping to live a smarter life

% who say mobiles have helped them to live a smarter life in the following ways

● 2024 ● 2025



Source: Telenor Study 2024 & 2025 • Audience: 1,002 in 2024 and 1,017 in 2025 internet users aged 16-64

AI is already seamlessly integrated into Thai internet users' digital lives

Smartphones have helped us to live smarter lives. From contactless payments to instant access to entertainment and news, these are perennial ways mobile devices have elevated daily lives in Thailand.

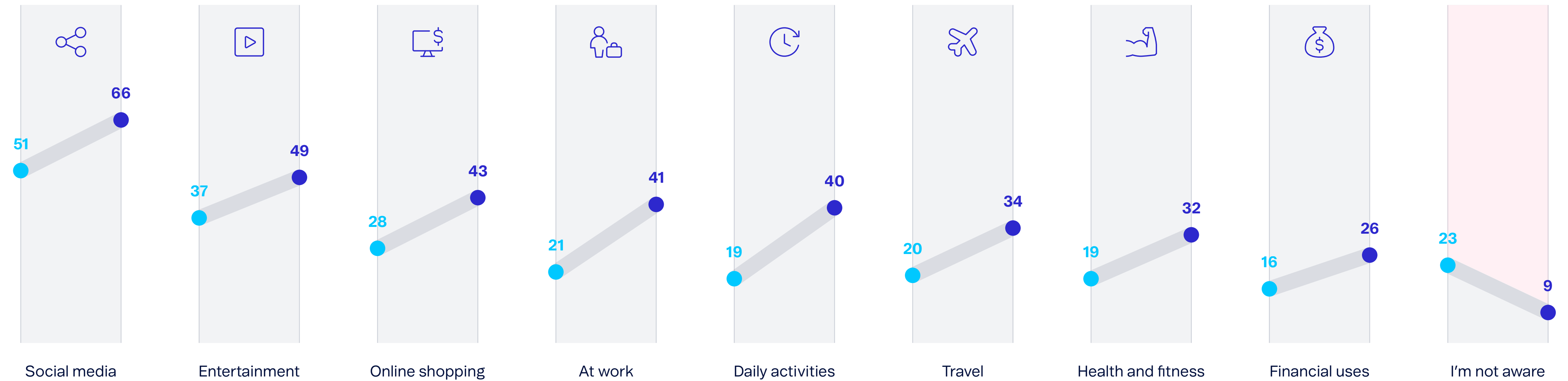
Internet users in Thailand are also increasingly tapping into the smart features on their mobile phones to manage smart home devices and daily life tasks via integrated voice assistants. These smart features often have AI built into their ecosystems, proving that AI is no longer a futuristic concept for Thai internet users. It is an invisible force powering many of their daily digital conveniences, deeply woven into how people connect, entertain themselves and access information.

91% of Thai internet users are now aware that they use AI in some way, a significant jump from 77% in 2024

AI situational usage

% who use AI in the following situations

● 2024 ● 2025

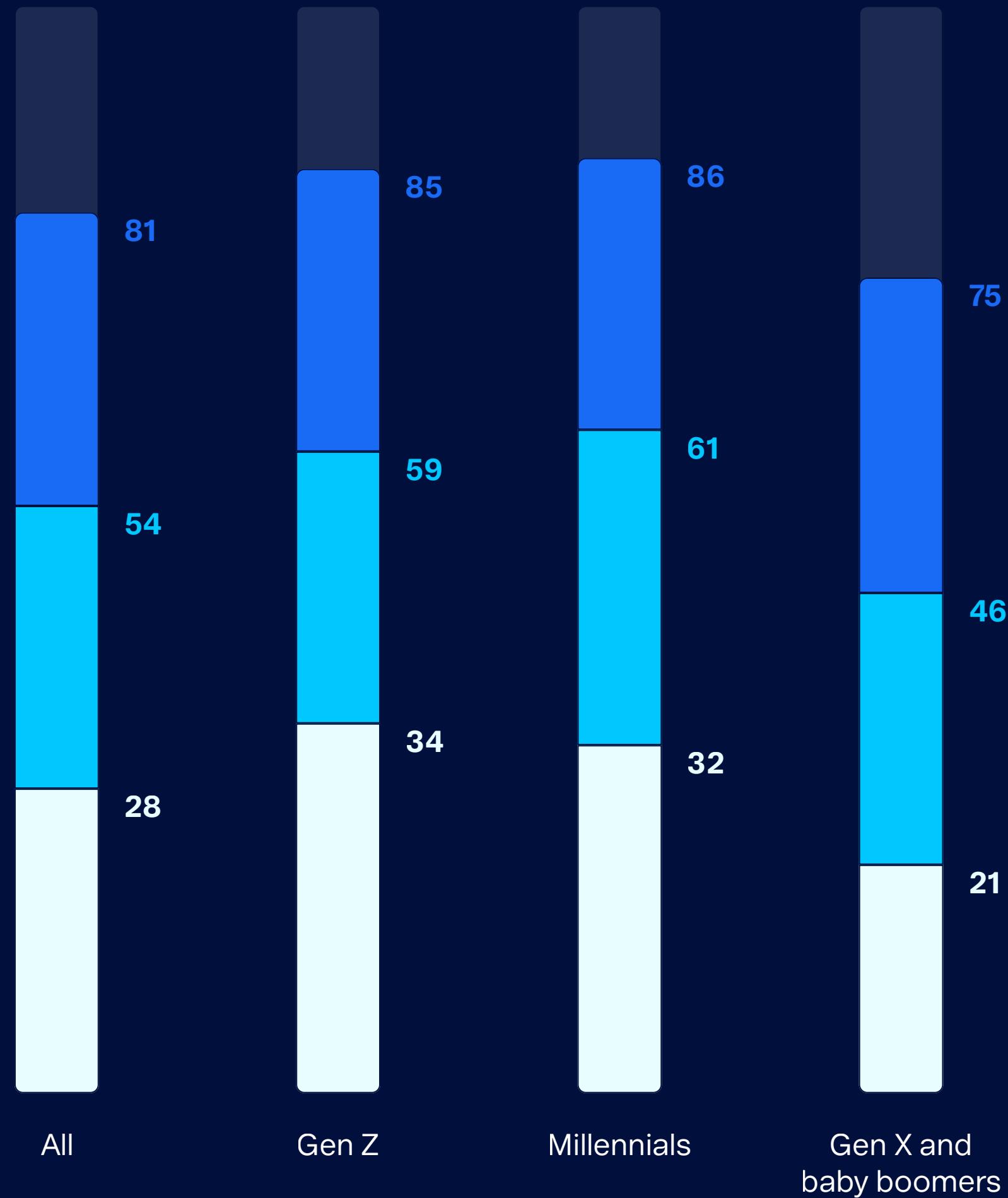


Source: Telenor Study 2024 & 2025 • Audience: 1,002 in 2024 and 1,017 in 2025 internet users aged 16-64

Intentional usage frequency

% who intentionally use AI tools...

