Thailand's Cyber Wellness Index 2026

AIS TCWI | THAILAND CYBER WELLNESS INDEX



Executive Summary of the Thailand Cyber Wellness Index (TCWI)

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2026

The 2026 Thailand Cyber Wellness Index (TCWI) survey

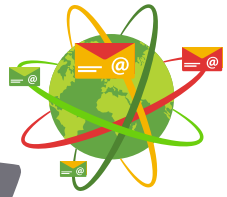
overall mean digital wellness index of

0.724

corresponding to the Basic level



Across the seven dimensions, Digital Literacy had the lowest mean score (0.653), followed by Digital Relationship (0.664), while Digital Use scored 0.720. These findings highlight a key distinction: using digital technology does not necessarily mean being digitally literate.



Digital Literacy had the lowest mean score

0.653

Across the seven dimensions

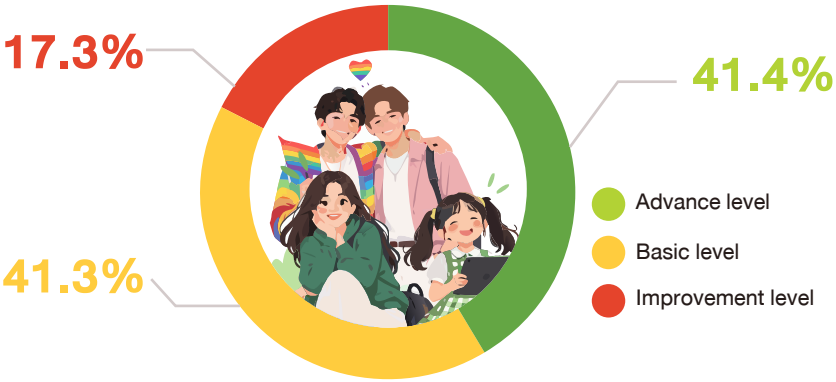


Digital Relationship **0.664**



Digital Use **0.720**

> **"using digital technology does not necessarily mean being digitally literate"**



Groups requiring particular attention include children aged 10–12, who recorded the lowest mean TCWI score (0.58) and the highest proportion at the Improvement level (34.34%). Above, highlighting differences in digital readiness across age groups.

Digital Usage Behavior

Respondents reported a mean Digital Behavior score of 3.68 out of 5, classified as High, whereas their knowledge, understanding, and behaviors relating to AI averaged 3.30 out of 5, classified as Moderate. This indicates that the central challenge in 2026 extends beyond access to and use of technology to encompass the quality of digital behaviors, critical thinking, and the informed use of AI.

Digital Behavior score of

3.68

out of 5,
classified as High



behaviors relating to AI averaged

3.30

out of 5,
classified as Moderate



Groups requiring particular attention



children aged 10–12
the lowest mean TCWI

0.58

and the highest proportion at the Improvement level

above 34.34%

They were followed by



aged **13–15**



aged **60 and above**

In addition, 20.7% of respondents reported having encountered at least one form of online scam. This finding suggests that future efforts to strengthen digital wellness should move beyond Digital Skills toward Digital Judgment, enabling people to use technology effectively, think critically, verify information, protect themselves, and act responsibly.



respondents reported having encountered

20.7%

at least one form of online scam

What Is Thailand's Cyber Wellness Index

The Thailand Cyber Wellness Index (TCWI) is an assessment tool designed to measure well-being in digital life. It covers knowledge, skills, digital literacy, and the ability to behave appropriately and safely in digital environments. Assessment results identify both strengths and areas for improvement, informing initiatives that help Thai people use technology knowledgeably, safely, and responsibly and become capable digital citizens.



Why Is the Thailand Cyber Wellness Index Important to Thailand?

As digital technologies and AI become integral to learning, work, communication, and everyday life, the ability to operate technology alone may no longer be sufficient. People also need digital awareness, risk assessment skills, sound judgment, and the ability to use technology safely and responsibly. TCWI provides insights into require targeted support. Government agencies, educational institutions, businesses, families, and wider society can use these findings to design digital skills initiatives tailored to actual needs and work together toward a safer, more sustainable digital society.

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What is TCWI

TCWI is a collaboration between AIS and King Mongkut's University of Technology Thonburi (KMUTT). AIS drives public awareness and applies assessment findings to advance digital skills among Thai people. The KMUTT research team, working with specialists in cybersecurity, technology, health, mass communication, education, and measurement and evaluation, has systematically developed the assessment instrument and research process. This work spans the conceptual framework, instrument design, data collection and analysis, and the synthesis and interpretation of index results.

