



# Thailand Cyber Wellness Index (TCWI) by AIS



# WHAT IS

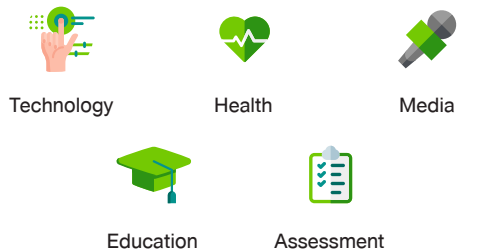
## THAILAND CYBER WELLNESS INDEX?



We are familiar with the concept of measuring Intelligence Quotient (IQ), or Emotional Quotient (EQ) which are indicators of our abilities in various fields, so that we can see where we need to improve, or what skills we are lacking which require further development. Today, Thailand will gain another measure of skills in cyberspace for the first time, Thailand Cyber Wellness Index

This Index measures digital wellness as confirmation indicating Thai people's abilities to use digital tech correctly. It is also an index which provides proposals for improving Thai people's knowledge and awareness in the cyber realm, so that they can become better digital citizens.

Thailand Cyber Wellness Index rests on a basis of extensive research achieving the highest accuracy. AIS has been able to collaborate with government-funded bodies such as King Mongkut's University of Technology Thonburi (KMUTT) alongside cyber-security experts focussed on tech end use cases such as technology itself, the media, education, and benchmarking/assessment. Thus evolved the design of educational concepts, processes and methods to evaluate effectiveness, the specification of target segments and analysis, which became the Thailand Cyber Wellness Index



## HOW IMPORTANT TO THAILAND?

When digital has become an irreplaceable tool for convenience in life, being aware of dangers and using it correctly to deliver happiness or quality of life is key.

The question then becomes, how will we know that our current digital wellness is at the appropriate level, and whether it needs further development.

Having an index of cyber wellness is the starting point for every sector to engage with the issues and find ways to manage online usage and the cyber world to address issues at their source sustainably, enabling Thai society to be secure in every use case of cyberspace.

THAILAND'S CYBER WELLNESS INDEX IS DIVIDED INTO 3 LEVELS



### ADVANCED LEVEL

users with skills and knowledge to use digital tech correctly, securely and responsibly, and keeping up with the latest cyber-threats. Critically, they are well able to advise people around them to acquire digital skills.



### BASIC LEVEL

users with skills and knowledge to use digital tech and cyberspace correctly, securely and responsibly.



### IMPROVEMENT

users with inadequate knowledge to use digital tech who are at risk of cyber threats.



# CYBER WELLNESS INDEX

## COVERS WHICH AREAS?



### Digital Communication and Collaboration

Meaning knowledge and ability in using digital tech for communications and work collaboratively in awareness of diverse cultures and the necessity for appropriate social engagement through digital services.



### Digital Literacy

Meaning the skills, knowledge, understanding and abilities to use digital tech and to be aware of cyber threats, an important basis of going online. Such skills are divided into 5 areas of access to data, searching data, evaluating data managing data, critical thinking and responsible digital content.



### Cyber Security and Safety

Meaning having the knowledge, abilities and understanding of various tech devices and equipment for their safe and secure use, with the ability to defend against cyber-attacks, against both themselves and their organization.



### Digital Use

Meaning having the knowledge, abilities and awareness in using cyberspace to manage things oneself and allocate time for digital as appropriate without impacts on mental or physical health of oneself or others.



### Digital Relationships

Meaning, relationships between individuals and groups through digital platforms and technology, with communication, exchange of information work collaboration, and expressing opinions on digital media politely and with good manners as appropriate.



### Cyberbullying

Meaning, bullying with threats, or otherwise harassing individuals with digital tech on social media, to inspire fear or troll for the purposes of social embarrassment.



### Digital Rights

Meaning rights and freedoms of netizens to exchange information in the digital space as appropriate and in compliance with pertinent laws and ethical considerations, including responsibility for one's actions and for wider society in exercising those rights and freedoms.

What is Thailand Cyber Wellness Index?

Cyber Wellness Index covers which areas?

Sample group

Results

Thai Cyber Wellness level by age cohort

Thai Cyber Wellness level by occupation

Thai Cyber Wellness level by region

Thai Cyber Wellness level by provinces

Readmore

# SAMPLE GROUP



7 REGIONS  
77 PROVINCES

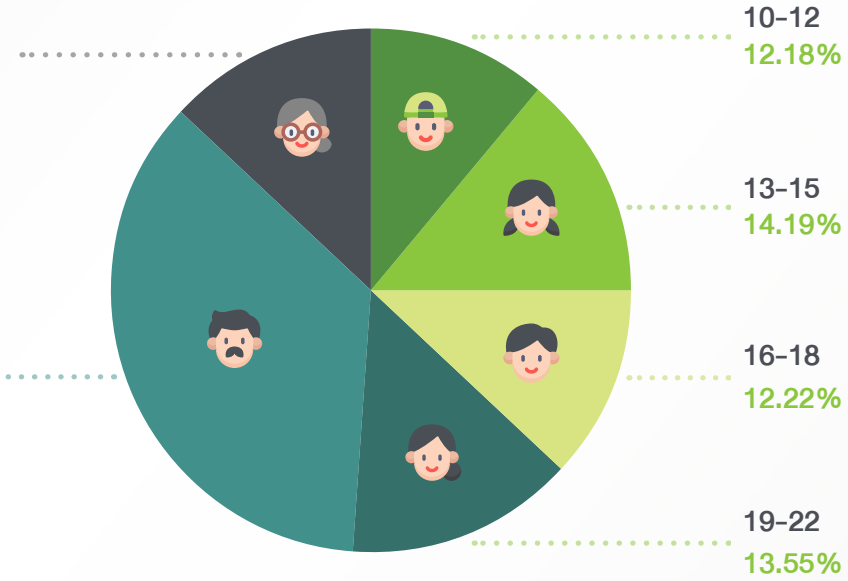
THE SAMPLE GROUP WAS

**21,862** PEOPLE

DIVIDED INTO  MALE 48.24%  FEMALE 51.76%

60 Plus  
13.21%

23-59  
34.65%



## OCCUPATION



What is Thailand Cyber Wellness Index?

