

Kingdom of Thailand

United Nations Commission on the Status of Women (UNCSW)

Regulating the Impact of Beauty Filters and AI-Generated Imagery on Youth Mental Health and Body Image Standards

Context and State Position

The rapid expansion of artificial intelligence and beauty filters has significantly influenced how young people perceive themselves, often reinforcing unrealistic beauty ideals and negatively affecting self-esteem and mental health. Thailand recognizes that while digital innovation has created new opportunities for communication and creativity, the misuse of AI-generated imagery and excessive beauty filters can contribute to body dissatisfaction, anxiety, and harmful social comparisons, particularly among adolescent girls.

Thailand believes that protecting youth mental health must go hand in hand with promoting technological innovation. Rather than restricting technological development, the Kingdom advocates for responsible regulation, increased transparency, and improved digital literacy. Thailand supports international cooperation among Member States, technology companies, educational institutions, and mental health organizations to create a safer and healthier digital environment.

State Role / Past Actions

Thailand has demonstrated its commitment to promoting digital safety and mental well-being through initiatives aimed at improving digital literacy and responsible online behavior. The government has supported awareness campaigns encouraging responsible social media usage while strengthening mental health services for young people through schools and healthcare institutions.

Thailand continues to promote gender equality and women's empowerment through policies aligned with the Sustainable Development Goals, particularly SDG 3 (Good Health and Well-being), SDG 5 (Gender Equality), and SDG 10 (Reduced Inequalities). The Kingdom believes that protecting young women and girls from harmful online beauty standards is an important step toward achieving these goals. Thailand also recognizes the importance of collaboration between governments, educators, civil society, and technology platforms to address emerging digital challenges.

Solutions

Thailand encourages Member States to adopt a balanced international framework that protects youth while respecting technological innovation and freedom of expression. Firstly, Thailand proposes requiring digital platforms to clearly label AI-generated or significantly altered images to improve transparency and help users distinguish edited content from reality.

Secondly, Thailand advocates for comprehensive digital literacy and media education programs in schools, enabling young people to critically evaluate online content, recognize unrealistic beauty standards, and build healthy self-confidence.

Finally, Thailand supports expanding access to youth mental health services through school counselors, awareness campaigns, and

partnerships with healthcare professionals. The Kingdom also encourages technology companies to strengthen safety measures for minors by promoting responsible AI practices and providing accessible reporting mechanisms for harmful content.