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WHAT ARE WE EXPECTING FROM AI : DIFFERENT PLACES, DIFFERENT REACTIONS



Dave McCaughan
Founder & Storyteller BIBLIOSEXUAL
davidcmccaughan@gmail.com

Thailand, Japan, the World differ ... about a lot of things ... and certainly about what AI offers

Just over 2 years ago **CHATGPT** created a storm. After many decades of development of AI platforms and tools it was as if the world first saw artificial intelligence. And ever since it seems people, businesses, governments have been in a state of constant AI driven hype. But is the hype the same everywhere?



Personally, I have been using AI driven specialist platforms to undertake market research for almost exactly a decade. So maybe it makes sense that people in the marketing and marketing research world often ask me how I see the “AI revolution” affecting people. Recently two different organisations, one in Japan and one in Thailand, asked me almost at the same time a simple question ... “how is AI seen in our country versus others?”. So, I put together a simple study by asking AI to assess AI.



First I used **Perplexity** (<http://www.perplexity.ai/>) to ask how Japan, Thailand and the World are reacting to AI developments. If you have not used Perplexity, it works similar to GPT in answering questions by summarising what it finds on the internet while providing a good range of sources including existing published research. A good general starting point.

Significance Systems

I then went to my usual partner platform **Significance Systems** (<http://significancesystems.com/>). Here I asked about the narrative around AI in local language in each of Thailand, Japan and the World (in English for the latter). The platform seeks out every piece of content ever read on the internet in the given market and language, reads and analyses them all and tells us how that market sees the subject. The five charts below summarise its findings.

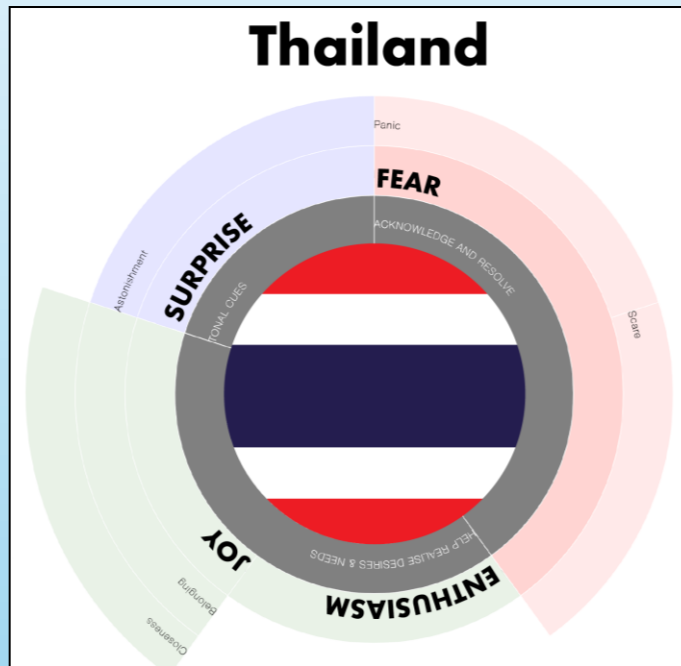


Chart 3 tells us pretty clearly that Thailand is **less pessimistic** and **more enthusiastic**. AI related content in the Thai language has been dominated by “enthusiasm” “joy” and “surprise” with a lot of positive discussion on how it will help with social issues, potential economic growth and personal opportunities. There is “fear” about disruption to the current work life and job security but this is much less proportionally than we see globally. In separate studies we have seen that most SE Asian markets also see AI as a possible “jump start”, enabling a quicker catch up to more developed economies. Whether this will work out in the long run is debated but content analysis tells us that the Thailand market, for now, sees AI as a real opportunity for change.



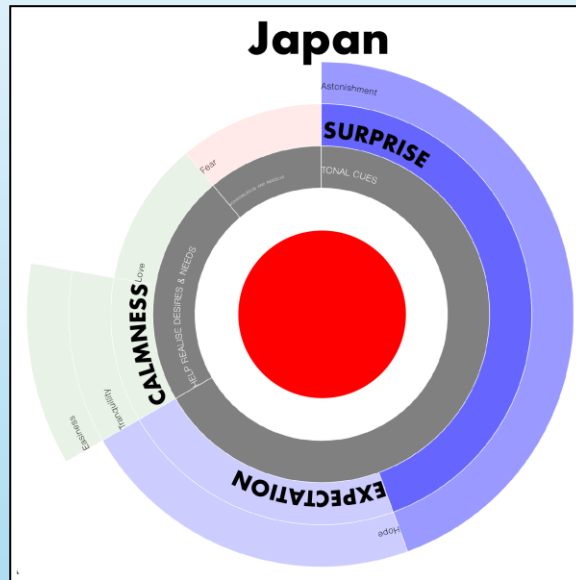


Chart 4 sees a very different reaction from Japan. **“surprise”** and **“expectation”** dominate the way the country sees AI along with **“calmness”** and very little fear or negative reaction. In part this is because content on the internet in Japan around artificial intelligence focuses on the effect on industry, robotics, productivity, big social issues like healthcare. More **“big picture”** than in the West where the content tends to be more about **“affect on my life”**. Partly this seems driven by a focus on AI as an answer to the problems of an ageing, shrinking population and workforce. Partly this may also be due to a different approach to technology between Japan and the world.

AI and the concerns around it seem to be part of a history of worry about technology prevalent in the West. Think the about the Luddites of the industrial revolution, or the history of science fiction since Frankenstein. As I explained in a recent talk about AI acceptance in Tokyo, Japan has a history of seeing tech as **“an extension of humans”** not so much a threat.



Where to ?

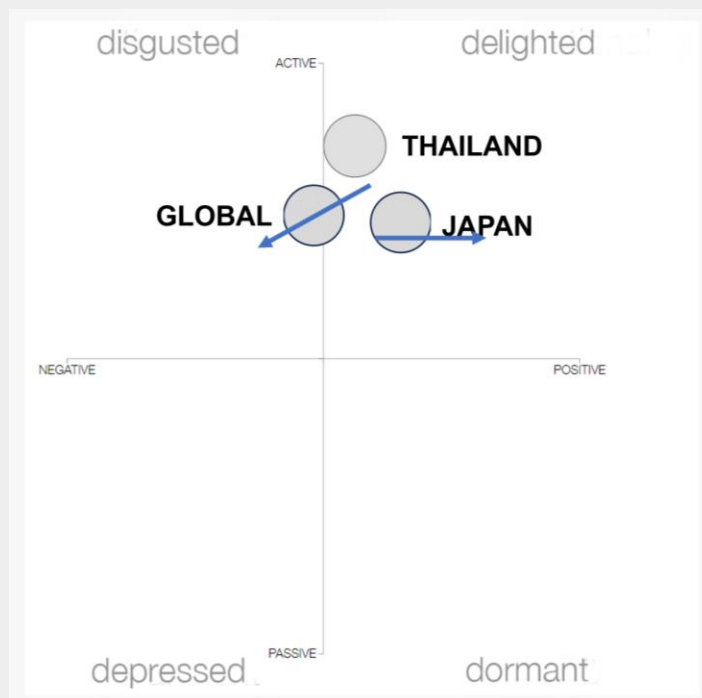


Chart 5 illustrates where the narrative around AI is moving. In all markets it is active, more and more content every day. But note the differences. In Japan it is positive and active, in Thailand also. Globally it is increasingly negative. Concerns grow.

I am sure everyone reading this article will have an opinion on AI, and perhaps how it is seen and understood in their market. Happy to help you explore that. But ... please be aware that as with any topic market research will be looking for differences and in the new world of AI awareness there is more than you may think.



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