Principles for Regulating the Provision and Use of AI in Thailand and Beyond

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Introduction

Artificial intelligence (Al) is a technology that can improve productivity in many industries. From manufacturing, finance, and logistics to creative industries and now it has started to play a role in people's daily lives. Greater influence on personal life and opinions in society.

With a leap forward in development both in terms of hardware that is the power of AI in terms of engineering techniques. and in terms of application to business and government work. The invention of AI technology will have a significant impact on the structure and players in the economy and society. both positive and negative to all sectors whether in terms of growth in some industries or creating changes in the labor market It also points to security risks that could lead to the extinction of humanity if today's more powerful AIs are misused or targeted towards the destruction of humans.

In capitalist and democratic societies, No one can prevent the use or development of technologies that are borderless and have such great potential. Especially for Thailand, which is a small and open economy (small and open economy), strategies and approaches are needed to cope with the new landscape that AI technology is taking shape.

This article begins by pointing out important systemic effects. Then introduces key concepts for promoting and regulating the use and development of AI technology for further benefits in the Thai context. To find a policy balance between using AI to enhance wealth and achieve social goals while controlling potential risks to the public interest.

Major implications of the invention of AI technology on a large scale

Al is a technology that has the potential to benefit the economy and society. Both in width and depth, even compared to when computers began to affect human work

(computerization) but at the same time, AI can cause harm and cause. There are risks in many aspects as well.

The design of government measures must take into account both the benefits and risks from the use and develop such technology. Here are seven key impact areas and concepts for supporting and regulating AI in the Thai context.

๑. Productivity, effectiveness, and efficiency in business operations

Al is an essential tool of choice for businesses to increase productivity and buildable to compete better than in the past in almost every industry and every line of work with lower administrative costs. Goldman Sachs's study estimates that generative Al alone has the potential to increase global gross domestic product by ๗ percent and productivity by ๑.๕ percentage points over the next ๑๐ years. In terms of industrial impact, Rybczynski's Theory gives a view that the coming of AI will make the capital-intensive industry (capital intensive) gain positive merit with the assumption that Manufacturing processes can be more easily connected to AI than in labor-intensive industries where the impact is less easily predictable.

The reason is hard to predict because AI will not only lead to replacement and layoffs of workers, but in some cases, AI can lead to more jobs if jobs are aligned with the use of AI as a tool in the new production process. which has increased net productivity than in the past

However, no matter how good the potential of AI is the most important thing from an economic point of view is the rate of practical application If not applied or there is only a superficial flow of usage. The country's structure, production process for goods and services will still lag and may lose the ability to Finally able to compete on the world stage.

๒. Productivity, effectiveness, and efficiency in government operations

In addition to business potential, AI can also enhance the work of the government to create better outcomes in society as well.

The first dimension is the use of AI to enhance the quality of public goods (public goods) and the efficiency of the production of various services by the government, such as providing basic services and facilitation to citizens, justice and legal processes, and education systems and knowledge and skills development.

The second dimension is the use of AI to reduce the dependency on many bureaucrats in the work process. The public sector takes many steps that may not be necessary cutting steps or adjusting to achieve Automation will increase the efficiency of the work of the public sector. along with relieving the fiscal burden in the long run.

The key issue in this regard, besides effectiveness and efficiency, is There is also the matter of Maintaining fairness in government systems, even though AI has a bias in the form of algorithms. But some strengths fill in the weaknesses in procedures that are normally lacking in transparency and discretion due to excessive dependence on human beings as well.

๓. Changes in the labor market

AI has the potential to drive changes in skill requirements and workforce types. It may also increase job turnover rates and severe unemployment in some groups of workers. Although in the past, the invention of technology often creates new types of work. Many studies have estimated that the impact on the labor market as a whole will be negative for global employment.

If combined with the global trend of declining wages or the case that even the wages of high-skilled workers are not also adjusted according to the advancement of innovation There is a possibility of compensation issues in the market. The labor recession will be an exacerbating problem. and have a wide-ranging impact.

Such problems will take root even more in an economy where the labor market is still inefficient. due to the inability to facilitate the rapid transition of labor between businesses and in countries where the system of Education has always adhered to the same principles, although the demand for skills in the world has shifted to already.

๔. Inequality

The impact of AI on social inequality can be viewed from two perspectives. In the first aspect, if AI significantly benefits certain groups of people, such as high cognitive skills workers who have the opportunity to apply AI faster, or capitalists who have more opportunities to access or own the technology. The problem of income inequality and Wealth has the potential to intensify. On the other hand, there is also the potential for AI-powered tools to elevate the productivity of low-skilled workers to some extent with those of mid and high-skilled workers, such as the ability to quickly research, answer questions, or create writing and other less-subtle forms of content.

๕. Opportunities to learn and develop skills

Positive aspect of the arrival of AI is the opportunity to use Generative AI to enhance learning and develop human skills. both for youth Those in the labor market and those who are entering retirement age.

The cost of using AI to produce high-quality personal learning assistants is constantly decreasing, especially when compared to alternatives to cater to a variety of learner interests. and individualized learning style that works best for each learner.

Although AI is not a complete replacement for learning and skill development, especially at the early childhood level that needs to learn with humans, AI can fill in the point where quality teacher resources are insufficient. or the market price is too high for the current ability to access quality educational services.