Cyber Wellness Index covers which

Sample group

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# 2023 CYBER WELLNESS

Measuring Thailand Cyber Wellness, involved evaluation of 7 components, in which it was discovered that one component was at the Advanced level, 3 were at the Basic level and 3 were at the "Improvement" level, for which the Thai public must be given greater knowledge and understanding about digital.

# LEVELS OF THAI INTERNET USERS IS AT THE "BASIC" LEVEL (0.51)



**DIGITAL USE**  
"BASIC" LEVEL



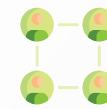
**DIGITAL LITERACY**  
"BASIC" LEVEL



**DIGITAL RIGHTS**  
"IMPROVEMENT" LEVEL



**DIGITAL RELATIONSHIPS**  
"IMPROVEMENT" LEVEL



**DIGITAL COMMUNICATION AND COLLABORATION**  
"IMPROVEMENT" LEVEL



**CYBERBULLYING**  
"ADVANCED" LEVEL



**CYBER SECURITY AND SAFETY**  
"BASIC" LEVEL



What is Thailand Cyber Wellness Index?

Cyber Wellness Index covers which

Sample group

Results

Thai Cyber Wellness level by age cohort

Thai Cyber Wellness level by occupation

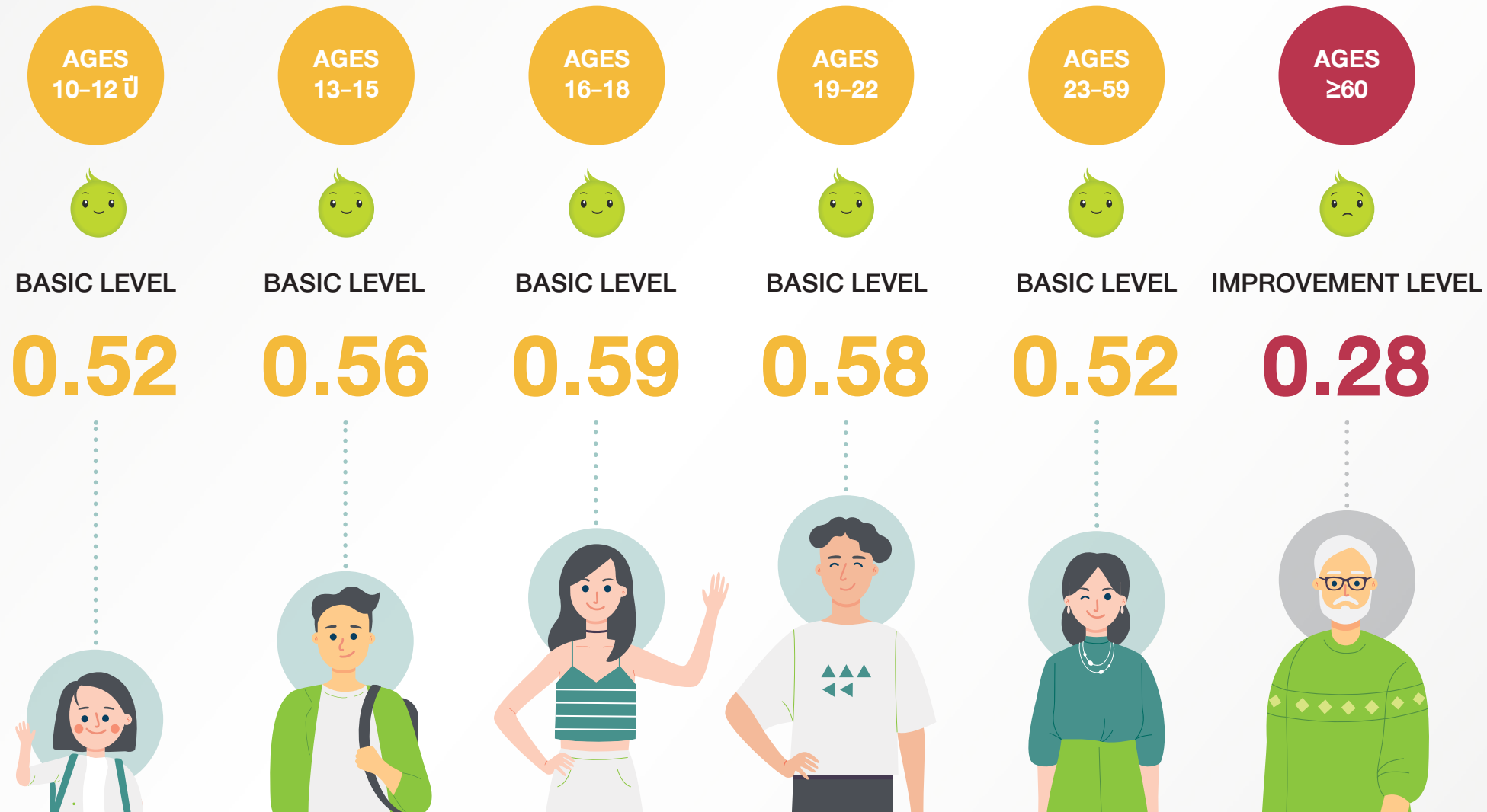
Thai Cyber Wellness level by region

Thai Cyber Wellness level by provinces

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# ACCORDING TO AGE COHORT

Seniors (aged 60 plus) are the single group with an average Cyber Wellness Index at "Improvement" level, while other groups were at "Basic". The group with the best Cyber Wellness Index was the 16-18 age group



What is Thailand Cyber Wellness Index?

