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GEN AI

**THE GAME-CHANGER IN
THAILAND'S WORK LANDSCAPE**



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Rewind ten years ago, and most people would have envisioned a future filled with advanced technology—flying cars, humanoid robots, and Artificial Intelligence (AI) aiding in various tasks—something seemingly distant, perhaps another 20-30 years away.

However, the future may arrive sooner than anticipated, thanks to the emergence of Generative AI, or Gen AI, a new form of artificial intelligence capable of creating remarkable content, be it text, images, audio, or video, leveraging the power of massive data and processing capabilities. This technology is unlocking new realms, supporting innovation, and propelling human creativity to new heights.

Given the remarkable capabilities of Gen AI, it's no wonder it has gained attention and become a trend across industries. So, we raise questions about how predominantly Gen AI is being utilized in Thai people's lives and work, exploring their perspectives and concerns regarding this technology, along with the necessary support to harness Gen AI effectively. Thus, Sprint Research (Thailand), Spright Insight Division, seeks to provide insights into the fascinating world of AI and how intriguing it can be.

In this article, Sprint Research presents insights from a survey conducted with 1,000 Thais in March 2024 to understand their use of AI in the workplace. The article aims to offer a deeper understanding of Thai behaviors regarding AI usage, the perceived benefits, and concerns associated with AI use. Finally, we provide recommendations for using AI appropriately.

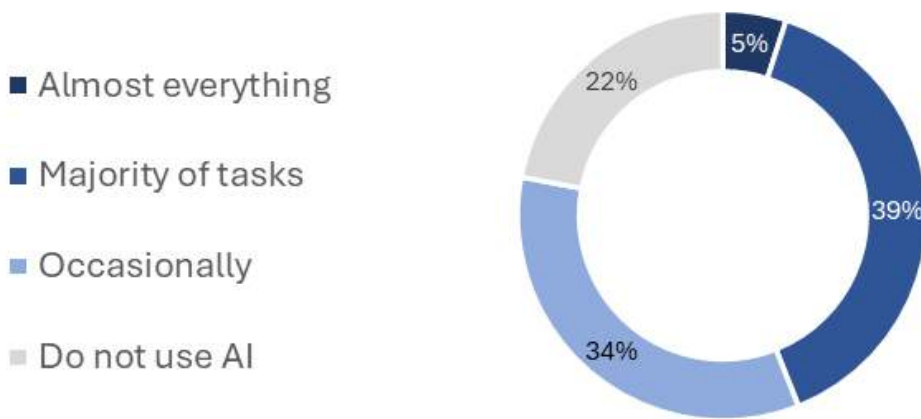
**"AI isn't just the
future,
it's the present."**



Overview of Gen AI Utilization in Thailand

Thailand is certainly another nation awakening to the arrival of Generative AI, utilizing it across various professional domains. Our survey reveals that up to 78% of participants are using Generative AI in their workplaces, indicating its widespread adoption and significant impact in Thai professional settings. Office tasks, management, and customer service are the primary job categories where AI is extensively utilized.

How do you use AI in your work?