๖. Violation of consumer privacy rights and indirect behavior control

Products or platform services AI-driven businesses often rely on personal data. The user's personal information to predict behavior or use for any other benefit. The use of this information, although in practice, will be consented by the user but at the same time products and services. As a result, users are less likely to protect their data for convenience. Especially in the case of large platforms where the data bargaining power is balanced. with the platform rather than with the user.

In an era of widespread use of robots or wearables that can store more personal information and the information may be transferred to another location or traded in the background. Risk of breach of privacy rights or driving behavior by the person. Inactive, unconscious, initiated behavior itself is a risk that must be managed.

๗. The misuse of AI or against social goals

AI is beginning to signal potential risks. Although the impact on inequality or labor substitution is still not clear empirical evidence. But the impact on other aspects then began to have an actual case study This may be the case that is caused by mistakes of the AI itself or caused by humans misusing the AI.

AI glitch that can lead to an accident with bodily life is the case of An Uber self-driving car running a red light in San Francisco where people cross the street. In one test, the development of Uber's self-driving cars has to slow down. Another tragic case study is a Belgian case who decided to blow himself off after a conversation with a chatbot about mental health issues. and environmental problems caused a controversial issue It's about the governance of AI to mitigate these negative effects.

In cases where humans deliberately misuse AI, there is also the potential for damage. If the government is not equipped enough to combat, monitor or detect the use of AI as a tool expanding the effect of committing crimes such as financial or technological crimes, etc.

A prime example of this is the intentional use of AI to create and screen false content. to cause a condition called an echo chamber or a state in which information, ideas, and beliefs are amplified or supported. The recommendation system of AI until it results in dichotomy or grouping of ideas that are more intense or completely wrong from the facts.

However, no matter what the risk with the greatest potential for damage is the risk of Failure to resolve alignment problems in cases where humans are no longer able to control AI to operate within the human target range. Especially in the case that one day the AI will have intelligence beyond Human beings and ultimately have their wills.

Suggestions for support and supervision by the government

๑) Risk-based approach

The European Union is the first agency in the world that has issued AI regulatory guidelines and the scope of AI use by private companies by using the risk-based approach, AI risk is divided into ๔ levels:

An unacceptable level of risk, such as AI used by governments to rate people's behavior, etc. Europe will ban all use of these algorithms with the high-risk AI, such as law enforcement-related AI and biometric identification, is subject to supervision at the training and development stages.

Limited-risk AI, such as chatbots, are used by the developers of the company. Conversing with the AI for the user to decide if they want to continue the conversation with Al or use human services instead.

AI, such as spam filtering systems, for which no detailed regulatory approach is outlined. Thailand should adopt a similar approach as a framework for its regulatory design. Technology with a wide scope of applications and there's a long range of potential damage so that it's not overpowering where it shouldn't be strong or weak where it shouldn't be weak.

๒) Adoption-first mindset

The application of digital technology in the production of goods and services in Thailand is Delayed and more challenging than everyone thought If you try to experience real field work It could be called digital transformation. of Thailand is still not considered to be able to be done only superficially

It means that it is possible if the government is indifferent and controls too severely. Thailand will enter the same cycle and miss opportunities to grow or lose its competitiveness

on the world stage. Because the adoption rate of AI as a production tool is lower than that of competitors.

The AI strategy must focus on supporting the application to minimize access and usage costs first. Then follow up with measures to cushion the negative impact. It doesn't start by drafting a new law or implementing strict regulatory measures for AI or increasing the cost of using it primarily before choosing to support its use on a case-by-case basis.

Thailand has problems in accessing and applying technology and there are barriers to efficiency in the production of goods and services in both the private and public sectors. including access to quality educational services and skills development Therefore, the principle of designing measures should take into account the goals of access and apply first.

๓) Labor market-centric welfare

While evaluating its impact on the overall labor market remains highly challenging, what is certain is the impact of AI on changes in skill demand which will lead to movement migration of labor in the labor market either voluntarily. What the government should do is not just assess the welfare level for hard-hit workers. or the allocation of funds to support a wide range of skills development and learning activities, especially in areas that In parallel with the arrival of AI, the government still needs to manage and measure the results. Let the labor market in Thailand work more efficiently. So that market forces can work to facilitate the rapid movement of workers between positions and between workplaces and best meet the needs of the four contractors and the employer side in this disruptive environment.

Another by-product of improving the policy and managing the labor market is Developing a wide, deep, detailed labor database down to skill details and providing more time to build a base to create a special labor welfare policy that is the most targeted, timely, and not superfluous during the Thai labor market being affected by AI.

๔) Conduct-driven regulations

AI is a technology that will create huge regulatory challenges. Because it is a technology that is complex and difficult to understand the internal workings, making investigations or finding conclusions when disputes arise Difficult and time-consuming, AI is in every industry. It is not limited to the framework or scope of work of sector organizations. Any state the stakeholders of AI technology used in Thailand may be scattered around the world, making it difficult to oversee or request clarification.

This means that although Thailand has official regulations or measures to regulate AI. and still cannot prevent the damage that may occur as we have seen the effects of the rise of the global digital asset industry (Which technically is still considered easier to supervise than AI).

The first and foremost thing is to create a strong conduct culture from today among service providers, developers, and users to fear severe penalties. And create ethical AI work standards in the Thai technology industry The second thing that is urgently needed is to improve the due process so that when the damage is done. The delinquency process must be speedy effective and powerful enough to not allow the offender to be impunity, to repeat the offense, or to become a role model inviting more offenders.

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