In 2026, TCWI assessed seven dimensions of digital wellness

- Digital Use
- Digital Literacy
- Digital Communication & Collaboration
- Digital Identity & Rights
- Cyber Security & Safety
- Cyberbullying
- Digital Relationship

The assessment also incorporated Digital Behavior and knowledge, understanding, and behaviors relating to AI to provide a more comprehensive picture of digital lifestyles and challenges in the AI era.

The Thailand Cyber Wellness Index (TCWI) reports results in two formats: an index ranging from 0 to 1, with higher values indicating greater digital wellness, and three digital wellness levels to facilitate understanding and practical application of the findings



Advance – Advanced Digital Wellness:

Individuals at this level demonstrate the knowledge, skills, and behaviors needed to use digital technologies appropriately, safely, and creatively. They can think critically, recognize online information risks and cyber threats, protect themselves, respect others' rights, and share sound digital practices with people around them.

Basic – Basic Digital Wellness:

Individuals at this level possess the fundamental knowledge and skills required to use digital technologies appropriately and safely in daily life. However, some areas require further development to help them respond more effectively to risks, complex information, and technological change.

Improvement – Digital Wellness Requiring

Individuals at this level face certain limitations in the knowledge, skills, or behaviors needed to use digital technologies, which may increase their exposure to online risks. They would benefit from support in digital knowledge, literacy, and appropriate self-protection skills.

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In 2026, the Thailand Cyber Wellness Index (TCWI) assessed digital wellness across seven key dimensions

covering digital use, literacy, safety, behaviors, and relationships in online environments.



Digital Literacy

The ability to search for, evaluate, analyze, manage, and create digital information or content using critical judgment.



Digital Communication & Collaboration

The ability to communicate, share information, and collaborate with others through digital channels appropriately and responsibly.



Cyber Security & Safety

The ability to protect information, devices, and oneself from threats and to respond effectively to cybersecurity risks.



Cyberbullying

The ability to prevent and respond to cyberbullying and avoid online behaviors that harm, threaten, or harass others.



Digital Use

The ability to use technology appropriately and in a balanced manner without adversely affecting health or everyday life.

Digital Identity & Rights

An understanding of how to manage one's digital identity, rights, freedoms, and privacy while respecting the rights of others online.



Digital Relationship

The ability to establish and maintain healthy online relationships through empathy, respect for others, and awareness of the consequences of digital behavior.

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Findings of the Thailand Cyber Wellness Index (TCWI) 2026

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The 2026 TCWI survey collected data from

77,492 people

respondents across seven regions

77 provinces

The overall mean digital wellness index was

0.724 corresponding to the Basic level.

Distribution of Digital Wellness Levels Among Respondents

Advanced level	41.4%
Basic level	41.3%
Improvement level	17.3%

Most respondents were classified at the Basic level or above. Nevertheless, 17.3% remained at the Improvement level, underscoring the ongoing need to strengthen digital knowledge, skills, and safe, informed digital practices.

New Dimensions Reflecting Digital Life in 2026

Digital Behavior

3.68/5

High

AI

3.30/5

Moderate

Taken together, these results indicate that strengthening digital wellness today requires more than assessing whether people can use technology. Equal attention should be given to actual usage behaviors, critical thinking, and informed AI use.

Seven Dimensions of Digital Wellness

Digital Use	0.720	Advance
Digital Literacy	0.653	Basic
Digital Communication & Collaboration	0.765	Basic
Digital Identity & Rights	0.797	Basic
Cyber Security & Safety	0.746	Basic
Cyberbullying	0.819	Advance
Digital Relationship	0.664	Basic

The assessment of the seven dimensions found that two were classified at the Advance level—Digital Use and Cyberbullying—while the other five were at the Basic level. None was classified at the Improvement level. Nevertheless, Digital Literacy and Digital Relationship recorded relatively low scores compared with the other dimensions and remain important areas for further development.

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Digital Wellness Levels by Age Group

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The findings reveal clear differences in digital wellness across age groups. Respondents aged 23–29 had the highest mean TCWI score (0.85), whereas children aged 10–12 had the lowest (0.58), with 34.34% classified at the Improvement level.

Age Group 10–12 years	Age Group 13–15 years	Age Group 16–18 years	Age Group 19–22 years	Age Group 23–29 years	Age Group 30–39 years	Age Group 40–49 years	Age Group 50–59 years	Age Group 60 years and above
Basic	Basic	Basic	Basic	Basic	Basic	Basic	Basic	Basic
0.58	0.63	0.71	0.75	0.85	0.84	0.82	0.78	0.64
34.34%	27.01%	18.17%	15.41%	5.99%	6.03%	6.14%	8.72%	26.48%
51.06%	49.84%	41.79%	38.65%	26.53%	29.31%	36.59%	43.90%	47.31%
14.61%	23.15%	40.04%	45.94%	67.48%	64.66%	57.27%	47.39%	26.21%



Digital wellness tends to increase from childhood into early adulthood before gradually declining among older age groups.