Cyber Wellness Index covers which

Sample group

Results

Thai Cyber Wellness level by age cohort

Thai Cyber Wellness level by occupation

Thai Cyber Wellness level by region

Thai Cyber Wellness level by provinces

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## Thais' levels of Cyber Wellness according to age cohort

Topic	 10-12	 13-15	 16-18	 19-22	 23-59	 > 60
Thailand Cyber Wellness Index : TCWI	BASIC (0.52)	BASIC (0.56)	BASIC (0.59)	BASIC (0.58)	BASIC (0.52)	IMPROVEMENT (0.28)
 Digital Use	BASIC (0.59)	BASIC (0.58)	BASIC (0.60)	BASIC (0.60)	BASIC (0.64)	BASIC (0.62)
 Digital Literacy	BASIC (0.53)	BASIC (0.58)	BASIC (0.61)	BASIC (0.61)	BASIC (0.55)	IMPROVEMENT (0.27)
 Digital Communication and Collaboration	IMPROVEMENT (0.51)	IMPROVEMENT (0.56)	BASIC (0.60)	BASIC (0.59)	IMPROVEMENT (0.53)	IMPROVEMENT (0.26)
 Digital Rights	BASIC (0.59)	BASIC (0.63)	BASIC (0.64)	BASIC (0.61)	IMPROVEMENT (0.55)	IMPROVEMENT (0.31)
 Cyber Security and Safety	BASIC (0.48)	BASIC (0.51)	BASIC (0.54)	BASIC (0.52)	BASIC (0.47)	IMPROVEMENT (0.26)
 Cyberbullying	ADVANC (0.90)	ADVANC (0.89)	ADVANC (0.87)	ADVANC (0.86)	ADVANC (0.90)	ADVANC (0.95)
 Digital Relationships	BASIC (0.51)	BASIC (0.53)	BASIC (0.59)	BASIC (0.55)	IMPROVEMENT (0.47)	IMPROVEMENT (0.26)

The elderly group (60+) must Improve nearly every component of digital knowledge and understanding, except Digital Use and Cyberbullying

The element at the Advanced level for every age group is Cyberbullying

The elements which must improve are Digital Communication and Collaboration

What is Thailand Cyber Wellness Index?

Cyber Wellness Index covers which

Sample group

Results

Thai Cyber Wellness level by age cohort

Thai Cyber Wellness level by occupation

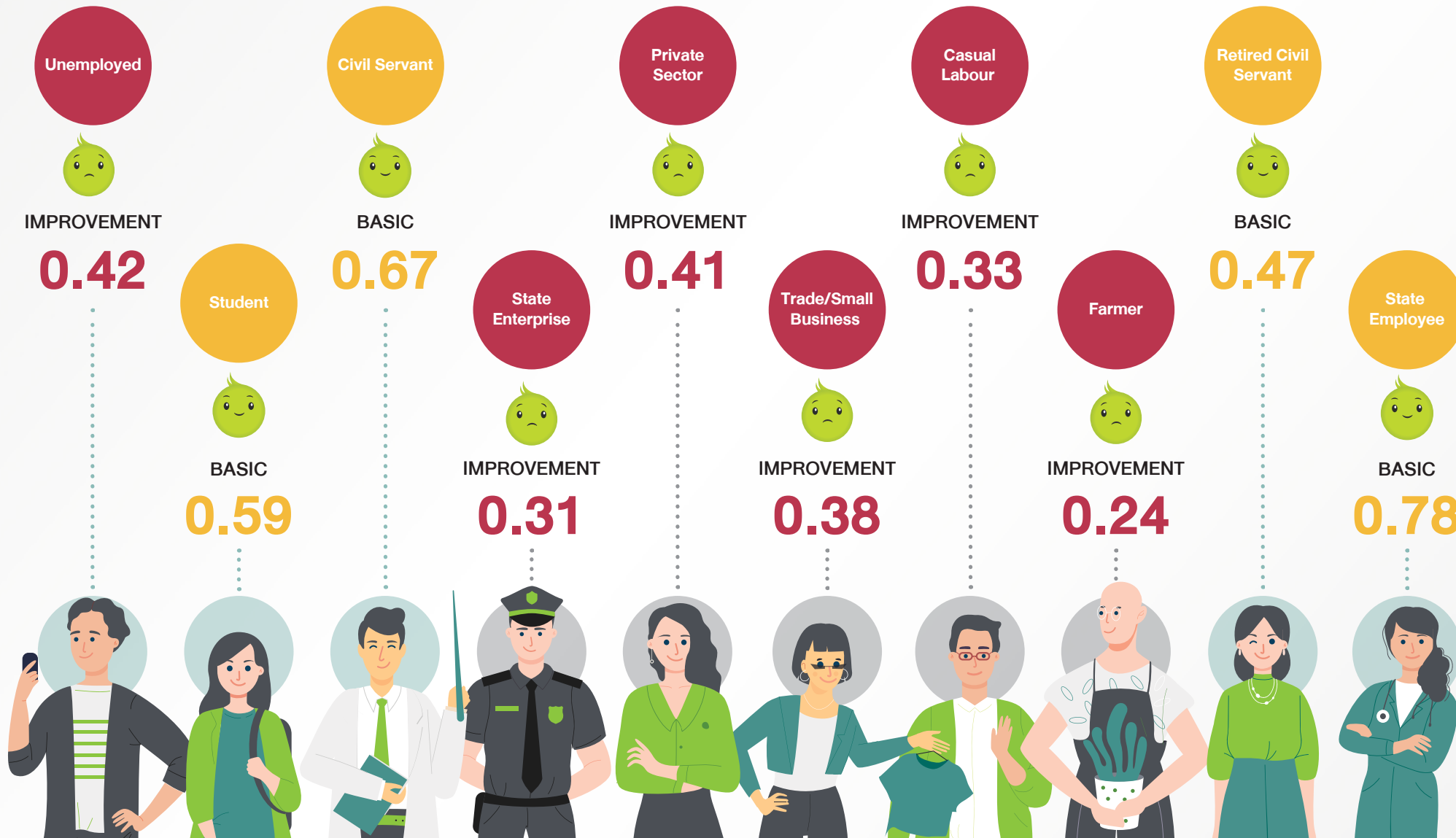
Thai Cyber Wellness level by region

Thai Cyber Wellness level by provinces

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# THAI CYBER WELLNESS LEVEL BY OCCUPATION

State employees had the most advanced cyber wellness index overall (0.78), followed by civil servants (0.67), students (0.59), retired civil servants (0.47) were at the basic level. Meanwhile, the unemployed (0.42), private sector employees (0.41), trade/small business (0.38), casual labour (0.33), state enterprise employees (0.31) and farmers (0.24) were at the level of Must improve Improvement



What is Thailand Cyber Wellness index?