- At least weekly
- At least daily
- Multiple times a day

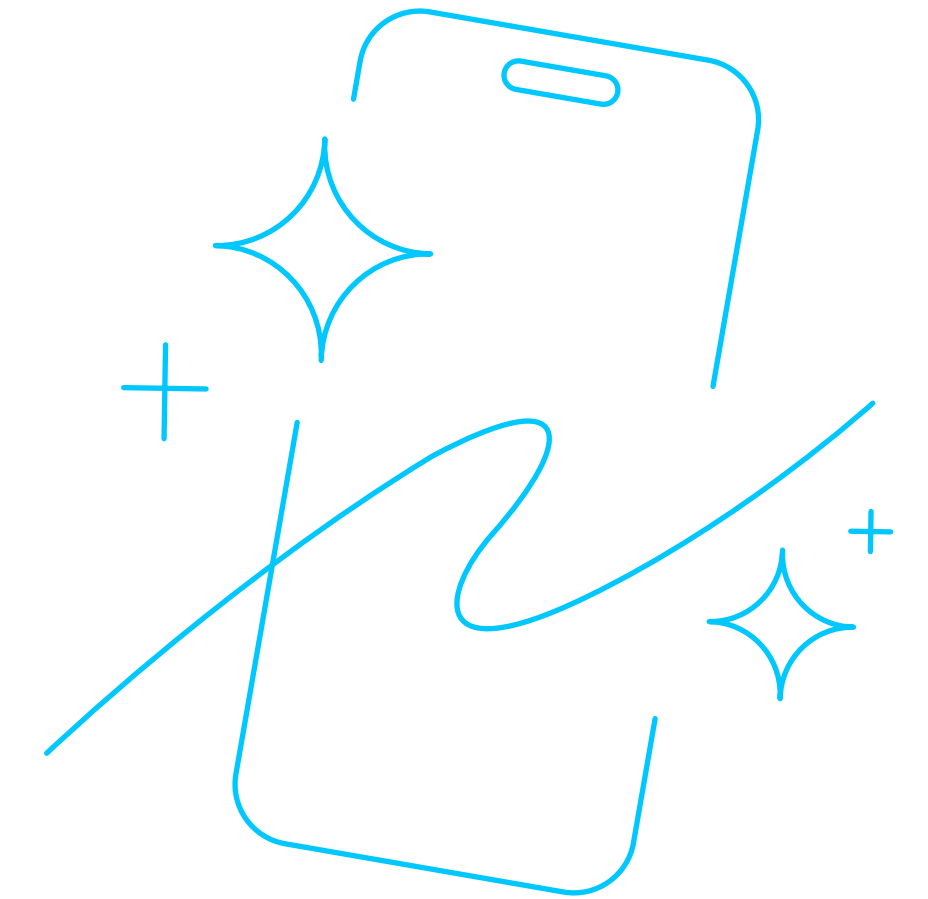


Source: Telenor Study 2025 • Audience: 1,017 internet users aged 16-64

AI is the new personal lifestyle architect

There has been a rapid adoption of AI into everyday life in Thailand. The number of internet users who say they use AI in their daily activities has more than doubled – from 19% in 2024 to 40% in 2025. Today, over half of Thai internet users say they engage with AI tools at least daily. This is significant as we may underestimate how far it is shaping people’s behaviours, choices, and even privacy, without fully realising it.

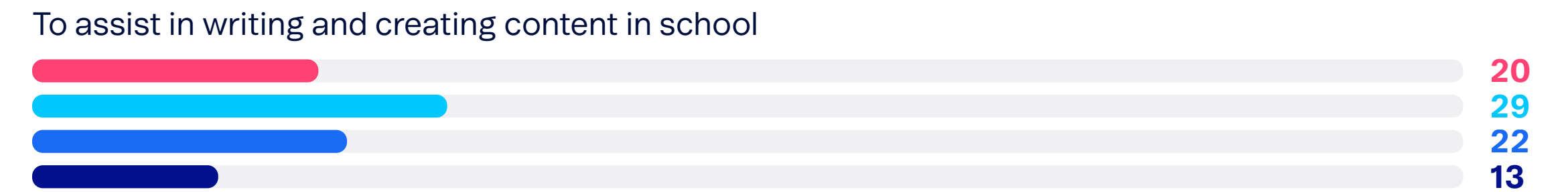
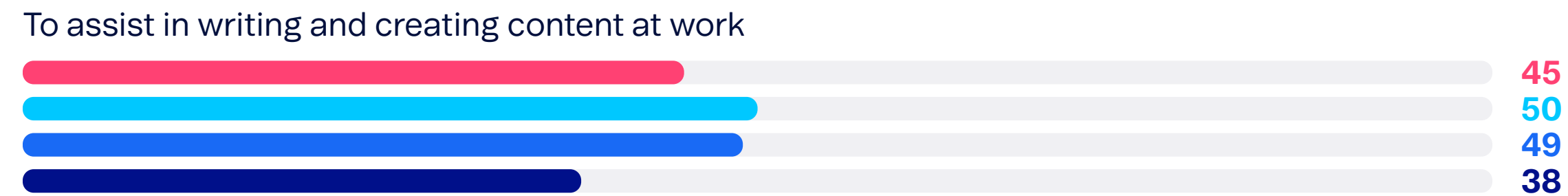
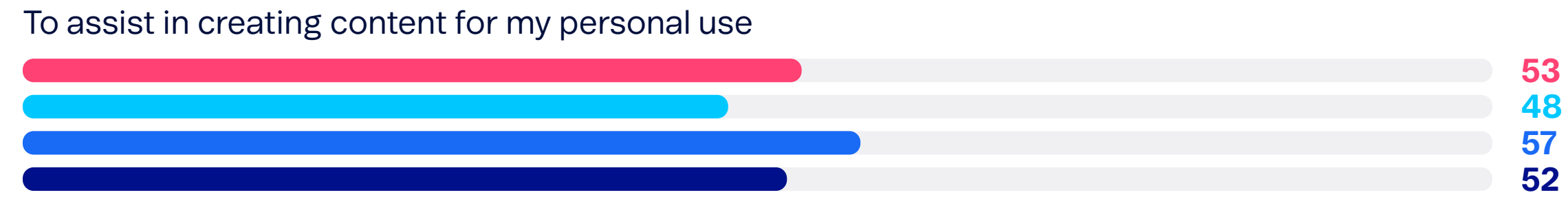
AI is also starting to take on the role of a personal assistant, with around one in two leveraging it for content creation and personalised experience planning. Furthermore, the areas seeing the biggest growth in AI’s role – daily activities (from 19% to 40%) and work (from 21% to 41%) – all indicate a push towards more integrated and assistive technologies, showing that AI is here to stay.



Uses of AI

Among AI users, the % who typically use AI tools for the following

● All ● Gen Z ● Millennials ● Gen X and baby boomers



Source: Telenor Study 2025 • Audience: 929 internet users aged 16-64 who use AI

Women use AI to create, while men look to AI for advice

However, there are distinct demographic differences in how people use AI. While women are more likely to use AI for creating and writing content at work (47% vs 42%), men have a greater propensity for personalised advice, especially for creating personalised experiences (48% vs 42%), health advice (38% vs 32%) and financial advice (33% vs 27%).

Younger generations are also much more likely to tap into AI for personalised financial advice. In addition, nearly a third of high-income earners use AI for finance, compared to just one in five low-income earners. It's worth noting that while popular, trust in AI-generated financial advice is generally lower than other AI-generated content, indicating this is still a developing area of use.



The emergence of the AI-powered professional

AI is not just a personal lifestyle tool, it is reshaping the Thai workplace too. 4 in 10 currently use it at work. Adoption rates are higher among certain demographics, with 48% of Gen Z and 1 in 2 from the top 10% income segment leading the charge. The use of AI is most prevalent among people working in HR and management, legal and government services, and IT, telecoms, and engineering.

Content development, analytics and customer service are key uses of AI at work. Thai professionals are more likely to adopt AI in hiring and recruitment compared to Malaysian and Bangladeshi counterparts, and women (39%) are significantly more

likely than men (25%) to use AI at work for this reason. Yet as we will see, it can be a contentious application.

