



Summary of Proposals for the "UNESCO Global Forum on the Ethics of AI 2025"

The National Press Council of Thailand, Thai Journalists Association, Thai Online News Providers Association, COFACT Thailand, Thai Public Broadcasting Service and Faculty of Communication Arts, Chulalongkorn University hereby proposed the following recommendations:

1. To Governments

- Establish a national policy framework on AI across various sectors (AI Governance Policy Framework).
- Prepare for legal oversight (with the Thai AI Act already drafted and partially subjected to public hearings), or consider expanding the scope of existing laws instead.
- Prioritize copyright law to help create added value for original sources/content.
- Encourage participation from expert sectors in identifying high-risk AI applications to guide regulation.
- Promote collaboration among the government, universities, and media organizations in developing responsible AI, and emphasize policies for developing AI literacy among the public.

2. To Global Platforms and Revenue Supporters

(Including AI developers, social media companies, and advertising agencies)

- Emphasize quality content and credible news sources (Trusted media) beyond mere engagement. AI should also learn about ethics and precautions.
- Only feed data from reliable news sources into machine learning systems; do not allow AI-generated data to be used for re-training.
- Implement a warning system to prevent issues arising from disinformation and deepfakes.
- Collaborate with media organizations to develop guidelines for AI use in fact-checking, based on principles of transparency, open models, and neutrality towards any belief.
- Allow news producers to "block AI modification," such as prohibiting LLMs from using articles for model training without permission (opt-out rights) or requiring data licensing for copyright compliance.

3. To Media Organizations

- Create ethical guidelines and enforcement mechanisms for the use of AI within news organizations. This serves as a community-level approach to self-regulation concerning AI use, such as establishing internal working groups for regular AI usage review.
- Develop best practices for AI governance within media organizations and explore ways to preserve human jobs.

- Train journalists on AI literacy and establish clear AI ethics policies. Media organizations should disclose the use of AI in all relevant editorial processes, such as news compilation, automated content generation, image and video creation, translation, personalization of news feeds, audience analytics, and even spell-checking, to ensure transparency and maintain public trust.
- Uphold journalistic values and be cautious not to replace humans in "ethical decision-making" processes, such as considering the publication of sensitive news, violent images, or personal information (e.g., in war or protest footage, where caution and awareness are crucial).
- Campaign for media organizations to maintain content quality by being cautious about using AI for rewriting, transcribing, or translating news without proper oversight, in order to build media credibility and trust (Trusted Media).

4. To Media Consumers/Academia

- Develop personal skills in using and coexisting with AI.
- Build knowledge and enhance Digital Intelligence Quotient (DQ), data ethics, and AI literacy for journalists and the public, who are both media consumers and online content creators.
- The public must unite to promote consumer rights to know whether content is AI-generated or human-generated (Individual Level), for example, through clear "Generated by AI" labels.
- Enhance public AI literacy to be aware of content manipulation, such as deepfakes, chatbots, and voice clones.
- Call upon relevant parties to provide channels for reporting or complaining about unethical AI content, and for platforms or media outlets to take transparent corrective action.