Cyber Wellness Index covers which

Sample group

Results

Thai Cyber Wellness level by age cohort

Thai Cyber Wellness level by occupation



Thai Cyber Wellness level by region

Thai Cyber Wellness level by provinces

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## Thai Cyber Wellness level by occupation

Topic	Unemployed	Student	Civil servant	State enterprise employee	Private sector employee	Trade/small business	Casual labour	Farmer	Retired civil servant	State employee
Thailand Cyber Wellness Index : TCWI	IMPROVEMENT (0.42)	BASIC (0.59)	BASIC (0.67)	IMPROVEMENT (0.31)	IMPROVEMENT (0.41)	IMPROVEMENT (0.38)	IMPROVEMENT (0.33)	IMPROVEMENT (0.24)	BASIC (0.47)	BASIC (0.78)
 Digital Use	BASIC (0.57)	BASIC (0.59)	BASIC (0.69)	IMPROVEMENT (0.63)	IMPROVEMENT (0.62)	IMPROVEMENT (0.61)	IMPROVEMENT (0.62)	IMPROVEMENT (0.62)	BASIC (0.72)	BASIC (0.75)
 Digital Literacy	BASIC (0.42)	BASIC (0.61)	BASIC (0.71)	BASIC (0.35)	BASIC (0.43)	BASIC (0.40)	BASIC (0.32)	IMPROVEMENT (0.21)	BASIC (0.52)	BASIC (0.82)
 Digital Communication and Collaboration	BASIC (0.42)	BASIC (0.59)	BASIC (0.70)	IMPROVEMENT (0.31)	BASIC (0.42)	IMPROVEMENT (0.38)	IMPROVEMENT (0.32)	IMPROVEMENT (0.22)	IMPROVEMENT (0.49)	BASIC (0.83)
 Digital Rights	IMPROVEMENT (0.46)	BASIC (0.65)	BASIC (0.73)	IMPROVEMENT (0.29)	IMPROVEMENT (0.41)	IMPROVEMENT (0.40)	IMPROVEMENT (0.34)	IMPROVEMENT (0.26)	IMPROVEMENT (0.56)	BASIC (0.89)
 Cyber Security and Safety	BASIC (0.40)	BASIC (0.53)	BASIC (0.59)	BASIC (0.29)	BASIC (0.38)	BASIC (0.36)	BASIC (0.31)	IMPROVEMENT (0.23)	BASIC (0.42)	BASIC (0.69)
 Cyberbullying	ADVANC (0.84)	ADVANC (0.88)	ADVANC (0.90)	ADVANC (0.91)	ADVANC (0.93)	ADVANC (0.92)	ADVANC (0.95)	ADVANC (0.98)	ADVANC (0.86)	ADVANC (0.86)
 Digital Relationships	IMPROVEMENT (0.41)	BASIC (0.57)	BASIC (0.62)	IMPROVEMENT (0.25)	IMPROVEMENT (0.35)	IMPROVEMENT (0.34)	IMPROVEMENT (0.30)	IMPROVEMENT (0.23)	IMPROVEMENT (0.38)	BASIC (0.75)

Farmers require improvement in almost every element of digital knowledge and understanding with the exception of Digital Use and Cyberbullying

The component at the Advanced level for almost every occupation was Cyberbullying

The components requiring the most improvement are Digital rights and digital relationships

What is Thailand Cyber Wellness index?

Cyber Wellness Index covers which

Sample group

Results

Thai Cyber Wellness level by age cohort

Thai Cyber Wellness level by occupation

Thai Cyber Wellness level by region

Thai Cyber Wellness level by provinces

Readmore



## CYBER WELLNESS LEVEL BY REGION

Greater Bangkok Has the most advanced digital wellness score overall (0.61), while at the more basic level were the Northeast (0.59), the Central region (0.50), the East (0.52), and the South (0.49). While the West (0.40) and the North (0.33) were at Improvement level respectively.

What is Thailand Cyber Wellness index?

Cyber Wellness Index covers which

Sample group

Results

Thai Cyber Wellness level by age cohort








Thai Cyber Wellness level by occupation

Thai Cyber Wellness level by region

Thai Cyber Wellness level by provinces

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## Thai Cyber Wellness level by region

Topic	North	Northeast	Central	West	South	East	Greater Bangkok
Thailand Cyber Wellness Index : TCWI	IMPROVEMENT (0.33)	BASIC (0.59)	BASIC (0.50)	IMPROVEMENT (0.40)	BASIC (0.49)	BASIC (0.52)	BASIC (0.61)
 Digital Use	BASIC (0.62)	BASIC (0.61)	BASIC (0.63)	BASIC (0.62)	BASIC (0.66)	BASIC (0.55)	BASIC (0.58)
 Digital Literacy	BASIC (0.33)	BASIC (0.62)	BASIC (0.50)	BASIC (0.41)	BASIC (0.53)	BASIC (0.54)	BASIC (0.63)
 Digital Communication and Collaboration	IMPROVEMENT (0.31)	BASIC (0.60)	IMPROVEMENT(0.51)	IMPROVEMENT (0.39)	IMPROVEMENT (0.50)	IMPROVEMENT (0.50)	BASIC (0.63)
 Digital Rights	IMPROVEMENT (0.34)	BASIC (0.64)	IMPROVEMENT (0.54)	IMPROVEMENT (0.41)	IMPROVEMENT (0.53)	IMPROVEMENT0.57)	BASIC (0.68)
 Cyber Security and Safety	BASIC (0.31)	BASIC (0.54)	BASIC (0.46)	BASIC (0.38)	BASIC (0.44)	BASIC (0.49)	BASIC (0.54)
 Cyberbullying	ADVANC (0.94)	ADVANC (0.88)	ADVANC (0.90)	ADVANC (0.85)	ADVANC (0.87)	ADVANC (0.94)	ADVANC (0.88)
 Digital Relationships	IMPROVEMENT (0.33)	BASIC (0.64)	IMPROVEMENT (0.47)	IMPROVEMENT (0.36)	IMPROVEMENT (0.45)	IMPROVEMENT (0.49)	BASIC (0.59)

Considering by component, it was found that Greater Bangkok and the Northeast had a wellness level of basic in every component with the exception of cyberbullying which was at an advanced level. For digital use, in terms of Digital Literacy and Cyber Safety and Security, it was found that every region had an average cyber Wellness index at the Basic level.

In terms of Digital communication and Collaboration, Digital Rights and Digital relationships, it was found that the North, the Central region, the South, the East and the West had an average Cyber Wellness level of Improvement.