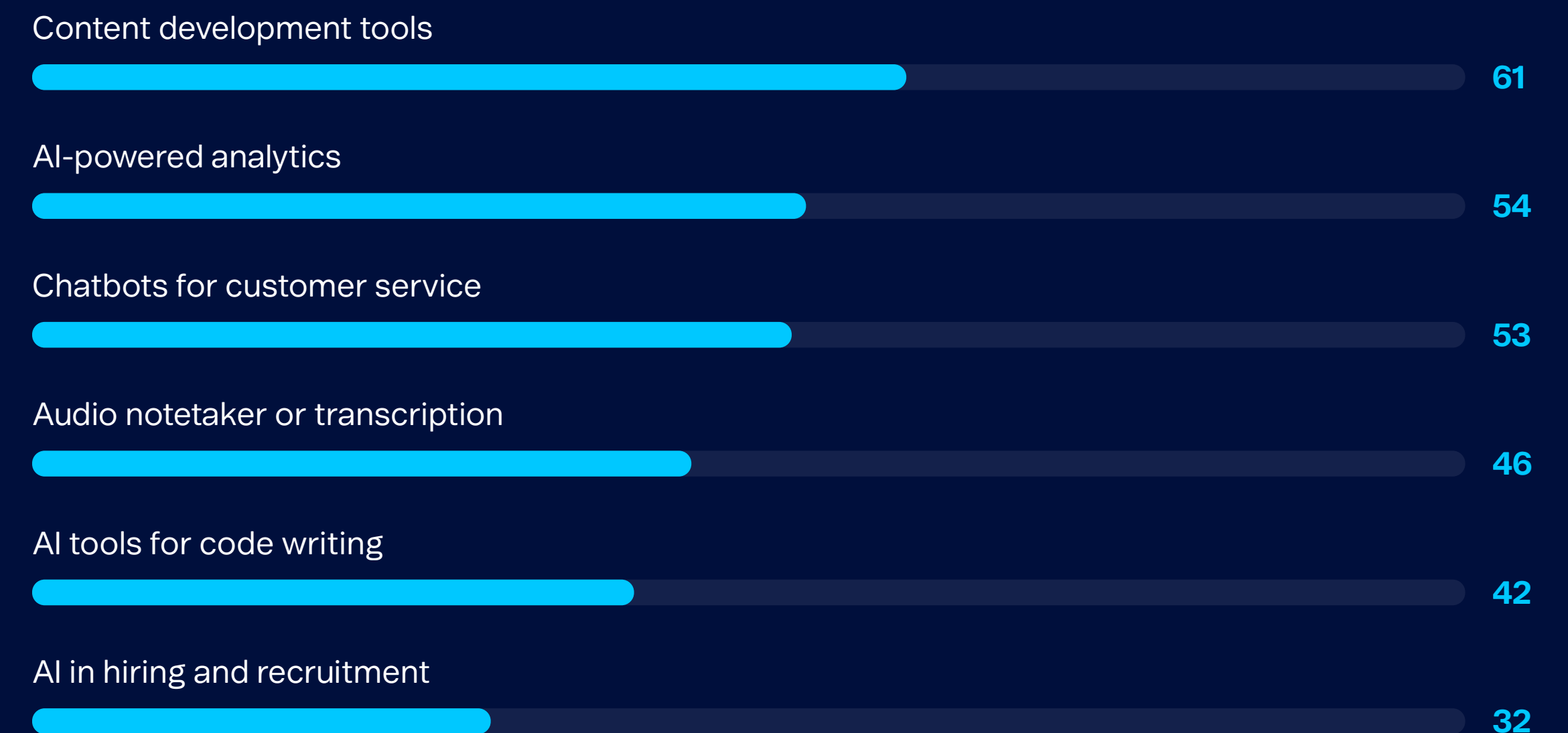
For those who are already using AI at work, the outlook is optimistic. They are 31% more likely than the average internet user in Thailand to believe that AI will have a very positive impact on job security and 32% more likely to believe the same for the country's economy.

While Thailand is off to a strong start, there is great untapped opportunity when it comes to the use of AI at work. Only a minority use AI at work (4 in 10) and are aware that their company has an AI plan or strategy in place.



AI tools in the workplace

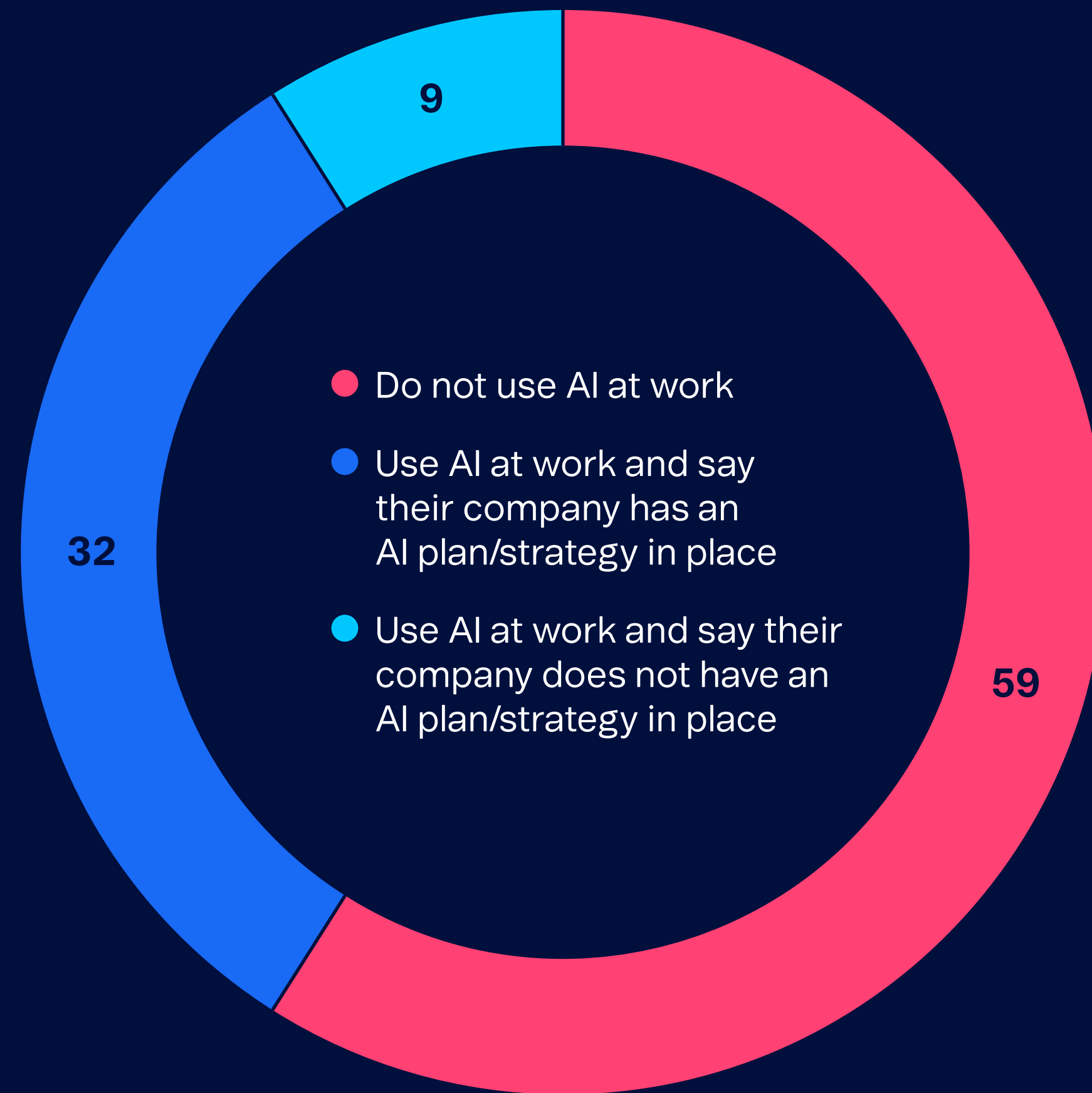
Among those who use AI at work, the % who use the following AI tools at their workplace



Source: Telenor Study 2025 • 407 internet users aged 16-64 who use AI at work

AI plan in the workplace

% who...



Source: Telenor Study 2025 • Audience: 1,017 internet users aged 16-64

4 in 10 Thai internet users leverage AI at work, double from the previous year



Expert view

At Telenor, we believe that fostering trust starts with secure, transparent and inclusive AI practices, forming the basis of everything we do with AI - whether to develop customer excellence, augment work practices or modernise our networks. By embedding responsible AI at the heart of our operations, we aim to empower our employees to innovate and transform our business, while driving the development of impactful AI use cases underpinned by efficient governance.

As we unveil the findings of the Digital Lives Decoded 2025 report, Thailand's digital landscape is evolving at a pace that brings both optimism and demands careful ethical reflection. This year's report stands apart for its nuanced exploration of the concerns and aspirations of the Thai population with respect to artificial intelligence. Notably, focusing not only on AI usage trends but also on perceptions of trust, skills required for an AI-driven future, and the growing sense of responsibility among the Thai people.