Priority groups include children aged 10–12 and 13–15, as well as adults aged 60 and above, who generally recorded lower TCWI scores and relatively high proportions at the Improvement level. Respondents aged 23–39 demonstrated stronger digital wellness than other age groups.

> **"Children and older adults are the age groups most in need of digital wellness development."**

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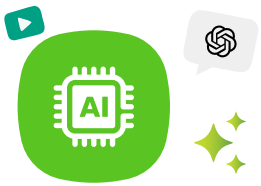
Digital Wellness Levels by Age Group

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An age-specific analysis shows that each group has distinct strengths and areas for development. In particular, children aged 10–15 and adults aged 60 and above recorded clearly lower TCWI scores and scores in certain dimensions than other age groups.

Age	TCWI	Digital Use	Digital Literacy	Digital Communication & Collaboration	Digital Identity & Rights	Cyber Security & Safety	Cyberbullying	Digital Relationship
10–12 years	Basic (0.58)	Basic (0.64)	Basic (0.49)	Improvement (0.61)	Basic (0.68)	Basic (0.58)	Advance (0.82)	Basic (0.54)
13–15 years	Basic (0.63)	Basic (0.63)	Basic (0.55)	Improvement (0.68)	Basic (0.72)	Basic (0.63)	Advance (0.76)	Basic (0.58)
16–18 years	Basic (0.71)	Basic (0.68)	Basic (0.65)	Basic (0.76)	Basic (0.78)	Basic (0.73)	Advance (0.75)	Basic (0.66)
19–22 years	Basic (0.75)	Basic (0.68)	Basic (0.69)	Basic (0.78)	Basic (0.81)	Basic (0.78)	Advance (0.75)	Basic (0.69)
23–29 years	Basic (0.85)	Advance (0.78)	Basic (0.80)	Basic (0.89)	Basic (0.90)	Advance (0.88)	Advance (0.83)	Advance (0.78)
30–39 years	Basic (0.84)	Advance (0.81)	Basic (0.77)	Basic (0.88)	Basic (0.90)	Advance (0.87)	Advance (0.89)	Advance (0.77)
40–49 years	Basic (0.82)	Advance (0.83)	Basic (0.75)	Basic (0.86)	Basic (0.89)	Advance (0.86)	Advance (0.92)	Basic (0.74)
50–59 years	Basic (0.78)	Advance (0.83)	Basic (0.69)	Basic (0.82)	Basic (0.86)	Advance (0.83)	Advance (0.93)	Basic (0.70)
60 years and above	Basic (0.64)	Advance (0.80)	Basic (0.52)	Improvement (0.65)	Basic (0.73)	Basic (0.69)	Advance (0.90)	Basic (0.59)

Digital wellness patterns differ considerably by age. Children **aged 10–15 and adults aged 60 and above** require improvement in **Digital Communication & Collaboration**, while **Digital Literacy** remains at the Basic level across all age groups. By contrast, **Cyberbullying** is at the Advance level in every age group, and adults aged 23–39 demonstrate stronger readiness in several dimensions.



Digital Behavior and AI by Age Group

Digital Behavior scores generally rise from childhood, remain high among adults aged 23–49, and then decline in older age groups. AI scores were highest among those aged 23–29 (3.61/5) and lowest among those aged 60 and above **(2.53/5)**.



“Children and older adults continue to face gaps in digital communication and digital literacy.”

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Digital Wellness Levels by Occupation

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Civil servants and individuals working in government agencies recorded the highest mean TCWI score (0.89), corresponding to the Advance level. Most other occupational groups were classified Unemployed respondents (0.64) and school and university students (0.67) had lower mean scores.

Civil Servants / Government Employees
0.89
Advance

Private-Sector Employees
0.82
Basic

Freelancers
0.80
Basic

State Enterprise Employees
0.80
Basic

Retired Civil Servants / Retirees
0.79
Basic

Traders / Business Owners
0.78
Basic

Farmers
0.70
Basic



General Laborers
0.70
Basic

Other Occupations
0.68
Basic

School and University Students
0.67
Basic

Unemployed
0.64
Basic



Digital wellness varies considerably by occupation. Civil servants recorded the highest mean TCWI score, with 76.25% at the Advance level. In contrast, **unemployed respondents and school and university students** had relatively low TCWI scores and higher proportions at the Improvement level, indicating a particular need for programs to strengthen their digital knowledge, skills, and literacy.

