

Thai People and News Behavior During Crises



Suan Dusit Poll surveyed a sample of 1,148 people (online and field survey) Between July 24 – 25 2025

Key Findings:



75.61%
Verified news
from multiple
sources



76.83%
Trusted official
government
sources



81.10%
Expected
accurate and
timely updates



78.66%
Wanted shelters
and evacuation
plans



86.50%
Were concerned
about casualties on
both sides

Check Before Trust, Urge Flood Aid, Worry Over Thai–Cambodia

In times of crisis, the majority of people chose to verify information through multiple sources before accepting it (75.61%). The most trusted source of information during such situations was official government agencies, such as national data centers (76.83%). When asked about their expectations for how the government and the media should communicate during emergencies, most respondents wanted accurate, timely, and continuous updates (81.10%). In the specific case of flooding, people prioritized the immediate preparation of shelters and evacuation routes (78.66%). As for the Thai–Cambodian conflict, the greatest concern was the potential loss of life and injuries on both sides (86.50%). Taken together, these findings paint a portrait of a public that is responsible with information, cautious in its response to crises, and deeply concerned with human safety above all else.

"Thai people are alert and responsive in times of crisis, relying on both information and rationality. They expect communication that is trustworthy, especially during disasters or conflicts that may impact lives and national stability. What the public seeks is not merely fast information, but information that is accurate and actionable. The role of the government and the media is not only to inform but also to build confidence and help guide society through the crisis together."

Pornpan Buathong
Director of Suan Dusit Poll
Suan Dusit University



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From the youth perspective, following the news today is fast and easily accessible, which also increases the likelihood of encountering fake news. According to the survey, the accuracy of information remains a top priority for the public. Government sources are still considered the most reliable, and there is a strong desire for both public and private sectors to disseminate information that is timely, accurate, and suitable for further analysis and communication. This is especially important during natural disasters or crisis situations, where the public expects swift and effective responses. Regarding the Thai–Cambodian conflict, with the public closely monitoring the situation, the most urgent need at this time is to reduce tensions and prevent further injuries and losses as quickly as possible, as the situation shows signs of escalating."

Mr. Krissarin Bussara, a third-year student
Bachelor of Political Science Program
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In times of crisis involving international military conflict, such news often provokes emotional sensitivity among the general public and can quickly shape patterns of expression and behavior. While verifying information to confirm facts is a good practice, in reality, the dissemination of news in various forms often takes on a highly nationalistic tone. Such content frequently includes opposing views toward the other side, rooted in nationalistic beliefs and opinions. Therefore, the state should establish a centralized agency to communicate with the public promptly and should consider implementing measures to control the dissemination of information during times of crisis. Although such measures may potentially infringe on certain freedoms, controlling the spread of accurate information can help facilitate the resolution of conflict. The state should, therefore, focus on monitoring and regulating information disseminated by individuals or groups with influence over public sentiment.

Associate Professor Dr. Rungphop Kongritrajun
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