Here are five ways companies can enable innovation while addressing AI risks as they look to an AI-enabled future:

- 1. Develop "principles for responsible AI use" that are obligatory to all employees as part of Code of Conduct.** Awareness around AI use has increased among Thai internet users in 2025. Among those who use AI, the biggest increase is in workplace use (almost doubled since 2024) and as personal daily assistants. 1 in 2 Thai respondents are aware of potential AI risks, with one of the biggest being over-reliance on AI tools and degradation of human skills, followed by lack of regulation and transparency of AI use in companies.
- 2. Adopt "risk-based AI governance frameworks" that define roles and responsibilities, define relevant AI risk management practices, and give clarity on lawful and ethical AI tools – hence accelerate use of AI among employees.** Gen Zs are the biggest AI change agents among Thai population (with almost 60% using AI tools daily) who are also most concerned about AI development (e.g. AI-powered surveillance) and ask for safeguards that mitigate risks. That shows a growing awareness of and the ask for responsible AI use from digital natives.
- 3. Employee training programs of responsible AI.** While 1 in 3 of Thai internet users are concerned about jobs, the upside of learning AI skills is that it will create opportunities. To get the most out of AI, analytical, problem solving and prompt engineering skills will be essential.
- 4. Third-party AI governance frameworks and AI procurement practices.** Interestingly, Thai internet users show a strong personal responsibility in AI upskilling and using AI responsibly, rather than relying on governments or international organisations' support. For our part, Telenor Group and True Corporation have endorsed the GSMA Responsible AI Maturity Roadmap and used it as guidance for developing our own AI governance models. We also exchange best practices among telcos on the GSMA framework. You can find out more about this here.
- 5. Awareness and culture building campaigns with responsible AI ambassadors.** Among those who view AI use as potentially unfair, the primary concern is the risk of errors and limited

reasoning capabilities of AI. More emphasis should be put on investing in human-centric skill development, such as critical thinking, creativity, empathy, both at schools and in workplaces.

In summary, Thai internet users expect transparent, inclusive and human-centric AI systems as a baseline, not a luxury. Thai internet users show strong personal responsibility in AI upskilling and using AI responsibly, rather than relying on governments or international organisations' support. This expectation drives a need for a more sophisticated, multi-party dialogue around data privacy, algorithmic fairness and robustness, and the role of human oversight in building AI-powered economy of Thailand.



Ieva Martinkenaite

Senior Vice President, Head of AI

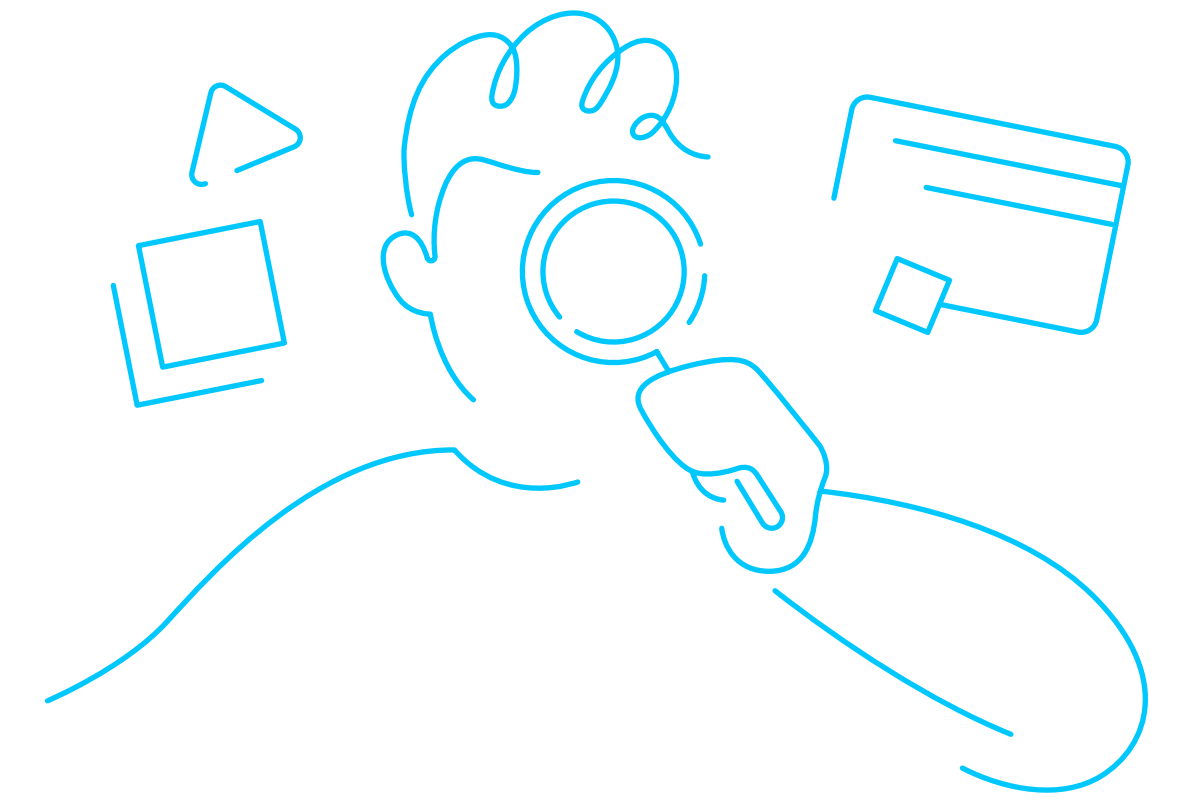
Optimism meets ethical scrutiny



The future impact of AI is bright

Thai internet users are overwhelmingly positive about the future impact of AI. Since 2024, there has been a notable increase in optimism about

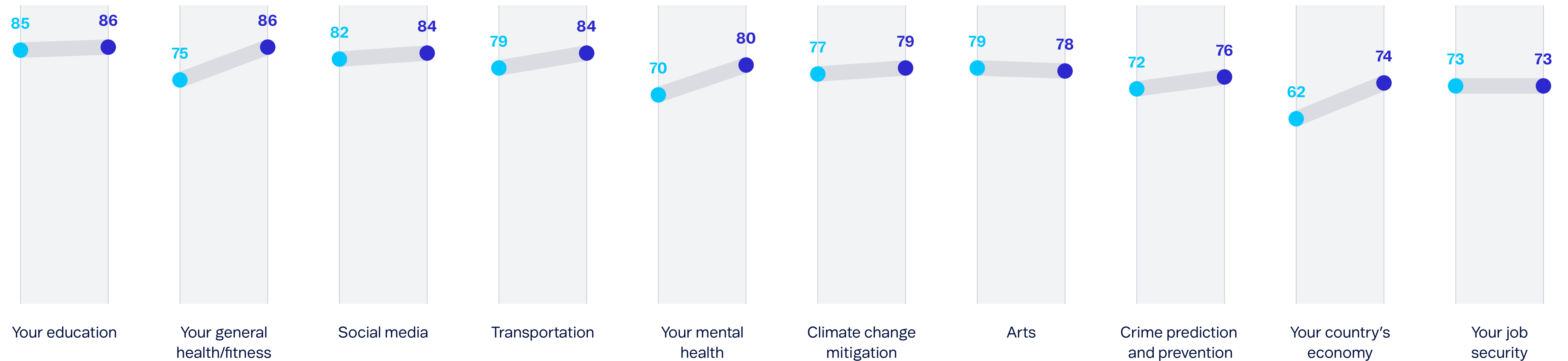
AI's positive impact on the country's economy (+19%), mental health and well-being (+16%), as well as general health/fitness (+14%).



Future impact of AI on society

% who say they think AI will have a positive impact on the following aspects of society

● 2024 ● 2025



Source: Telenor Study 2025 • Audience: 1,017 internet users aged 16-64

Role of AI in online safety and security

Online safety continues to be a prevalent issue in Thailand. In both 2024 and 2025, 83% of Thai internet users express worry about the security of their online accounts, and 78% find it challenging to stay informed about threats.