> **Digital readiness varies across occupational groups, with unemployed individuals and students facing notable gaps that require targeted development.**

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Digital Wellness Levels by Occupation

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Occupation	TCWI	Digital Use	Digital Literacy	Digital Communication & Collaboration	Digital Identity & Rights	Cyber Security & Safety	Cyberbullying	Digital Relationship
Farmers	Basic (0.70)	Advance (0.83)	Basic (0.57)	Improvement (0.73)	Basic (0.80)	Basic (0.75)	Advance (0.87)	Basic (0.64)
Retired Civil Servants / Retirees	Basic (0.79)	Advance (0.79)	Basic (0.71)	Basic (0.82)	Basic (0.86)	Advance (0.83)	Advance (0.90)	Basic (0.72)
Traders / Business Owners	Basic (0.78)	Advance (0.83)	Basic (0.68)	Basic (0.82)	Basic (0.86)	Advance (0.83)	Advance (0.90)	Basic (0.72)
School and University Students	Basic (0.67)	Basic (0.66)	Basic (0.59)	Improvement (0.71)	Basic (0.75)	Basic (0.68)	Advance (0.78)	Basic (0.62)
Freelancers	Basic (0.80)	Advance (0.77)	Basic (0.72)	Basic (0.83)	Basic (0.86)	Advance (0.84)	Advance (0.85)	Basic (0.74)
Private-Sector Employees	Basic (0.82)	Advance (0.81)	Basic (0.74)	Basic (0.87)	Basic (0.88)	Advance (0.88)	Advance (0.90)	Advance (0.75)
State Enterprise Employees	Basic (0.80)	Advance (0.82)	Basic (0.77)	Basic (0.83)	Basic (0.85)	Advance (0.84)	Advance (0.84)	Basic (0.71)
General Laborers	Basic (0.70)	Advance (0.79)	Basic (0.59)	Improvement (0.73)	Basic (0.79)	Basic (0.75)	Advance (0.83)	Basic (0.65)
Civil Servants / Government Employees	Advance (0.89)	Advance (0.80)	Basic (0.87)	Advance (0.94)	Basic (0.93)	Advance (0.91)	Advance (0.90)	Advance (0.80)
Unemployed	Basic (0.64)	Basic (0.68)	Basic (0.55)	Improvement (0.66)	Basic (0.71)	Basic (0.67)	Advance (0.75)	Basic (0.60)
Other Occupations	Basic (0.68)	Advance (0.72)	Basic (0.60)	Improvement (0.72)	Basic (0.75)	Basic (0.71)	Advance (0.77)	Basic (0.63)

Digital Literacy remained at the Basic level across all occupational groups, while Cyberbullying was at the Advance level in every group. A higher score in the Cyberbullying dimension indicates better digital wellness and a stronger ability to prevent and respond to cyberbullying.

School and university students, unemployed respondents, farmers, general laborers, and respondents in other occupations were at the Improvement level in Digital Communication & Collaboration (F3). **Civil servants** demonstrated strong readiness in several dimensions and were the only occupational group with an overall TCWI score at the **Advance level (0.89).**

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Digital Wellness Levels by Region

All regions recorded overall digital wellness at the Basic level, with mean TCWI scores ranging from 0.69 to 0.74, indicating relatively modest regional differences.

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Northern Region
0.69
Basic



Northeastern Region
0.71
Basic



Central Region
0.73
Basic



Bangkok Metropolitan Area and Vicinity
0.74
Basic



Eastern Region
0.72
Basic



Western Region
0.72
Basic



Southern Region
0.74
Basic

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Digital Wellness Levels by Province

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Regional scores were broadly comparable. The Northern region had the lowest mean score (0.69) and the highest proportion at the Improvement level (21.25%). In contrast, the Southern region and Bangkok Metropolitan Area and Vicinity shared the highest mean score (0.74).