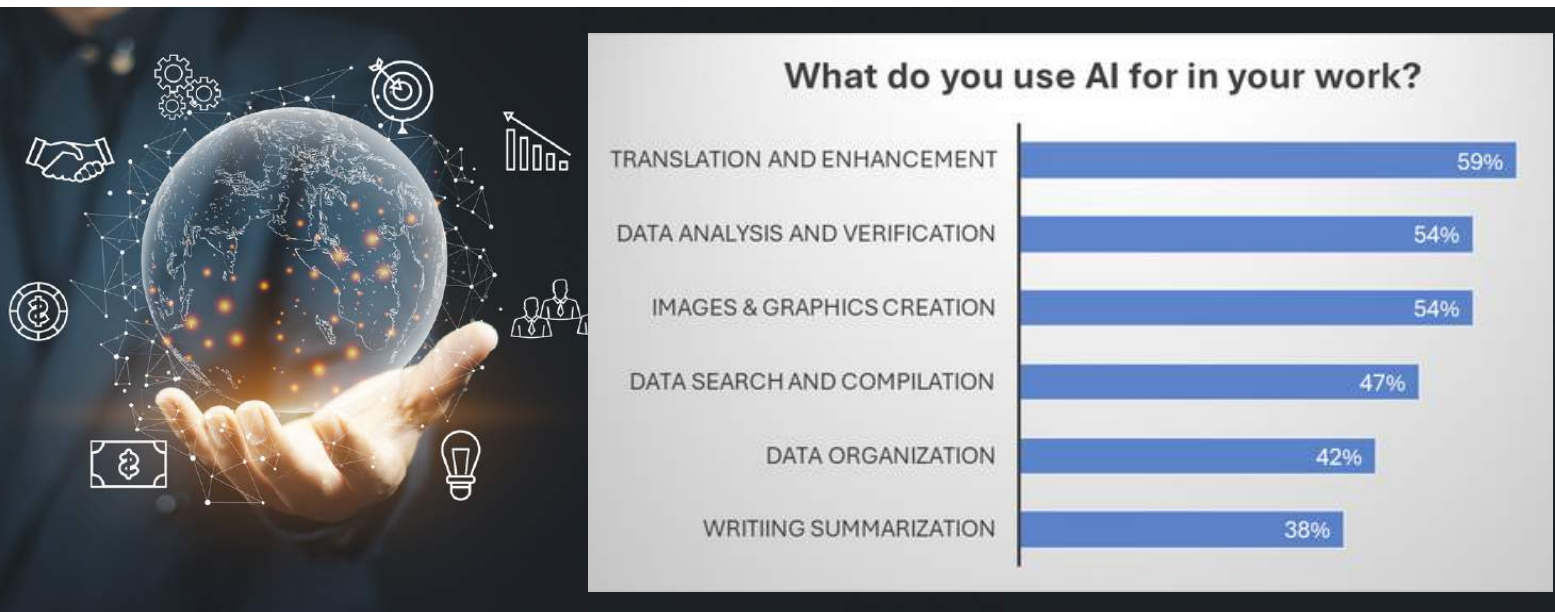
Which AI programs have you used in your work?



Respondents indicate that they incorporate Generative AI into more than half of their work tasks, underscoring the technology's critical role and reliance in current professional activities. Among the Generative AI tools, ChatGPT predominantly leads at 77%, followed by Gemini, and Adobe Firefly. This demonstrates that Generative AI has become a cornerstone in Thai workplaces, especially in areas such as data analysis, writing, and content creation. These areas often require heavy data processing, aligning perfectly with the capabilities of Generative AI.

How do Thais leverage Gen AI in their work?

The capabilities of Gen AI enhance users' work efficiency significantly. From our surveys, it was found that the majority of Gen AI users often utilize it for tasks such as language translation, data analysis, multimedia creation including images and graphics using Gen AI, as well as data analysis and verification with Gen AI.



01

Language Translation: With a high proportion of users, language translation and improvement represent one of Gen AI's main benefits. It helps bridge language barriers by facilitating efficient communication through translation and language refinement, thus improving overall effectiveness.

02

Data Analysis: 54% of users utilize Gen AI for data processing, analysis, and verification. This reflects the extensive use of Gen AI in processing and analyzing data to support decision-making and planning various tasks. Its rapid analytical capabilities contribute to increased work efficiency.