However, Thai internet users demonstrate a more optimistic and confident stance toward AI and online security. More than two-thirds (68%) believe that AI has the potential to help them stay safe online. Those who believe that AI helps them to keep them safe online tend to have greater confidence in cloud data safety and website security, with 8 in 10 trusting cloud storage and security measures of the website they use.

When it comes to specific concerns about AI, people are most concerned about over-reliance, followed by a lack of regulation and transparency when a company does not disclose the use of AI. Personal data privacy and the lack of ability to identify plagiarised information, alongside job security, are also key concerns.

Interestingly, although the majority of Thai internet users say they are confident in distinguishing between AI-driven and human-driven interactions online, only 13% feel very confident, 50% are somewhat confident and 28% remain unsure – highlighting a gap between perceived and actual certainty.

Concern over AI

% who say they're highly concerned over the following aspects of AI



AI and human interactions

% who are confident in their ability to distinguish between AI-driven and human-driven interactions



Source: Telenor Study 2025 • Audience: 1,017 internet users aged 16-64

Half of Thai internet users say they're highly aware of the potential risks or biases that can come from AI



A high-angle photograph of a person floating on their back in a swimming pool. The person is wearing a light-colored straw hat and a bright red, textured swimsuit. They are holding a smartphone in their right hand and looking at the screen. The pool's edge is visible on the left, with blue mosaic tiles. The water is clear and blue, with some ripples and reflections. The overall scene is bright and sunny.

1 in 4 Gen Z AI users turn to AI for relationship advice; 1 in 5 seek companionship

AI and empathy: a nuanced relationship

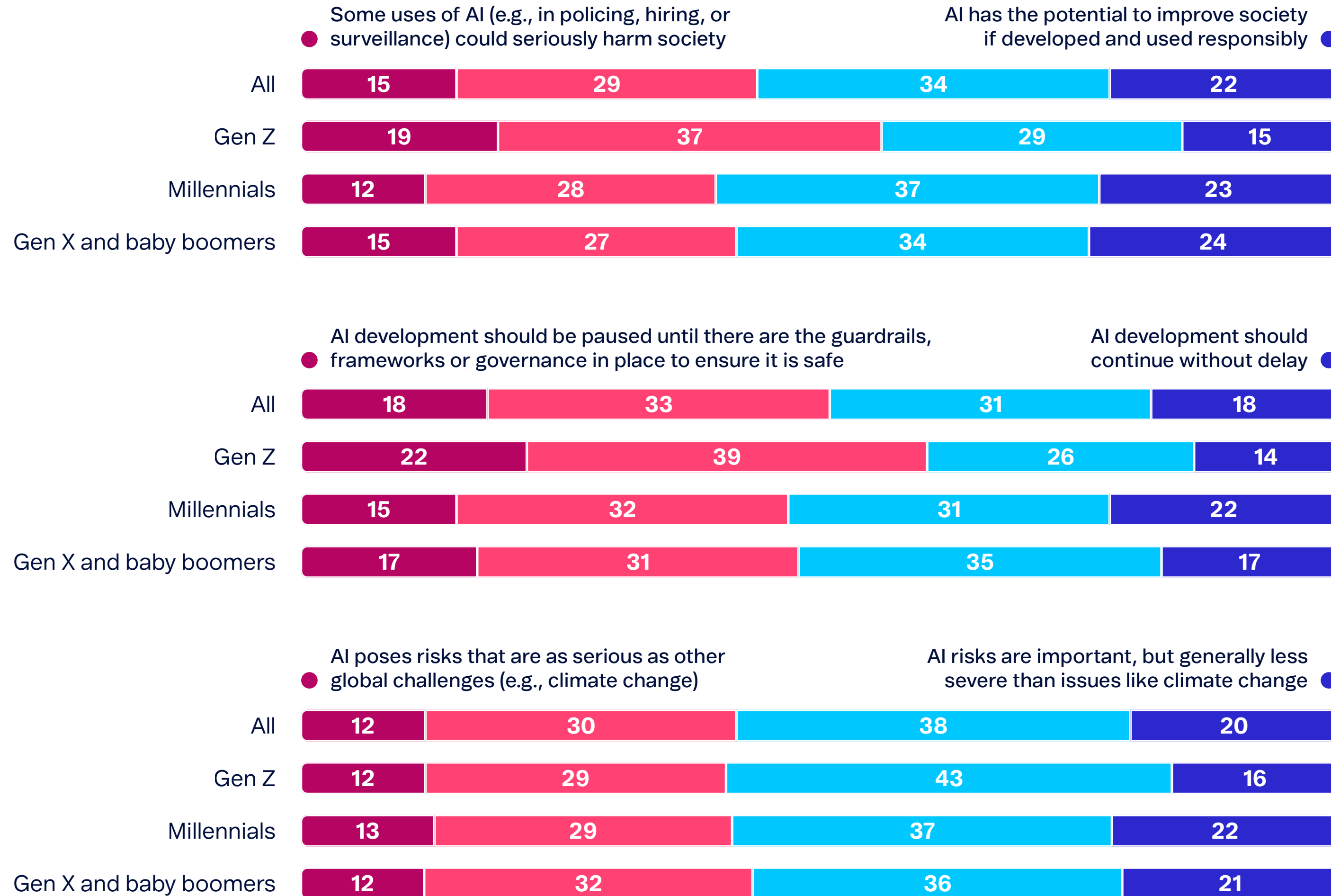
Outside of more practical concerns, AI's perceived lack of empathy, when applied in sensitive contexts such as personal advice, reveals a clear trust gap.

Gen Z are 35% more likely than the average to say that AI has actually helped them to improve their empathy and relationships. However, relationship advice is one of the least trusted types of AI-generated information, with 1 in 3 saying they don't trust it at all or only trust it a little.

A significant portion of those who feel AI usage is unfair cite that AI "doesn't understand people or situations properly", underscoring a fundamental scepticism about AI's capacity for true human understanding and empathy.

Opinions on AI development

% who agree with the following statements



Source: Telenor Study 2025 • Audience: 1,017 internet users aged 16-64

Gen Z are AI's power users and its biggest critics

Thailand's Gen Z represent a fascinating paradox: they are leading the charge in AI adoption, with 57% using AI tools at least daily and around 1 in 2 saying they are "comfortable" with how AI technology works, compared to 4 in 10 millennials and just a fifth of Gen X.

Yet they also voice the strongest concerns about its rapid development and demand clear ethical safeguards. Compared to the average Thai internet user, Gen Z shows the highest concern about AI's potential harm in sensitive areas like policing and surveillance (56% vs 40% of Millennials). They are also most likely to support pausing AI development until proper safeguards are in place (61%).

Notably, Gen Z stands out as the generation most attuned to the ethical dimensions of AI, with 31% identifying ethics and bias awareness as essential skills for the future. This highlights a growing awareness of responsible AI use among these digital natives