For cyberbullying, this was found to be at an Advanced level in every region

What is Thailand Cyber Wellness index?

Cyber Wellness Index covers which

Sample group

Results

Thai Cyber Wellness level by age cohort

Thai Cyber Wellness level by occupation

Thai Cyber Wellness level by region

Thai Cyber Wellness level by provinces

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## Thai Cyber Wellness level by provinces

Topic	Bangkok Metropolis	Nakhon Pathom	Nonthaburi	Pathum Thani	Samut Prakan	Samut Songkram	Samut Sakhon
Thailand Cyber Wellness Index : TCWI	BASIC (0.71)	BASIC (0.61)	BASIC (0.53)	BASIC (0.83)	IMPROVEMENT (0.31)	BASIC (0.54)	BASIC (0.55)
 Digital Use	BASIC (0.53)	BASIC (0.58)	BASIC (0.62)	BASIC (0.59)	BASIC (0.63)	BASIC (0.62)	BASIC (0.77)
 Digital Literacy	BASIC (0.73)	BASIC (0.59)	BASIC (0.60)	BASIC (0.86)	BASIC (0.30)	BASIC (0.62)	BASIC (0.62)
 Digital Communication and Collaboration	BASIC (0.74)	BASIC (0.63)	IMPROVEMENT (0.57)	BASIC (0.88)	IMPROVEMENT (0.31)	IMPROVEMENT (0.56)	BASIC (0.60)
 Digital Rights	BASIC (0.83)	BASIC (0.66)	IMPROVEMENT (0.56)	BASIC (0.89)	IMPROVEMENT (0.32)	IMPROVEMENT (0.56)	IMPROVEMENT (0.58)
 Cyber Security and Safety	BASIC (0.62)	BASIC (0.60)	BASIC (0.46)	ADVANC (0.76)	IMPROVEMENT (0.27)	BASIC (0.48)	BASIC (0.48)
 Cyberbullying	ADVANC (0.89)	ADVANC (0.91)	ADVANC (0.88)	ADVANC (0.88)	ADVANC (0.93)	ADVANC (0.78)	ADVANC (0.87)
 Digital Relationships	BASIC (0.73)	BASIC (0.57)	IMPROVEMENT (0.41)	ADVANC (0.83)	IMPROVEMENT (0.34)	IMPROVEMENT (0.48)	IMPROVEMENT (0.45)

What is Thailand Cyber Wellness index?

Cyber Wellness Index covers which

Sample group

Results

Thai Cyber Wellness level by age cohort









Thai Cyber Wellness level by occupation

Thai Cyber Wellness level by region

Thai Cyber Wellness level by provinces

Readmore

## Thai Cyber Wellness level by provinces

Topic	Chiang Rai	Chiang Mai 	Nan	Phayao	Phrae
Thailand Cyber Wellness Index : TCWI	BASIC (0.52)	BASIC (0.56)	IMPROVEMENT (0.37)	IMPROVEMENT (0.21)	IMPROVEMENT (0.13)
 Digital Use	BASIC (0.62)	BASIC (0.55)	BASIC (0.64)	BASIC (0.62)	BASIC (0.62)
 Digital Literacy	BASIC (0.56)	BASIC (0.57)	BASIC (0.36)	IMPROVEMENT (0.19)	IMPROVEMENT (0.10)
 Digital Communication and Collaboration	IMPROVEMENT (0.50)	BASIC (0.59)	IMPROVEMENT (0.33)	IMPROVEMENT (0.18)	IMPROVEMENT (0.10)
 Digital Rights	IMPROVEMENT (0.53)	BASIC (0.61)	IMPROVEMENT (0.50)	IMPROVEMENT (0.23)	IMPROVEMENT (0.14)
 Cyber Security and Safety	BASIC (0.46)	BASIC (0.50)	BASIC (0.33)	IMPROVEMENT (0.19)	IMPROVEMENT (0.12)
 Cyberbullying	ADVANC (0.85)	ADVANC (0.82)	ADVANC (0.95)	ADVANC (0.96)	ADVANC (0.99)
 Digital Relationships	BASIC (0.57)	BASIC (0.54)	IMPROVEMENT (0.36)	IMPROVEMENT (0.19)	IMPROVEMENT (0.12)

What is Thailand Cyber Wellness index?

Cyber Wellness Index covers which

Sample group

Results

Thai Cyber Wellness level by age cohort

Thai Cyber Wellness level by occupation

Thai Cyber Wellness level by region

Thai Cyber Wellness level by provinces

Readmore

## Thai Cyber Wellness level by provinces

Topic	Mae Hong Son	Lampang 	Lamphun	Uttaradit
Thailand Cyber Wellness Index : TCWI	IMPROVEMENT (0.17)	BASIC (0.74)	IMPROVEMENT (0.27)	IMPROVEMENT (0.1)
 Digital Use	BASIC (0.62)	BASIC (0.64)	BASIC (0.65)	BASIC (0.59)
 Digital Literacy	IMPROVEMENT (0.16)	BASIC (0.77)	IMPROVEMENT (0.27)	IMPROVEMENT (0.09)
 Digital Communication and Collaboration	IMPROVEMENT (0.14)	BASIC (0.75)	IMPROVEMENT (0.25)	IMPROVEMENT (0.08)
 Digital Rights	IMPROVEMENT (0.14)	BASIC (0.74)	IMPROVEMENT (0.24)	IMPROVEMENT (0.09)
 Cyber Security and Safety	IMPROVEMENT (0.18)	BASIC (0.71)	IMPROVEMENT (0.25)	IMPROVEMENT (0.10)
 Cyberbullying	ADVANC (0.93)	ADVANC (0.98)	ADVANC (0.99)	ADVANC (0.95)
 Digital Relationships	IMPROVEMENT (0.18)	BASIC (0.70)	IMPROVEMENT (0.31)	IMPROVEMENT (0.07)

What is Thailand Cyber Wellness index?

