

## Press Release

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### **One in Three Thai Teens Exposed to Nude Content Online, New Report Finds**

*A newly released representative study of 2,000 young people aged 9-17 in Northern Thailand reveals motivations for engaging with online sexual content, including sharing self-generated content. In response to these issues, young people are calling for better protections built into platforms and more nuanced conversations and guidance about safe online interactions.*

**Bangkok, Thailand** — A new study by Evident and the HUG Project, financially supported by the World Childhood Foundation, sheds unprecedented light on why and how Thai youth are engaging with self-generated sexual content online.

The report is titled *Leaked: Understanding and Addressing Self-Generated Sexual Content Involving Young People in Thailand* and is based on a survey of nearly 2,000 children aged 9–17 from seven Northern Thailand provinces, youth consultations, and interviews with law enforcement and frontline workers.

Key findings reveal that:

- One in three older teens (14–17) reported knowing peers at their schools who had shared or received sexual content — including nude images of others they believed to be under the age of 18, adult pornography, and even AI deepfakes.
- Motivations for sharing the content included gaining likes and followers (46%), financial incentives such as money or gifts (45%), and seeking validation or affirmation (40%). A notable proportion of respondents (34%) believed that young people share sexual content because they are pressured, tricked, or coerced.
- Despite growing awareness of risks, 56% of youth agreed that technology makes it too easy to share intimate images without considering consequences.
- Young people themselves often ranked online scams and drugs as more dangerous than sexual content — showing how risk perceptions in the digital age can differ between parents and young people.

*“Young people are growing up in a world where their digital lives are inseparable from their offline ones,”* said Wirawan Mosby, Director and Founder of the HUG Project and 2017 Trafficking in Persons

Report Hero. *“Instead of using shame or telling them not to take risks, we need to listen and give them guidance about how to carefully engage in online and offline relationships.”*

The findings underscore that while nude-sharing does not always result in harm, it can expose children to blackmail and extortion, privacy violations, and long-term emotional consequences. Yet the report stresses that punitive approaches can discourage young people from asking for help from a fear they will get in trouble.

### **About Evident**

Evident makes evidence work for social change. They are a small Bangkok-based company focused on research projects and translating evidence into concrete actions to improve the way we look after children around the world.

### **About HUG Project**

Hug Project is a Chiang Mai based foundation that exists to protect, prevent, and restore at-risk children as well as youth who have been exploited online, sexually abused, or trafficked.

### **About World Childhood Foundation**

Childhood prevents child sexual abuse and exploitation. They do so in partnership with passionate pioneers, grassroots organizations, companies, foundations, and other stakeholders who share their vision of a world where no child is sexually abused. They invest in innovations, methods, and partnerships that enhance protection and reduce risks for particularly vulnerable groups. Childhood was founded in 1999 by HM Queen Silvia of Sweden.

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