Region / Province	TCWI	Digital Use	Digital Literacy	Digital Communication & Collaboration	Digital Identity & Rights	Cyber Security & Safety	Cyberbullying	Digital Relationship
Bangkok Metropolitan Area and Vicinity	**Basic (0.74)**	**Advance (0.72)**	**Basic (0.66)**	**Basic (0.78)**	**Basic (0.81)**	**Basic (0.76)**	**Advance (0.84)**	**Basic (0.68)**
Bangkok	Basic (0.75)	Advance (0.69)	Basic (0.68)	Basic (0.79)	Basic (0.81)	Basic (0.78)	Advance (0.81)	Basic (0.70)
Nakhon Pathom	Basic (0.69)	Advance (0.69)	Basic (0.60)	Improvement (0.74)	Basic (0.77)	Basic (0.69)	Advance (0.82)	Basic (0.63)
Nonthaburi	Basic (0.77)	Advance (0.74)	Basic (0.69)	Basic (0.80)	Basic (0.84)	Advance (0.80)	Advance (0.87)	Basic (0.71)
Pathum Thani	Basic (0.74)	Advance (0.76)	Basic (0.66)	Basic (0.78)	Basic (0.81)	Basic (0.77)	Advance (0.87)	Basic (0.68)
Samut Prakan	Basic (0.72)	Advance (0.71)	Basic (0.64)	Basic (0.76)	Basic (0.80)	Basic (0.75)	Advance (0.83)	Basic (0.67)
Samut Sakhon	Basic (0.81)	Advance (0.77)	Basic (0.75)	Basic (0.88)	Basic (0.88)	Advance (0.83)	Advance (0.81)	Basic (0.74)
Northern Region	**Basic (0.69)**	**Advance (0.73)**	**Basic (0.62)**	**Improvement (0.73)**	**Basic (0.77)**	**Basic (0.71)**	**Advance (0.82)**	**Basic (0.63)**
Chiang Rai	Basic (0.65)	Basic (0.65)	Basic (0.58)	Improvement (0.69)	Basic (0.73)	Basic (0.66)	Advance (0.84)	Basic (0.60)
Chiang Mai	Basic (0.71)	Advance (0.72)	Basic (0.64)	Basic (0.75)	Basic (0.78)	Basic (0.72)	Advance (0.81)	Basic (0.65)
Nan	Basic (0.72)	Advance (0.74)	Basic (0.63)	Basic (0.75)	Basic (0.81)	Basic (0.75)	Advance (0.86)	Basic (0.64)
Phayao	Basic (0.74)	Advance (0.84)	Basic (0.65)	Basic (0.77)	Basic (0.82)	Advance (0.79)	Advance (0.87)	Basic (0.68)
Phrae	Basic (0.75)	Advance (0.77)	Basic (0.68)	Basic (0.78)	Basic (0.82)	Advance (0.80)	Advance (0.85)	Basic (0.69)

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Digital Wellness Levels by Province

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Mae Hong Son	Basic (0.64)	Advance (0.76)	Basic (0.58)	Improvement (0.68)	Basic (0.74)	Basic (0.64)	Advance (0.80)	Basic (0.58)
Lampang	Basic (0.73)	Advance (0.71)	Basic (0.64)	Basic (0.76)	Basic (0.80)	Basic (0.75)	Advance (0.84)	Basic (0.68)
Lamphun	Basic (0.69)	Advance (0.71)	Basic (0.61)	Improvement (0.74)	Basic (0.77)	Basic (0.71)	Advance (0.83)	Basic (0.62)
Uttaradit	Basic (0.66)	Advance (0.72)	Basic (0.60)	Improvement (0.69)	Basic (0.71)	Basic (0.69)	Advance (0.71)	Basic (0.60)
Northeastern Region	**Basic (0.71)**	**Basic (0.68)**	**Basic (0.65)**	**Basic (0.76)**	**Basic (0.78)**	**Basic (0.73)**	**Advance (0.80)**	**Basic (0.65)**
Kalasin	Basic (0.73)	Basic (0.68)	Basic (0.66)	Basic (0.77)	Basic (0.79)	Basic (0.75)	Advance (0.83)	Basic (0.67)
Khon Kaen	Basic (0.74)	Advance (0.71)	Basic (0.68)	Basic (0.78)	Basic (0.80)	Basic (0.77)	Advance (0.78)	Basic (0.69)
Chaiyaphum	Basic (0.72)	Advance (0.69)	Basic (0.69)	Basic (0.77)	Basic (0.78)	Basic (0.74)	Advance (0.73)	Basic (0.64)
Nakhon Phanom	Basic (0.74)	Advance (0.70)	Basic (0.67)	Basic (0.79)	Basic (0.81)	Basic (0.75)	Advance (0.85)	Basic (0.68)
Nakhon Ratchasima	Basic (0.70)	Advance (0.69)	Basic (0.63)	Improvement (0.74)	Basic (0.76)	Basic (0.72)	Advance (0.78)	Basic (0.63)
Bueng Kan	Basic (0.73)	Advance (0.76)	Basic (0.67)	Basic (0.76)	Basic (0.80)	Basic (0.76)	Advance (0.80)	Basic (0.68)
Buri Ram	Basic (0.75)	Advance (0.73)	Basic (0.69)	Basic (0.79)	Basic (0.83)	Basic (0.77)	Advance (0.85)	Basic (0.69)
Maha Sarakham	Basic (0.67)	Basic (0.66)	Basic (0.61)	Improvement (0.74)	Basic (0.76)	Basic (0.68)	Advance (0.80)	Basic (0.60)