Cyber Wellness Index covers which

Sample group

Results

Thai Cyber Wellness level by age cohort




Thai Cyber Wellness level by occupation

Thai Cyber Wellness level by region

Thai Cyber Wellness level by provinces

Readmore

## Thai Cyber Wellness level by provinces

Topic	Kalasin	Khon Kaen	Chaiyaphum	Nakhon Phanom	Nakhon Ratchasima	Beungkan	Buriram
Thailand Cyber Wellness Index : TCWI	BASIC (0.63)	BASIC (0.70)	BASIC (0.75)	BASIC (0.84)	BASIC (0.75)	IMPROVEMENT (0.13)	BASIC (0.61)
 Digital Use	BASIC (0.63)	BASIC (0.53)	BASIC (0.69)	BASIC (0.72)	BASIC (0.60)	BASIC (0.58)	BASIC (0.66)
 Digital Literacy	BASIC (0.66)	BASIC (0.76)	BASIC (0.80)	BASIC (0.85)	BASIC (0.79)	IMPROVEMENT (0.13)	BASIC (0.64)
 Digital Communication and Collaboration	BASIC (0.65)	BASIC (0.73)	BASIC (0.78)	BASIC (0.86)	BASIC (0.79)	IMPROVEMENT (0.11)	BASIC (0.59)
 Digital Rights	BASIC (0.71)	BASIC (0.77)	BASIC (0.86)	BASIC (0.88)	BASIC (0.89)	IMPROVEMENT (0.10)	BASIC (0.70)
 Cyber Security and Safety	BASIC (0.55)	BASIC (0.61)	BASIC (0.68)	ADVANC (0.80)	BASIC (0.64)	IMPROVEMENT (0.13)	BASIC (0.54)
 Cyberbullying	ADVANC (0.84)	ADVANC (0.87)	ADVANC (0.86)	ADVANC (0.92)	ADVANC (0.90)	ADVANC (0.99)	ADVANC (0.89)
 Digital Relationships	BASIC (0.62)	BASIC (0.67)	BASIC (0.70)	ADVANC (0.83)	BASIC (0.73)	IMPROVEMENT (0.12)	BASIC (0.62)

What is Thailand Cyber Wellness index?

Cyber Wellness Index covers which

Sample group

Results

Thai Cyber Wellness level by age cohort









Thai Cyber Wellness level by occupation

Thai Cyber Wellness level by region

Thai Cyber Wellness level by provinces

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## Thai Cyber Wellness level by provinces

Topic	Maharakham	Mukdahan	Yasothon	Roi-et	Loei 	Sisaket	Sakon Nakhon
Thailand Cyber Wellness Index : TCWI	BASIC (0.70)	BASIC (0.53)	BASIC (0.56)	BASIC (0.55)	BASIC (0.75)	BASIC (0.61)	BASIC (0.69)
 Digital Use	BASIC (0.57)	BASIC (0.61)	BASIC (0.67)	BASIC (0.52)	BASIC (0.61)	BASIC (0.60)	BASIC (0.60)
 Digital Literacy	BASIC (0.74)	BASIC (0.57)	BASIC (0.54)	BASIC (0.51)	BASIC (0.75)	BASIC (0.67)	BASIC (0.74)
 Digital Communication and Collaboration	BASIC (0.72)	IMPROVEMRNT (0.54)	IMPROVEMRNT (0.55)	BASIC (0.59)	BASIC (0.75)	BASIC (0.62)	BASIC (0.73)
 Digital Rights	BASIC (0.80)	IMPROVEMRNT (0.58)	IMPROVEMRNT (0.58)	IMPROVEMRNT (0.58)	BASIC (0.80)	BASIC (0.70)	BASIC (0.74)
 Cyber Security and Safety	BASIC (0.61)	BASIC (0.47)	BASIC (0.55)	BASIC (0.53)	BASIC (0.73)	BASIC (0.52)	BASIC (0.70)
 Cyberbullying	ADVANC (0.85)	ADVANC (0.78)	ADVANC (0.98)	ADVANC (0.95)	ADVANC (0.91)	ADVANC (0.86)	ADVANC (0.81)
 Digital Relationships	BASIC (0.68)	IMPROVEMRNT (0.50)	BASIC (0.56)	BASIC (0.57)	BASIC (0.74)	BASIC (0.62)	IMPROVEMRNT (0.46)

What is Thailand Cyber Wellness index?

Cyber Wellness Index covers which

Sample group

Results

Thai Cyber Wellness level by age cohort

Thai Cyber Wellness level by occupation









Thai Cyber Wellness level by region

Thai Cyber Wellness level by provinces

Readmore



## Thai Cyber Wellness level by provinces

Topic	Surin 	Nong Khai	Nong Bualamphu	Amnat Charoen	Udon Thani	Ubon Ratchathani
Thailand Cyber Wellness Index : TCWI	BASIC (0.63)	IMPROVEMRNT (0.27)	BASIC (0.59)	IMPROVEMRNT (0.38)	IMPROVEMRNT (0.36)	BASIC (0.59)
 Digital Use	BASIC (0.67)	BASIC (0.66)	BASIC (0.64)	BASIC (0.72)	BASIC (0.54)	BASIC (0.65)
 Digital Literacy	BASIC (0.64)	IMPROVEMRNT (0.26)	BASIC (0.64)	BASIC (0.41)	BASIC (0.37)	BASIC (0.63)
 Digital Communication and Collaboration	BASIC (0.65)	IMPROVEMRNT (0.24)	BASIC (0.60)	IMPROVEMRNT (0.38)	IMPROVEMRNT (0.36)	BASIC (0.60)
 Digital Rights	BASIC (0.67)	IMPROVEMRNT (0.26)	BASIC (0.60)	IMPROVEMRNT (0.38)	IMPROVEMRNT (0.36)	BASIC (0.66)
 Cyber Security and Safety	BASIC (0.62)	BASIC (0.25)	BASIC (0.55)	BASIC (0.33)	BASIC (0.35)	BASIC (0.52)
 Cyberbullying	ADVANC (0.96)	ADVANC (0.97)	IMPROVEMRNT (0.65)	ADVANC (0.98)	ADVANC (0.95)	ADVANC (0.84)
 Digital Relationships	BASIC (0.56)	IMPROVEMRNT (0.28)	BASIC (0.57)	IMPROVEMRNT (0.39)	IMPROVEMRNT (0.28)	BASIC (0.59)

What is Thailand Cyber Wellness index?