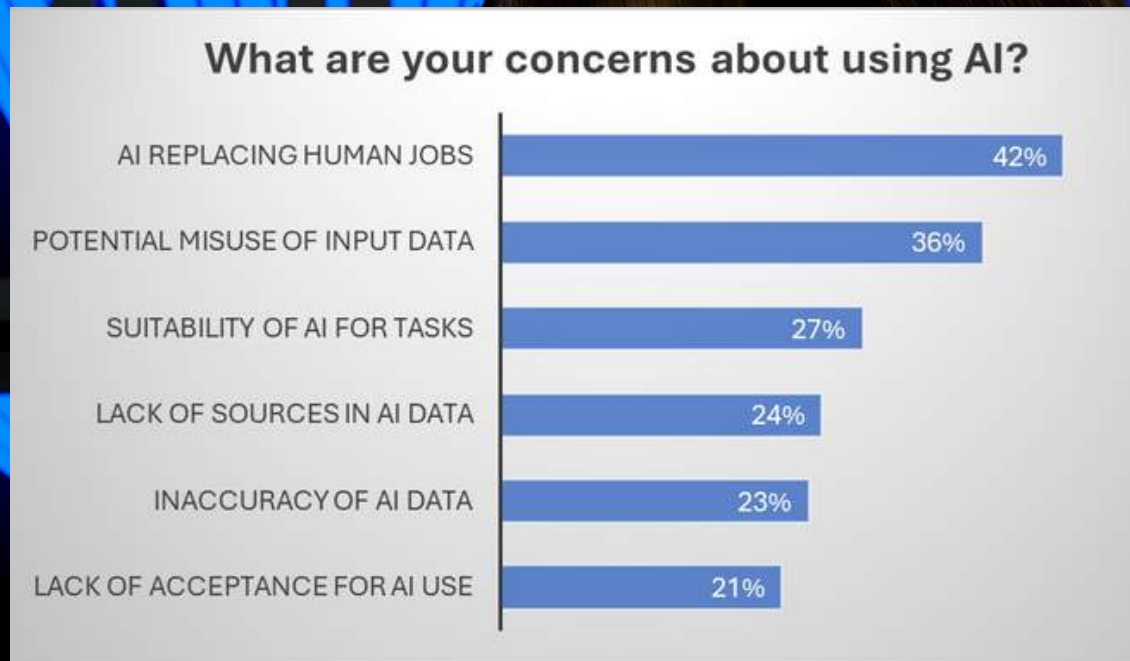
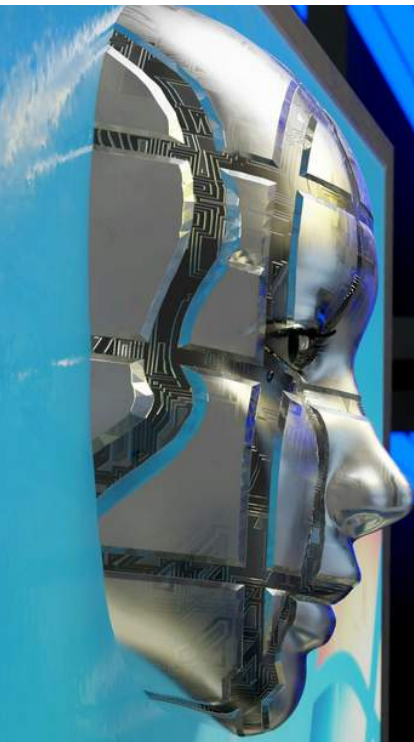
03

Multimedia Creation: Utilizing Gen AI for creating multimedia content such as images and graphics is another main usage. This shows the widespread use of Gen AI in creative content generation, saving time and enhancing flexibility in media production.

The data shows that users currently favor Generative AI for language services, creative media, and data analysis, areas where it significantly boosts efficiency and adaptability. Its usage across diverse sectors also hints at a broader future adoption and innovation potential.

The concern of using Gen AI in workplace

Despite the significant benefits of Gen AI, users also have concerns about its usage and future implications. According to our surveys, concerns regarding the fear of Gen AI replacing or competing for jobs, worries about data leakage and misuse, and the accuracy or alignment of data or results from Gen AI are prevalent.



Concerns of Job Displacement: 42% fear that Generative AI could replace jobs or compete with workers, due to its ability to perform tasks rapidly, precisely, and tirelessly, potentially supplanting human roles.

01

"With AI working smartly, quickly, and accurately, I'm afraid that managers might opt for fewer human resources, potentially leading to job layoffs, Male, 35 yrs."

Data Privacy Worries: 36% are uneasy about providing personal information for Generative AI analysis, fearing the possibility of data breaches or misuse with such technology.

02

"I'm concerned about copyright and my data being used by AI for other purposes. Female, 27 yrs."