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Mukdahan	Basic (0.67)	Basic (0.65)	Basic (0.61)	Improvement (0.73)	Basic (0.71)	Basic (0.69)	Advance (0.78)	Basic (0.62)
Yasothon	Basic (0.68)	Basic (0.64)	Basic (0.63)	Improvement (0.73)	Basic (0.73)	Basic (0.68)	Advance (0.73)	Basic (0.63)
Roi Et	Basic (0.73)	Advance (0.69)	Basic (0.64)	Basic (0.75)	Basic (0.80)	Basic (0.77)	Advance (0.79)	Basic (0.68)
Loei	Basic (0.71)	Advance (0.72)	Basic (0.65)	Basic (0.75)	Basic (0.79)	Basic (0.74)	Advance (0.79)	Basic (0.66)
Si Sa Ket	Basic (0.69)	Basic (0.68)	Basic (0.65)	Improvement (0.73)	Basic (0.74)	Basic (0.72)	Advance (0.79)	Basic (0.62)
Sakon Nakhon	Basic (0.69)	Basic (0.66)	Basic (0.62)	Improvement (0.73)	Basic (0.75)	Basic (0.70)	Advance (0.83)	Basic (0.64)
Surin	Basic (0.72)	Advance (0.71)	Basic (0.66)	Basic (0.76)	Basic (0.79)	Basic (0.73)	Advance (0.80)	Basic (0.66)
Nong Khai	Basic (0.76)	Advance (0.69)	Basic (0.71)	Basic (0.79)	Basic (0.82)	Basic (0.78)	Advance (0.77)	Basic (0.69)
Nong Bua Lam Phu	Basic (0.65)	Basic (0.59)	Basic (0.61)	Improvement (0.71)	Basic (0.72)	Basic (0.65)	Advance (0.80)	Basic (0.58)
Amnat Charoen	Basic (0.72)	Basic (0.67)	Basic (0.66)	Basic (0.78)	Basic (0.79)	Basic (0.76)	Advance (0.81)	Basic (0.65)
Udon Thani	Basic (0.75)	Advance (0.69)	Basic (0.69)	Basic (0.81)	Basic (0.81)	Basic (0.78)	Advance (0.82)	Basic (0.69)
Ubon Ratchathani	Basic (0.74)	Advance (0.69)	Basic (0.67)	Basic (0.79)	Basic (0.81)	Basic (0.77)	Advance (0.81)	Basic (0.68)

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Central Region	**Basic (0.73)**	**Advance (0.72)**	**Basic (0.66)**	**Basic (0.78)**	**Basic (0.81)**	**Basic (0.75)**	**Advance (0.82)**	**Basic (0.67)**
Kamphaeng Phet	Basic (0.70)	Advance (0.72)	Basic (0.63)	Improvement (0.74)	Basic (0.79)	Basic (0.70)	Advance (0.83)	Basic (0.64)
Chai Nat	Basic (0.74)	Advance (0.72)	Basic (0.67)	Basic (0.78)	Basic (0.81)	Basic (0.76)	Advance (0.78)	Basic (0.67)
Nakhon Nayok	Basic (0.70)	Basic (0.67)	Basic (0.65)	Improvement (0.73)	Basic (0.76)	Basic (0.70)	Advance (0.81)	Basic (0.65)
Nakhon Sawan	Basic (0.73)	Advance (0.70)	Basic (0.67)	Basic (0.78)	Basic (0.80)	Basic (0.75)	Advance (0.81)	Basic (0.67)
Phra Nakhon Si Ayutthaya	Basic (0.73)	Advance (0.73)	Basic (0.63)	Basic (0.78)	Basic (0.82)	Basic (0.76)	Advance (0.87)	Basic (0.67)
Phichit	Basic (0.73)	Basic (0.68)	Basic (0.68)	Basic (0.77)	Basic (0.79)	Basic (0.75)	Advance (0.78)	Basic (0.66)
Phitsanulok	Basic (0.76)	Advance (0.72)	Basic (0.69)	Basic (0.80)	Basic (0.83)	Basic (0.78)	Advance (0.84)	Basic (0.69)
Phetchabun	Basic (0.73)	Advance (0.70)	Basic (0.67)	Basic (0.77)	Basic (0.80)	Basic (0.74)	Advance (0.77)	Basic (0.67)
Lop Buri	Basic (0.74)	Advance (0.75)	Basic (0.65)	Basic (0.78)	Basic (0.82)	Basic (0.77)	Advance (0.86)	Basic (0.69)
Samut Songkhram	Basic (0.80)	Advance (0.74)	Basic (0.74)	Basic (0.86)	Basic (0.87)	Advance (0.82)	Advance (0.83)	Basic (0.71)
Saraburi	Basic (0.78)	Advance (0.78)	Basic (0.69)	Basic (0.83)	Basic (0.88)	Advance (0.81)	Advance (0.90)	Basic (0.72)
Sing Buri	Basic (0.72)	Advance (0.71)	Basic (0.67)	Improvement (0.74)	Basic (0.80)	Basic (0.73)	Advance (0.82)	Basic (0.65)
Sukhothai	Basic (0.77)	Advance (0.75)	Basic (0.72)	Basic (0.81)	Basic (0.83)	Advance (0.79)	Advance (0.81)	Basic (0.69)
Suphan Buri	Basic (0.75)	Advance (0.73)	Basic (0.65)	Basic (0.80)	Basic (0.83)	Basic (0.77)	Advance (0.84)	Basic (0.69)