Cyber Wellness Index covers which

Sample group

Results

Thai Cyber Wellness level by age cohort









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## Thai Cyber Wellness level by provinces

Topic	Kampaengphet	Chainat	Nakhon Nayok	Nakhon Sawan	Ayutthaya 	Phichit	Phitsanulok
Thailand Cyber Wellness Index : TCWI	BASIC (0.65)	BASIC (0.49)	BASIC (0.76)	BASIC (0.78)	IMPROVEMENT (0.32)	BASIC (0.65)	IMPROVEMENT (0.27)
 Digital Use	BASIC (0.65)	BASIC (0.65)	BASIC (0.63)	BASIC (0.60)	BASIC (0.59)	BASIC (0.66)	BASIC (0.64)
 Digital Literacy	BASIC (0.62)	BASIC (0.50)	BASIC (0.75)	BASIC (0.77)	BASIC (0.30)	BASIC (0.60)	IMPROVEMENT (0.28)
 Digital Communication and Collaboration	BASIC (0.65)	IMPROVEMENT (0.49)	BASIC (0.78)	BASIC (0.86)	IMPROVEMENT (0.31)	BASIC (0.67)	IMPROVEMENT (0.27)
 Digital Rights	BASIC (0.68)	IMPROVEMENT (0.47)	BASIC (0.80)	BASIC (0.83)	IMPROVEMENT (0.41)	BASIC (0.70)	IMPROVEMENT (0.26)
 Cyber Security and Safety	BASIC (0.65)	BASIC (0.47)	ADVANC (0.76)	BASIC (0.71)	BASIC (0.29)	BASIC (0.65)	IMPROVEMENT (0.25)
 Cyberbullying	ADVANC (0.97)	ADVANC (0.92)	ADVANC (0.96)	IMPROVEMENT (0.69)	ADVANC (0.91)	ADVANC (0.96)	ADVANC (0.90)
 Digital Relationships	BASIC (0.66)	IMPROVEMENT (0.47)	BASIC (0.74)	BASIC (0.73)	IMPROVEMENT (0.30)	BASIC (0.61)	IMPROVEMENT (0.22)

What is Thailand Cyber Wellness index?

Cyber Wellness Index covers which

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Topic	Petchaboon	Lopburi 	Saraburi	Singburi
Thailand Cyber Wellness Index : TCWI	BASIC (0.81)	BASIC (0.81)	BASIC (0.78)	BASIC (0.59)
 Digital Use	BASIC (0.64)	BASIC (0.65)	BASIC (0.61)	BASIC (0.68)
 Digital Literacy	BASIC (0.88)	BASIC (0.87)	BASIC (0.84)	BASIC (0.74)
 Digital Communication and Collaboration	BASIC (0.84)	BASIC (0.86)	BASIC (0.80)	BASIC (0.62)
 Digital Rights	BASIC (0.87)	BASIC (0.91)	BASIC (0.90)	BASIC (0.68)
 Cyber Security and Safety	BASIC (0.70)	BASIC (0.71)	BASIC (0.70)	BASIC (0.48)
 Cyberbullying	ADVANC (0.85)	ADVANC (0.80)	ADVANC (0.89)	ADVANC (0.88)
 Digital Relationships	ADVANC (0.81)	ADVANC (0.77)	ADVANC (0.76)	IMPROVEMENT ((0.46)

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## Thai Cyber Wellness level by provinces

Topic	Sukhothai 	Suphanburi	Angthong	Uthai Thani
Thailand Cyber Wellness Index : TCWI	IMPROVEMENT (0.39)	IMPROVEMENT (0.28)	BASIC (0.61)	BASIC (0.59)
 Digital Use	BASIC (0.64)	BASIC (0.60)	BASIC (0.66)	BASIC (0.67)
 Digital Literacy	BASIC (0.41)	BASIC (0.31)	BASIC (0.65)	BASIC (0.43)
 Digital Communication and Collaboration	IMPROVEMENT (0.48)	IMPROVEMENT (0.28)	BASIC (0.63)	IMPROVEMENT (0.57)
 Digital Rights	IMPROVEMENT (0.41)	IMPROVEMENT (0.27)	BASIC (0.66)	BASIC (0.86)
 Cyber Security and Safety	BASIC (0.34)	IMPROVEMENT (0.23)	BASIC (0.56)	BASIC (0.57)
 Cyberbullying	ADVANC (0.92)	ADVANC (0.92)	ADVANC (0.87)	ADVANC (0.96)
 Digital Relationships	IMPROVEMENT (0.25)	IMPROVEMENT (0.22)	BASIC (0.57)	BASIC (0.65)

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Topic	Krabi	Chumphon	Trang 	Nakhon Si Thammarat	Narathiwat	Pattani	Phang-nga
Thailand Cyber Wellness Index : TCWI	IMPROVEMENT (0.23)	BASIC (0.77)	BASIC (0.73)	IMPROVEMENT (0.32)	BASIC (0.70)	BASIC (0.47)	IMPROVEMENT (0.29)
 Digital Use	BASIC (0.65)	BASIC (0.72)	BASIC (0.66)	BASIC (0.64)	BASIC (0.75)	BASIC (0.74)	BASIC (0.64)
 Digital Literacy	BASIC (0.30)	BASIC (0.82)	BASIC (0.77)	BASIC (0.35)	BASIC (0.74)	BASIC (0.56)	BASIC (0.33)
 Digital Communication and Collaboration	IMPROVEMENT (0.24)	BASIC (0.80)	BASIC (0.74)	IMPROVEMENT (0.33)	BASIC (0.73)	IMPROVEMENT (0.47)	IMPROVEMENT (0.30)
 Digital Rights	IMPROVEMENT (0.20)	BASIC (0.87)	BASIC (0.79)	IMPROVEMENT (0.30)	BASIC (0.80)	IMPROVEMENT (0.45)	IMPROVEMENT (0.27)
 Cyber Security and Safety	IMPROVEMENT (0.19)	BASIC (0.68)	BASIC (0.66)	BASIC (0.28)	BASIC (0.61)	BASIC (0.42)	IMPROVEMENT (0.26)
 Cyberbullying	ADVANC (0.94)	ADVANC (0.85)	ADVANC (0.84)	ADVANC (0.86)	ADVANC (0.87)	ADVANC (0.93)	ADVANC (0.85)
 Digital Relationships	IMPROVEMENT (0.10)	BASIC (0.74)	BASIC (0.71)	IMPROVEMENT (0.25)	BASIC (0.67)	IMPROVEMENT (0.36)	IMPROVEMENT (0.21)