Suitability Doubts: Nearly 27% question whether Generative AI fits all tasks, as certain activities demand human-like discernment and skills, casting uncertainty on its ability to fully substitute human effort.

03

"I won't primarily use it in my work because I'm not confident whether AI can efficiently replace tasks, Male, 42 yrs."

What support Thais need in using Gen AI?

To fully harness the potential of Gen AI, insights from surveys reflect the users' needs for support and skill development to effectively apply Gen AI in their work. Our surveys indicate that users seek support in the form of expert consultation from Gen AI specialists, having manuals or guidelines tailored to the nature of their work for appropriate usage.



What support would you like to have to better utilize AI?

Expert AI consultation	60%
Practical manuals and guidelines	54%
AI training sessions	49%
Effective usage guidance	45%
User community for knowledge sharing	42%
Broader acceptance of AI use	41%

01

AI Consultation: There is a significant demand for expertise in Gen AI consultation. This indicates that users seek guidance from domain experts to utilize Gen AI appropriately and efficiently to its fullest potential.

"If possible, I would like experts in AI usage to come and teach how to use AI in various programs, as it would help adapt it for work purposes. Male, 24 yrs."

02

Manuals or Usage Guidelines: This express the need for manuals or usage guidelines tailored to their specific job roles. Since each organization or job type have different requirements, users require appropriate manuals or best practices tailored to their context for accurate utilization.

"I wish there were guides on using AI that I'm interested in, both in video clip and article formats, to help me understand how to use that particular AI. Female, 39 yrs."

03

AI Usage training: Additionally, they indicate the need for training or coaching in AI usage. This highlights users' awareness of the necessity to develop skills and knowledge in utilizing Gen AI effectively.

"I think there should be training on AI knowledge and skills for everyone to understand, in order to make its usage suitable for the job. Male, 43 yrs."

Guideline to using AI appropriately

Lastly, we've compiled a set of recommendations for the ethical and effective use of Generative AI in the workplace, based on secondary research findings. These guidelines aim to foster responsible AI utilization:

01

Evaluating AI Outputs: Always critically evaluate AI-generated data, understanding that it should complement, not replace, human decision-making. This ensures the information's relevance and accuracy.

02

Ensuring AI Data Accuracy: Regularly validate AI outputs to maintain trust in its reliability and quality. This step is crucial for ensuring the data's fairness and accuracy.

03

Transparent AI Usage with Customers: Transparency about using AI for significant analysis or tasks is essential. Preemptively informing customers about AI involvement promotes transparency and builds trust.

04

Prioritizing Privacy and Security: Select AI solutions from providers with robust privacy policies and data protection measures. Safeguarding user privacy and sensitive information is paramount.

05

AI as a Complementary Tool: AI should enhance, not substitute, human effort. The unique human capabilities of creativity, judgment, and interpersonal communication are irreplaceable. AI should serve as a tool to augment these human strengths.

Following these principles can help ensure that Generative AI is used responsibly and effectively, aligning with ethical standards, and achieving optimal results.

Conclusion

Gen AI has rapidly transformed Thailand's work environment, with its creative and analytical abilities supporting various sectors like office tasks and customer service. Gen AI is predominantly used for language translation, multimedia creation, and data analysis, enhancing efficiency and reducing repetitive tasks. However, despite its potential and perceived benefits, users have concerns about job displacement, data security, and AI's adaptability to various tasks. Additionally, users seek support in the form of expert consultation, suitable usage manuals, and AI training. Ultimately, the appropriate utilization of Gen AI lies in the discretion and awareness of users. Finally, we have a phrase to emphasize to all Gen AI users that:

A woman with curly hair, wearing a black long-sleeved top with the name 'AMRAN' on it, is looking at a tablet in a server room. The room is filled with server racks and has blue lighting. A reflection of her is visible in a glass partition. The text 'LEVEL UP YOUR WORK WITH AI, DON'T BE REPLACED BY IT.' is overlaid on the right side of the image.

**"LEVEL UP
YOUR WORK
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