



DEVELOPMENT OF AN AI-BASED DHAMMA TIKTOK PLATFORM INSPIRED BY BUDDHIST TEACHINGS TO PROMOTE PSYCHOLOGICAL RESILIENCE AMONG THE WORKFORCE

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Abstract

Background and Objectives: Thailand's rapid transition from an agricultural-based economy to industrial and service-based sectors has intensified workplace stress, burnout, and emotional exhaustion among the workforce. These mental health challenges were further exacerbated by the COVID-19 pandemic, which increased job insecurity and psychological distress. Although employee assistance programs are widely available, many interventions remain grounded primarily in Western psychological frameworks and often lack cultural relevance within Thai society. At the same time, short-form digital platforms such as TikTok have become influential communication channels but frequently contain misinformation and limited evidence-based mental health content. Consequently, a significant empirical gap persists regarding interventions that integrate Artificial Intelligence (AI) with indigenous cultural wisdom to support psychological resilience. This study, therefore, aimed to: Examine current mental health challenges and resilience needs among the workforce; Develop an AI-based dhamma TikTok platform inspired by Buddhist teachings to enhance psychological resilience; And evaluate the effectiveness of the AI-based dhamma TikTok platform among working adults.

Methodology: This study employed a three-phase mixed-methods Research and Development (R&D) design. Phase 1 used semi-structured interviews with 35 workforce informants to explore current mental health challenges and resilience needs, using thematic analysis. Phase 2 involved the development and validation of 30 AI-generated Dhamma video clips integrating the Four Noble Truths (Ariyāsacca 4) and the Four Foundations of Mindfulness (Satipaṭṭhāna 4). Content development was conducted through in-depth interviews with experts (n = 17) and validated through focus group discussions (n = 9) before implementation as a 30-day intervention. Phase 3 employed a mixed-methods evaluation, including a pre-post assessment with the Connor-Davidson Resilience Scale (CD-RISC-10) and post-intervention qualitative interviews.



Main Results: Phase 1 identified three major mental health challenges among the workforce: Work-related stress, emotional and cognitive dysregulation, and interpersonal strain. Three resilience needs were also identified, including emotional support, emotional regulation skills, and accessible mental health tools. Phase 2 resulted in the development of an AI-based Dhamma TikTok platform featuring an animated novice monk delivering 30 short-form video clips grounded in a Buddhist psychological resilience framework. In Phase 3, quantitative findings demonstrated a statistically significant improvement in resilience scores, increasing from a moderate level ($\bar{x} = 23.29$, S.D. = 5.91) before the intervention to a high level after the intervention ($\bar{x} = 33.26$, S.D. = 5.55), as confirmed by paired sample t-test analysis ($t = 7.9060$, $p < 0.01$). Qualitative findings further indicated reduced occupational stress, improved emotional regulation, and more compassionate interpersonal relationships in the workplace.

Involvement to Buddhaddhamma: The finding demonstrated that the Four Noble Truths and the Four Foundations of Mindfulness, when adapted into digital micro-practices, could support psychological resilience through inner regulation, empathic connection, purposeful mindset, and transformative growth. The resulting Samanera Kiddy Dhamma Wheel Model (SKDWM) integrated Buddhist contemplative principles with AI-supported digital communication for workforce mental health promotion. The study therefore contributes to both Traditional Buddhism, through the application of the Four Noble Truths and the Four Foundations of Mindfulness derived from Buddhaddhamma and the Pali Canon, and Applied Buddhism in the areas of Buddhist Innovation.

Conclusion: This AI-based Dhamma TikTok platform showed potential for enhancing psychological resilience among the Thai workforce by integrating Buddhist contemplative practice with modern digital technology. The intervention contributed to reduced occupational stress, improved emotional regulation, and healthier interpersonal interaction. The findings suggest that culturally grounded digital mental health tools offer a practical approach for workplace wellness promotion, helping working adults cultivate mindfulness, emotional balance, and inner resilience amid the pressures of everyday working life. Future studies should include larger samples, longer intervention periods, and broader population groups to further evaluate the effectiveness and applicability of the model.