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Topic	Pattalung	Phuket 	Yala	Ranong	Songkhla	Satun	Surat Thani
Thailand Cyber Wellness Index : TCWI	BASIC (0.75)	IMPROVEMENT (0.36)	IMPROVEMENT (0.34)	BASIC (0.43)	BASIC (0.72)	IMPROVEMENT (0.29)	BASIC (0.54)
 Digital Use	BASIC (0.71)	BASIC (0.57)	BASIC (0.67)	BASIC (0.69)	BASIC (0.59)	BASIC (0.62)	BASIC (0.71)
 Digital Literacy	BASIC (0.79)	BASIC (0.34)	BASIC (0.41)	BASIC (0.41)	BASIC (0.77)	IMPROVEMENT (0.27)	BASIC (0.59)
 Digital Communication and Collaboration	BASIC (0.78)	IMPROVEMENT (0.34)	IMPROVEMENT (0.35)	IMPROVEMENT (0.46)	BASIC (0.72)	IMPROVEMENT (0.26)	BASIC (0.59)
 Digital Rights	BASIC (0.85)	IMPROVEMENT (0.44)	IMPROVEMENT (0.31)	IMPROVEMENT (0.43)	BASIC (0.82)	IMPROVEMENT (0.31)	IMPROVEMENT (0.58)
 Cyber Security and Safety	BASIC (0.67)	BASIC (0.32)	BASIC (0.31)	BASIC (0.35)	BASIC (0.63)	IMPROVEMENT (0.26)	BASIC (0.49)
 Cyberbullying	ADVANC (0.92)	ADVANC (0.86)	ADVANC (0.82)	ADVANC (0.92)	ADVANC (0.87)	ADVANC (0.96)	ADVANC (0.85)
 Digital Relationships	BASIC (0.72)	IMPROVEMENT (0.34)	IMPROVEMENT (0.24)	IMPROVEMENT (0.45)	BASIC (0.71)	IMPROVEMENT (0.36)	IMPROVEMENT (0.45)

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Topic	Chanthaburi 	Chachoengsao	Chonburi	Trad	Prachinburi	Rayong	Sa Kaew
Thailand Cyber Wellness Index : TCWI	IMPROVEMENT (0.30)	BASIC (0.61)	BASIC (0.66)	BASIC (0.57)	IMPROVEMENT (0.25)	BASIC (0.54)	BASIC (0.67)
 Digital Use	BASIC (0.61)	BASIC (0.44)	BASIC (0.42)	BASIC (0.61)	BASIC (0.60)	BASIC (0.68)	BASIC (0.64)
 Digital Literacy	BASIC (0.35)	BASIC (0.68)	BASIC (0.63)	BASIC (0.59)	IMPROVEMENT (0.27)	BASIC (0.61)	BASIC (0.66)
 Digital Communication and Collaboration	IMPROVEMENT (0.29)	IMPROVEMENT (0.53)	BASIC (0.62)	IMPROVEMENT (0.57)	IMPROVEMENT (0.24)	IMPROVEMENT (0.55)	BASIC (0.71)
 Digital Rights	IMPROVEMENT (0.31)	BASIC (0.68)	BASIC (0.77)	BASIC (0.67)	IMPROVEMENT (0.22)	IMPROVEMENT (0.56)	BASIC (0.71)
 Cyber Security and Safety	IMPROVEMENT (0.26)	BASIC (0.59)	BASIC (0.63)	BASIC (0.50)	IMPROVEMENT (0.23)	BASIC (0.46)	BASIC (0.65)
 Cyberbullying	ADVANC (0.94)	ADVANC (0.98)	ADVANC (0.98)	ADVANC (0.86)	ADVANC (0.90)	ADVANC (0.83)	ADVANC (0.95)
 Digital Relationships	IMPROVEMENT (0.22)	BASIC (0.62)	BASIC (0.7)	BASIC (0.55)	IMPROVEMENT (0.18)	BASIC (0.51)	BASIC (0.60)

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Topic	Kanchanaburi	Tak	Prachuab Khiri Khan	Petchaburi 	Ratchaburi
Thailand Cyber Wellness Index : TCWI	BASIC (0.57)	IMPROVEMENT (0.31)	IMPROVEMENT (0.19)	BASIC (0.79)	BASIC (0.46)
 Digital Use	BASIC (0.67)	BASIC (0.61)	BASIC (0.64)	BASIC (0.65)	BASIC (0.60)
 Digital Literacy	BASIC (0.47)	BASIC (0.37)	IMPROVEMENT (0.21)	BASIC (0.76)	BASIC (0.47)
 Digital Communication and Collaboration	IMPROVEMENT (0.57)	IMPROVEMENT (0.29)	IMPROVEMENT (0.18)	BASIC (0.84)	IMPROVEMENT (0.46)
 Digital Rights	BASIC (0.69)	IMPROVEMENT (0.29)	IMPROVEMENT (0.17)	BASIC (0.86)	IMPROVEMENT (0.48)
 Cyber Security and Safety	BASIC (0.57)	BASIC (0.30)	IMPROVEMENT (0.17)	ADVANC (0.78)	BASIC (0.43)
 Cyberbullying	ADVANC (0.99)	ADVANC (0.88)	ADVANC (0.91)	ADVANC (0.97)	BASIC (0.74)
 Digital Relationships	BASIC (0.60)	IMPROVEMENT (0.25)	IMPROVEMENT (0.11)	BASIC (0.73)	IMPROVEMENT (0.46)

Overall, the Cyber Wellness Index was at the Must improve and Basic levels (0.10–0.84). The first 15 provinces with the most advanced average score were Nakhon Phanom (0.84), Pathum Thani (0.83), Petchaboon (0.81), Lopburi (0.81), Petchaburi (0.79), Saraburi (0.78), Nakhon Sawan (0.78), Nakhon Nayok (0.76), Chumphon (0.77), Pattalung (0.75), Chaiyaphum (0.75), Nakhon Ratchasima (0.75), Loei (0.75), Lampang (0.74) and Trang (0.73) at the Basic level. A total of 25 provinces were at the average level of Improvement, and 52 provinces were at the Basic level.

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