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Ang Thong	Basic (0.75)	Advance (0.76)	Basic (0.67)	Basic (0.80)	Basic (0.84)	Basic (0.76)	Advance (0.86)	Basic (0.70)
Uthai Thani	Basic (0.69)	Advance (0.71)	Basic (0.62)	Improvement (0.72)	Basic (0.77)	Basic (0.71)	Advance (0.79)	Basic (0.63)
Southern Region	**Basic (0.74)**	**Advance (0.75)**	**Basic (0.66)**	**Basic (0.78)**	**Basic (0.81)**	**Basic (0.76)**	**Advance (0.82)**	**Basic (0.68)**
Krabi	Basic (0.74)	Advance (0.73)	Basic (0.68)	Basic (0.76)	Basic (0.82)	Basic (0.76)	Advance (0.82)	Basic (0.68)
Chumphon	Basic (0.75)	Advance (0.77)	Basic (0.70)	Basic (0.80)	Basic (0.82)	Basic (0.78)	Advance (0.84)	Basic (0.68)
Trang	Basic (0.80)	Advance (0.84)	Basic (0.72)	Basic (0.85)	Basic (0.87)	Advance (0.81)	Advance (0.88)	Basic (0.73)
Nakhon Si Thammarat	Basic (0.73)	Advance (0.76)	Basic (0.65)	Basic (0.77)	Basic (0.81)	Basic (0.75)	Advance (0.84)	Basic (0.67)
Narathiwat	Basic (0.69)	Advance (0.71)	Basic (0.64)	Improvement (0.72)	Basic (0.73)	Basic (0.72)	Advance (0.79)	Basic (0.63)
Pattani	Basic (0.70)	Advance (0.73)	Basic (0.62)	Improvement (0.74)	Basic (0.77)	Basic (0.74)	Advance (0.81)	Basic (0.65)
Phang Nga	Basic (0.70)	Basic (0.66)	Basic (0.64)	Basic (0.75)	Basic (0.75)	Basic (0.72)	Advance (0.73)	Basic (0.63)
Phatthalung	Basic (0.77)	Advance (0.77)	Basic (0.70)	Basic (0.81)	Basic (0.84)	Advance (0.80)	Advance (0.81)	Basic (0.69)
Phuket	Basic (0.69)	Advance (0.71)	Basic (0.62)	Improvement (0.74)	Basic(0.75)	Basic (0.73)	Advance (0.79)	Basic (0.64)
Yala	Basic (0.78)	Advance (0.74)	Basic (0.72)	Basic (0.83)	Basic (0.85)	Advance (0.82)	Advance (0.84)	Basic (0.69)
Ranong	Basic (0.72)	Advance (0.71)	Basic (0.63)	Basic (0.76)	Basic (0.79)	Basic (0.74)	Advance (0.78)	Basic (0.67)