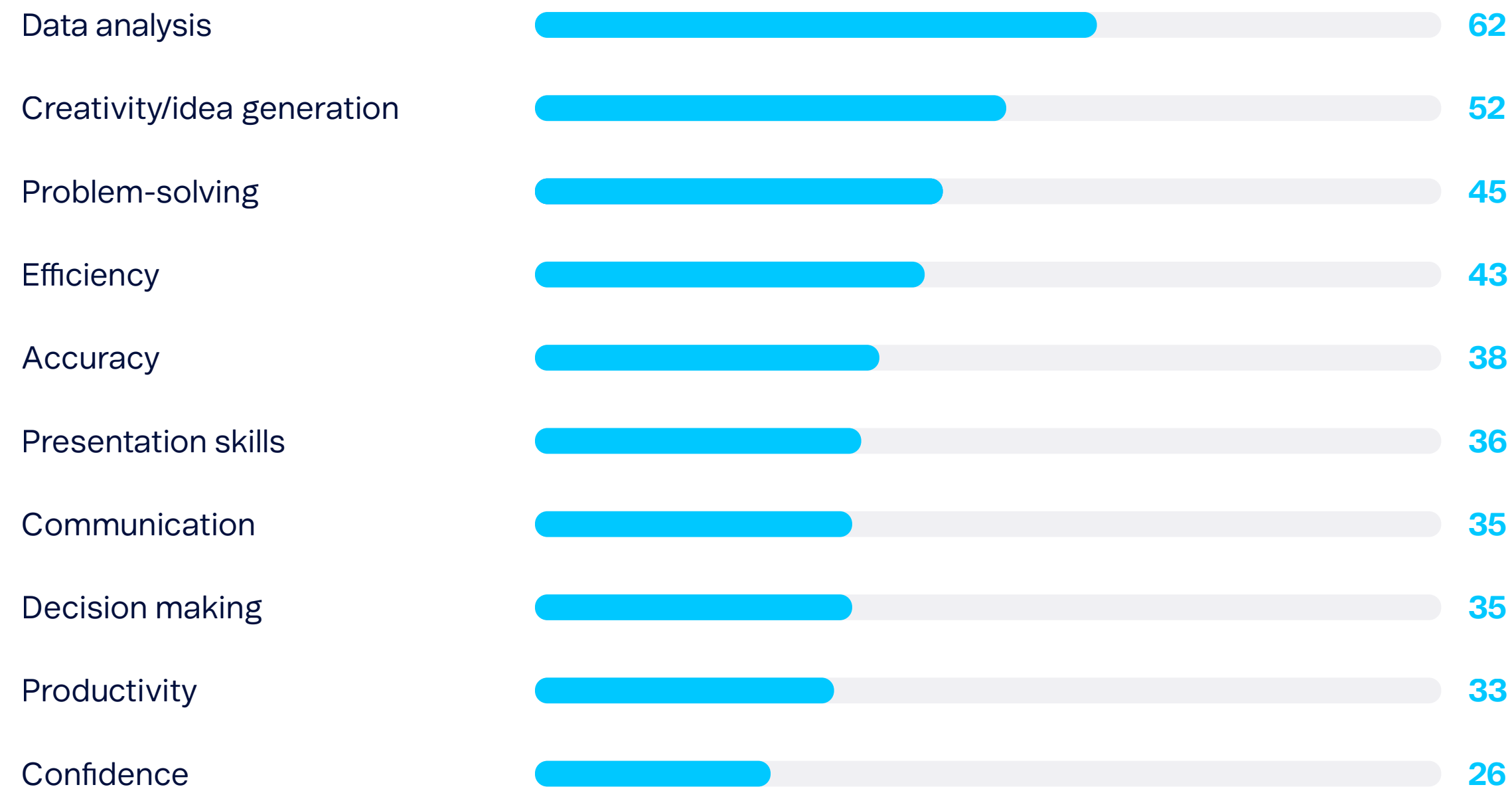
This concern translates into a strong desire for more cautious development.

AI in the future: skills, trust and responsibility



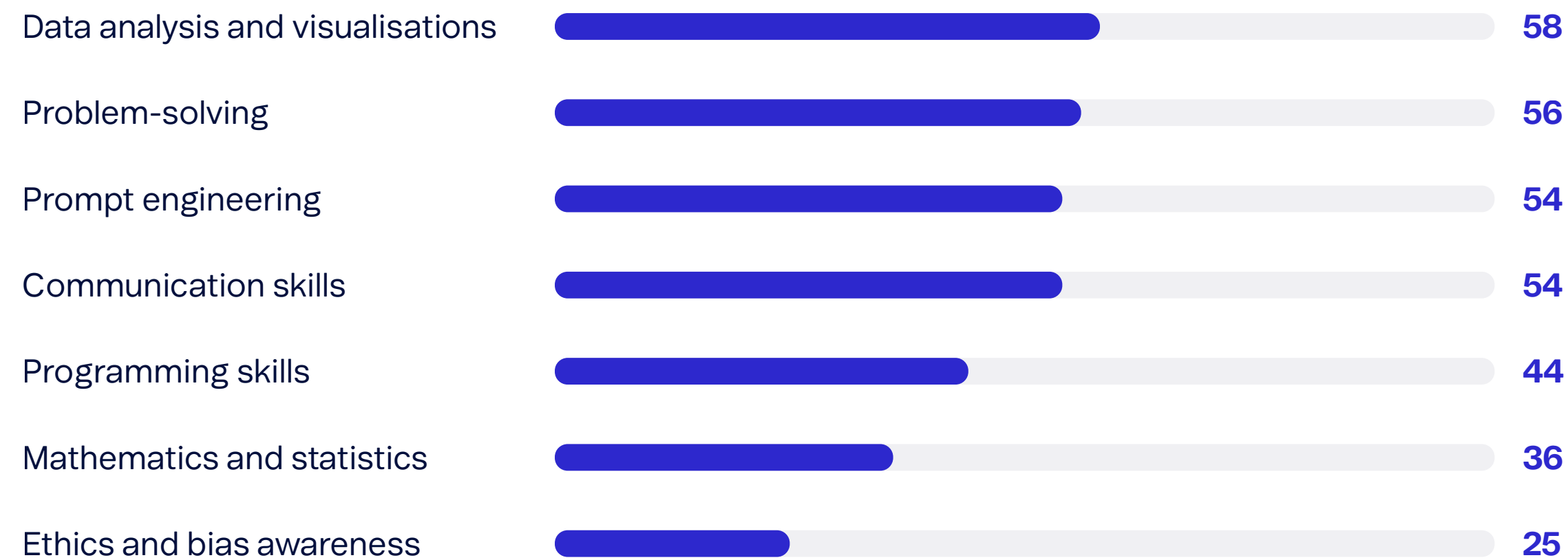
Skillsets where AI has helped

% who say AI tools have helped them most in the following skills



Skills needed for AI

% who think the following skills are needed to get the most out of AI



Source: Telenor Study 2025

Audience: 1,017 internet users aged 16-64

Evolving skillsets needed to thrive in the AI age

Across the board, Thai internet users increasingly recognise that maximising the benefits of AI requires both technical proficiency and more human-centric skills.

They are actively leveraging AI to augment their own skills and capabilities. Among the various competencies, AI has contributed most to data analysis and creative content generation.

Moving forward, to get the most out of AI, data analysis and visualisation emerge as the most critical competencies, closely followed by problem-solving, prompt engineering, and effective communication. These skills are seen as essential not only for interacting with AI tools, but also for interpreting their outputs and applying them meaningfully in everyday contexts.



Most are comfortable with the integration of AI into companies and institutions

Thai internet users have demonstrated a clear comfort and willingness to accept the use and integration of AI across various industries, particularly where it offers clear benefits and efficiency.

