



Ground-Up AI Justice: Thailand's Path through TAO and Mill's Utilitarian Frameworks

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Abstract

This research “Ground-Up AI Justice: Thailand’s Path through TAO and Mill’s Utilitarian Frameworks” emphasizes that achieving social justice in Thailand’s AI governance requires integrating indigenous philosophical frameworks that resonate with local cultural values. There are three objectives for this documentary research as following 1). to study Mill’s Utilitarianism and Tao Philosophical concept of social justice 2). to demonstrate through Tao philosophy and Mill’s argumentation that Tao Philosophy of Wu Wei, natural harmony, and organic order provide superior theoretical foundations for understanding social justice for AI Thailand 3). to synthesis Taoist-Buddhist authentic concepts of social justice that are philosophically more coherent and practical. The research result found that Objective1 provide a comprehensive analysis of Mill’s utilitarianism, emphasizing the pursuit of the greatest happiness and the harm principle, and evaluates its applicability amidst Thailand’s relational ethics and community-centric values. The study demonstrates that while utilitarian approaches offer measurable tools for policy evaluation, their reliance on aggregate welfare and individual rights may oversimplify complex social and cultural dynamics, risking marginalization of minority interests. Conversely, Objective 2 illuminates Taoist principles Wu Wei, natural harmony, and organic order as superior foundations for AI Thailand’s governance based on Thai cultural value. Taoist concepts advocate for adaptive, unobtrusive regulation aligned with natural social patterns, emphasizing balance over optimization. The result of Objective 3 found that synthesizes Taoist and Buddhist teachings, emphasizing holistic well-being, compassion, and interconnectedness, forming philosophically coherent and practically applicable frameworks that prioritize community engagement and cultural authenticity. The study further proposes an integrative implementation model that balances empirical outcome measures with ethical, cultural, and systemic considerations, offering a pathway for Thailand to achieve just AI development grass rooted in indigenous wisdom. It emphasizes that AI development within Thailand’s socio-cultural context. This comprehensive analysis marks a significant contribution to the fields of AI Ethics, Social Justice, Indigenous Philosophy, and Human Rights offering a pathway for culturally sensitive, sustainable development in Thailand and potentially other societies with similar values.

Keywords: artificial intelligence, social justice, Thai cultural value, TAO, wu-wei, mill’s utilitarianism