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Songkhla	Basic (0.79)	Advance (0.72)	Basic (0.70)	Basic (0.82)	Basic (0.86)	Advance (0.84)	Advance (0.85)	Basic (0.72)
Satun	Basic (0.76)	Advance (0.78)	Basic (0.68)	Basic (0.82)	Basic (0.85)	Basic (0.78)	Advance (0.87)	Basic (0.69)
Surat Thani	Basic (0.74)	Advance (0.74)	Basic (0.67)	Basic (0.78)	Basic (0.82)	Basic (0.77)	Advance (0.82)	Basic (0.68)
Eastern Region	**Basic (0.72)**	**Advance (0.73)**	**Basic (0.64)**	**Basic (0.77)**	**Basic (0.80)**	**Basic (0.74)**	**Advance (0.83)**	**Basic (0.66)**
Chanthaburi	Basic (0.72)	Advance (0.74)	Basic (0.64)	Basic (0.77)	Basic (0.80)	Basic (0.73)	Advance (0.85)	Basic (0.65)
Chachoengsao	Basic (0.74)	Advance (0.76)	Basic (0.64)	Basic (0.80)	Basic (0.83)	Basic (0.78)	Advance (0.90)	Basic (0.67)
Chon Buri	Basic (0.76)	Advance (0.74)	Basic (0.67)	Basic (0.79)	Basic (0.84)	Advance (0.80)	Advance (0.87)	Basic (0.70)
Trat	Basic(0.66)	Advance (0.69)	Basic (0.60)	Improvement (0.72)	Basic (0.73)	Basic (0.68)	Advance (0.73)	Basic (0.61)
Prachin Buri	Basic (0.69)	Advance (0.70)	Basic (0.62)	Improvement (0.71)	Basic (0.76)	Basic (0.72)	Advance (0.77)	Basic (0.64)
Rayong	Basic (0.73)	Advance (0.77)	Basic (0.63)	Basic (0.77)	Basic (0.81)	Basic (0.74)	Advance (0.87)	Basic (0.67)
Sa Kaeo	Basic (0.72)	Advance (0.70)	Basic (0.65)	Basic (0.78)	Basic (0.79)	Basic (0.73)	Advance (0.81)	Basic (0.67)
Western Region	**Basic (0.72)**	**Advance (0.75)**	**Basic (0.64)**	**Basic (0.75)**	**Basic (0.79)**	**Basic (0.74)**	**Advance (0.82)**	**Basic (0.67)**
Kanchanaburi	Basic (0.73)	Advance (0.75)	Basic (0.65)	Basic (0.78)	Basic (0.80)	Basic (0.75)	Advance (0.83)	Basic (0.69)
Tak	Basic (0.73)	Advance (0.78)	Basic (0.66)	Basic (0.75)	Basic (0.82)	Basic (0.75)	Advance (0.85)	Basic (0.69)
Prachuap Khiri Khan	Basic (0.69)	Advance (0.73)	Basic (0.62)	Improvement (0.72)	Basic (0.77)	Basic (0.70)	Advance (0.80)	Basic (0.64)
Phetchaburi	Basic (0.75)	Advance (0.73)	Basic (0.67)	Basic (0.77)	Basic (0.83)	Basic (0.78)	Advance (0.82)	Basic (0.71)
Ratchaburi	Basic (0.74)	Advance (0.76)	Basic (0.67)	Basic (0.78)	Basic (0.80)	Basic (0.76)	Advance (0.81)	Basic (0.69)

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Digital Behavior

Among Thai Respondents

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The study found that respondents had a mean Digital Behavior score of 3.68 out of 5, classified as High. This suggests that, overall, their digital usage behaviors are generally appropriate; however, a closer examination by age group reveals substantial differences.

Respondents aged 23–29 had the highest Digital Behavior score (4.06), while children aged 10–12 scored the lowest (3.14). Adults aged 60 and above scored 3.29. These findings indicate that children and older adults still need support to develop appropriate digital habits.

Overall digital behavior

3.68/5

High



> **Thai people are demonstrating increasingly appropriate digital usage behaviors.**

Interesting Across Age Groups



Highest: **ages 23–29**

4.06



Lowest: **ages 10–12**

3.14



Ages 60 and above

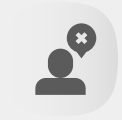
3.29

By learning experience



Attended the Aunjai Cyber course

3.85



Not attended the course

3.65

Key Message

> **Knowledge alone is insufficient; people must demonstrate stronger digital wellness through appropriate behavior in everyday life.**



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Read More

How Ready Are Thai People for the World of AI?

AI Literacy & Behavior

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How ready are Thai people for AI? Overall AI knowledge, understanding, and behavior: 3.30/5 (Moderate).

AI Literacy & Behavior

3.30/5

Moderate



“Thai People Still Have Significant Room to Improve Their AI Readiness”

As AI becomes increasingly integrated into education, work, and everyday life, the study found that respondents' knowledge, understanding, and behaviors relating to AI averaged 3.30 out of 5, classified as Moderate. This suggests substantial opportunities to strengthen AI readiness among Thai people.

By age, respondents aged 23–29 recorded the highest AI score (3.61), while adults aged 60 and above had the lowest (2.53); children aged 10–12 scored 3.01. These findings demonstrate an age-related gap in AI readiness.

From Knowing How to Use AI to Using AI Critically, Verifying Its Outputs, and Acting Responsibly

Key Message

“Using AI effectively requires critical awareness, verification, and responsible use.”

Interesting Across Age Groups

Highest: **ages 23–29**

3.61



Ages 10–12

3.01



Lowest: **ages 60 and above**

2.53

By learning experience

Attended the Aunjai Cyber course

3.58

Not attended the course

3.24

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Read the abstract and findings of the Thailand study
via the original link (registration required).

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