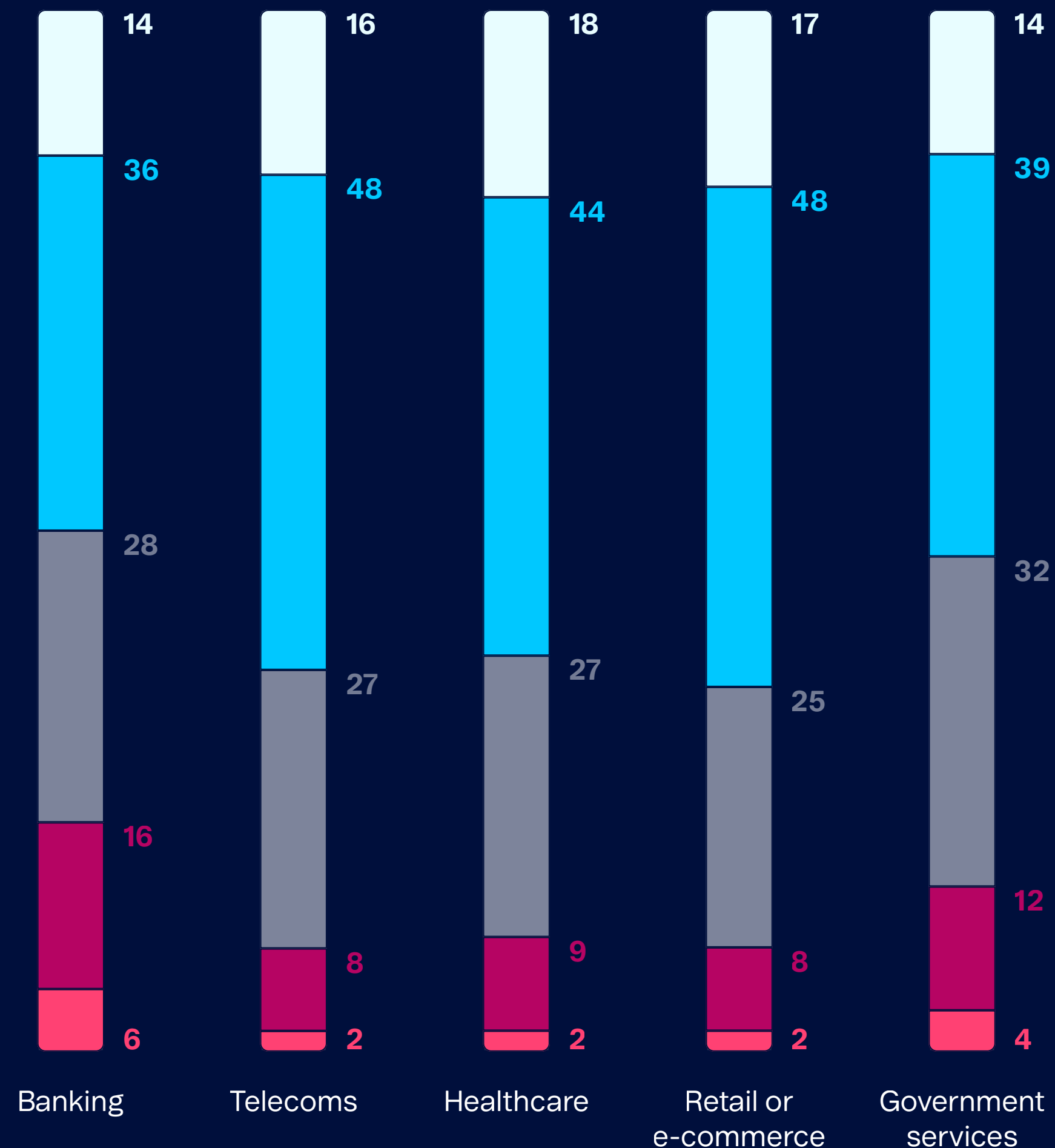
Over a third (35%) say they would be more inclined to use telecoms services that utilise user data to train AI models for better service. This reflects a pragmatic acceptance of data exchange for perceived value.

Millennials, in particular, are especially supportive of AI integration across various industries, especially telecoms. 7 in 10 feel comfortable with AI being used in the telecoms industry. They also stand out for being more favourable towards using services that leverage user data to train AI models, notably in telecoms and banking.

Industry comfortability with AI usage

% who feel comfortable with AI being used in the following industries

- Very comfortable
- Somewhat
- Unsure
- Not very
- Not at all



Source: Telenor Study 2025 • Audience: 1,017 internet users aged 16-64

Fairness in AI

% who would trust an organisation or institution to be fair if using AI in the following situations

● Not at all ● Not a lot ● Unsure ● Somewhat ● Very much

Image generation



Using facial recognition for security



Customer service



In education/grading student work



Assessing eligibility for financial products



Drafting contracts

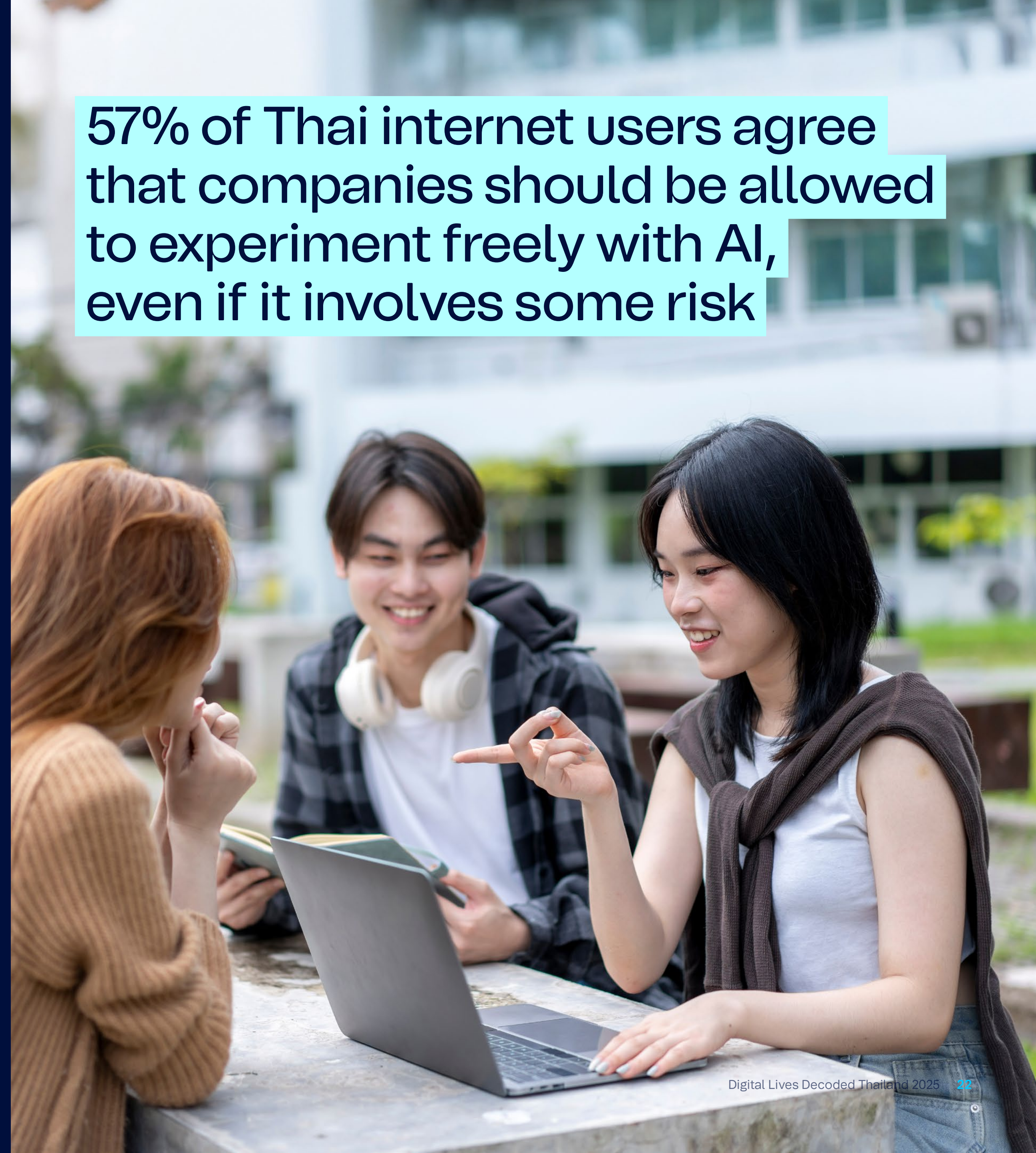


Choosing who to hire



Source: Telenor Study 2025 • Audience: 1,017 internet users aged 16-64

57% of Thai internet users agree that companies should be allowed to experiment freely with AI, even if it involves some risk



But human oversight and ethical considerations are key

Nonetheless, while Thai internet users generally express comfort with AI integration, they do have strong expectations for its ethical use – particularly emphasising the need for human oversight in sensitive applications.

This concern becomes especially clear when it comes to AI's role in critical, human-centric decisions such as hiring. Fewer than half believe it is fair for organisations to use AI in hiring processes, and nearly one in five consider it very unfair, underscoring the importance of maintaining human judgment in decisions that significantly impact lives. This concern is even more pronounced among women: 41% believe it is very unfair for organisations to use AI in hiring decisions, compared to just 32% of men. Women are also more likely than men to express discomfort with using AI to assess eligibility for financial products (60% vs. 51%), drafting contracts (55% vs. 49%), and generating images (78% vs. 71%), highlighting a broader trend of heightened caution among women.

Among those who view AI use as potentially unfair, the primary concern is the risk of errors – particularly the fear that AI could make mistakes. This concern is especially pronounced among women, with 61% citing it as a key issue.

Other major concerns include AI's inability to fully understand people or complex situations, and a strong belief that real people – not machines – should remain in charge. These views highlight a broader demand for human oversight and transparency, especially in sensitive or high-stakes applications. It also reflects a proactive stance toward informed decision-making, creating an opportunity for organisations to build trust through clear communication.

This sentiment is further reinforced by the fact that nearly 3 in 4 Thai internet users agree that companies should prioritise ethical considerations – even if it means slowing down innovation.

Reasons why AI is unfair

Among those who say a company using AI would prompt them to feel this wasn't fair, the % who gave the following reasons



Source: Telenor Study 2025 • **Audience:** 365 internet users aged 16-64 who say a company using AI would prompt them to feel this wasn't fair

37% of Thai internet users say that a company using AI would prompt them to feel this wasn't fair



6 in 10 Thai internet users trust themselves to govern the use of AI



Empowering the user: people still want to be in control

More than 3 in 4 (77%) Thai internet users are willing to share their personal data in exchange for better or free services. This openness is more prevalent among men, millennials, high-income earners and those who use AI daily.

However, this willingness comes with clear conditions. Transparency on how the data is used and the ability to opt out are critical factors for many users, showing that they are not blindly trusting – they want to be informed, empowered, and in charge of how their data is used.

This emphasis on control also becomes clear when we see the important role personal responsibility plays in upskilling and governing the use of AI. They place the greatest trust in themselves (61%) and not governments or service providers when it comes to governing AI use.

Similarly, 65% believe it is their personal responsibility to upskill in AI in their daily lives. Compared to peers in Malaysia and Bangladesh, Thai internet users are less likely to expect institutional support and more likely to take ownership of their AI journey. This belief in personal responsibility also increases with age, with 7 in 10 Gen X boomers believing they are responsible for upskilling themselves.

This is an interesting contrast to 2024's study, where those polled looked to institutions like the government (51%) and service providers (47%) to ensure their digital safety.

Whether this signals a broader cultural shift toward digital self-reliance or reflects the uniquely personal nature of AI's integration into daily life, one thing is clear: Thai internet users are not waiting to be led – they are choosing to lead.

Situations willing to share data

% who would be willing to share their data with AI systems in the following situations



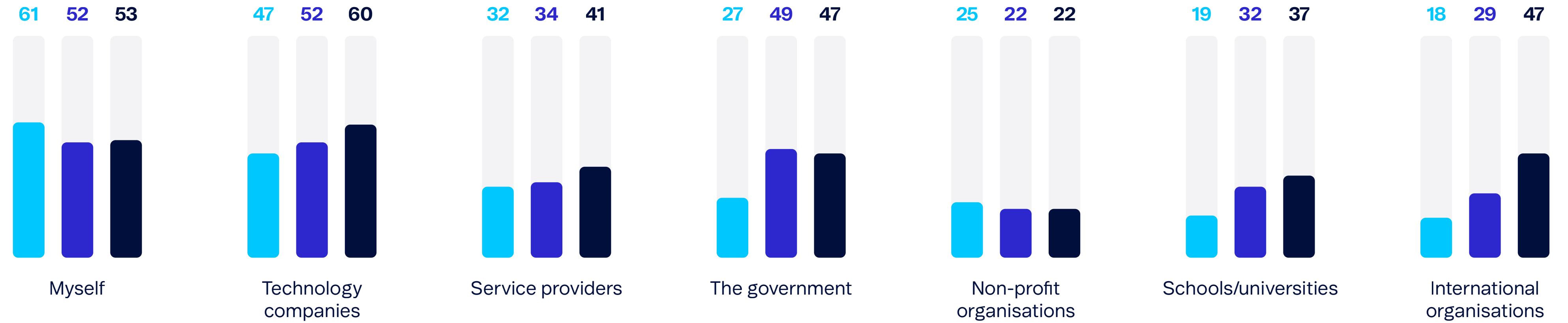
Source: Telenor Study 2025 • Audience: 1,017 internet users aged 16-64



Responsibility for AI safeguarding

% who trust the following to govern the use of AI

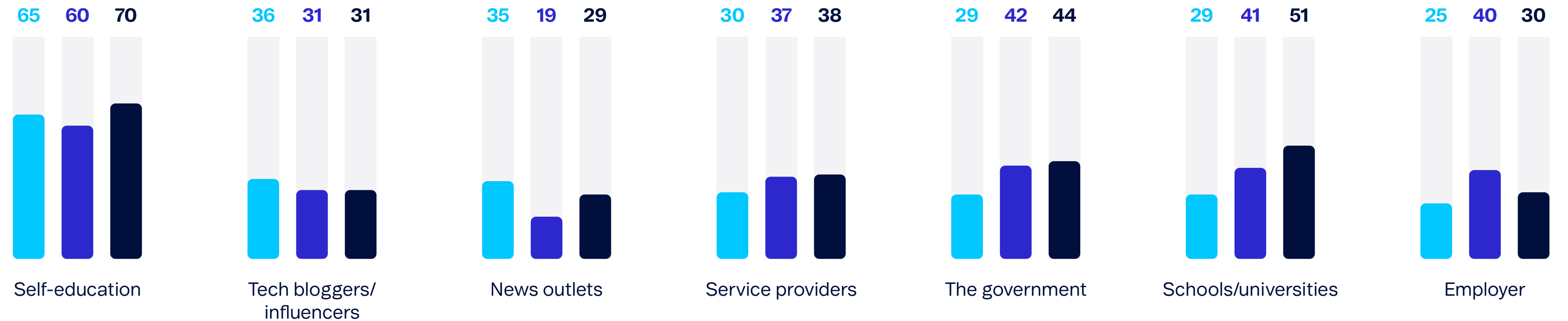
● Thailand ● Malaysia ● Bangladesh



Responsibility for AI upskilling

% who think the following should take responsibility for training and upskilling them to be able to better harness and apply AI in their daily life

● Thailand ● Malaysia ● Bangladesh



Source: Telenor Study 2025 • Audience: 3,047 internet users aged 16-64 (1,017 in Thailand, 1,004 in Malaysia and 1,026 in Bangladesh)

Conclusion

As AI becomes increasingly embedded in the digital lives of Thai internet users, our study reveals a society that is eager to embrace innovation, yet deeply aware of the need for safeguards, skills, and human oversight.

There is a growing public awareness of AI's presence and potential. Thai users are increasingly confident in using AI tools, yet they remain cautious about its implications. Concerns around over-reliance, fairness, transparency, and bias are not just theoretical – they are shaping how people interact with AI and what they expect from those who develop and deploy it.

Responsibility emerges as the defining theme. Thai internet users are not waiting for institutions to act. They are taking ownership of their AI literacy, with a majority believing that self-education is key to navigating this new era. At the same time, they demand that companies and governments uphold ethical standards, ensure human oversight, and provide transparency in how AI systems operate and make decisions.

This dual approach – personal responsibility paired with institutional accountability – is essential. It reflects a maturing digital society that values innovation but insists on safeguards. It also highlights the importance of equipping all users, especially younger generations and vulnerable groups, with the skills and knowledge to critically engage with AI.

As Thailand continues to embrace AI, the path forward must be guided by a commitment to responsible use – to balance innovation with inclusion, automation with empathy, and convenience with control. Empowering users with the right knowledge, skills, and safeguards will be key to ensuring that AI enhances – not erodes – the digital lives of Thai citizens. As AI continues to evolve, so too must our collective commitment to building a future that is not only smarter, but also safer and more human-centric.

Our commitment remains clear: to support a digital future that is not only smarter, but also safer and more responsible for all.