Keywords: AI-based Dhamma TikTok, Buddhist Teachings, Psychological Resilience, Workforce

Introduction

Across the world, rapid technological and social transformation has generated both significant progress and increasing psychological strain. One major consequence of this continuous change has been the growing prevalence of mental health challenges, which have become an important factor influencing individual well-being and long-term economic productivity. The World Health Organization emphasized that mental health is a fundamental component of overall health and reported that depression and anxiety led to nearly one trillion USD in global productivity losses annually (World Health Organization, 2021). Thailand has experienced similar challenges. As the country rapidly transitioned from an agricultural-based economy to industrial and service-based sectors, the workforce increasingly encountered occupational stress, burnout, and emotional



exhaustion (National Statistical Office, Ministry of Digital Economy and Society, 2023). The COVID-19 pandemic further intensified existing socioeconomic difficulties, resulting in greater job insecurity and psychological distress among the population (Ruengorn et al., 2021). Consequently, heavy workloads, managerial pressures, and interpersonal conflicts have continued to affect employees' emotional well-being negatively, making workplace stress a major concern at both national and global levels. For many workers, these pressures extend beyond the workplace and affect daily life. Persistent workload demands, job insecurity, and interpersonal tensions may contribute to sleep disturbances, emotional exhaustion, irritability, and difficulty maintaining a healthy work-life balance. Over time, these challenges can reduce psychological resilience and negatively affect both personal well-being and workplace performance.

These conditions highlight the need for effective approaches to strengthen psychological resilience in challenging work environments (Mohamad et al., 2025). At the same time, rapid digitalization has introduced new dimensions of occupational stress. Although digital technologies and remote working arrangements provide greater flexibility, they also create technostress, information overload, and a fear of missing out, all of which can deplete psychological resources (Marsh et al., 2024). Continuous connectivity between work and personal life has also been associated with anxiety, sleep disruption, and burnout, particularly among vulnerable workforce groups (Anwar & Iqbal, 2023). Despite the availability of conventional mental health programs and employee assistance services, many interventions remain short-term and are often based primarily on Western psychological frameworks with limited integration of Thai cultural and spiritual contexts. Concurrently, short-form digital media platforms, especially TikTok, have become central channels for communication and information exchange. Although TikTok has potential as a platform for psychological education and digital spiritual communication, concerns remain regarding misinformation and the limited availability of evidence-based content (Adha et al., 2025). Therefore, a notable empirical gap persists concerning interventions that integrate Artificial Intelligence (AI) with culturally grounded knowledge to provide accessible and trustworthy mental health support (Rzyczniok et al., 2025).

In response to these challenges, Buddhist contemplative traditions within Thai society offer valuable psychological and ethical approaches for addressing the underlying causes of workplace suffering. The Four Noble Truths (Ariyāsacca 4) provide a framework for recognizing suffering, understanding its causes, and developing pathways toward emotional balance and well-being (Bodhi, 2000); (Feer, 1975). Similarly, the Four Foundations of Mindfulness (Satipaṭṭhāna 4) emphasize awareness, emotional regulation, and adaptive coping through mindfulness practice (Ñāṇamoli & Bodhi, 1995); (Trenckner, 1979). Previous studies have shown that Buddhist mindfulness-based interventions can help reduce depression, anxiety, and psychological distress while promoting compassion, emotional awareness, and cognitive clarity (Phong, 2025). From Buddhist concepts, psychological resilience may be understood as the capacity to encounter adversity with awareness and wisdom rather than reacting automatically to difficult experiences. The Four Noble Truths provide a framework for understanding and responding



to suffering, while the Four Foundations of Mindfulness cultivate self-awareness and emotional regulation, both of which are recognized as important components of resilience (Bodhi, 2000); (Ñāṇamoli & Bodhi, 1995). Research has also indicated that mindfulness-based resilience training successfully alleviated occupational stress and improved emotional regulation, particularly in demanding work environments (Michaelsen et al., 2023); (Singh et al., 2023). Therefore, adapting Buddhist contemplative practices into short digital micro-practices may provide a culturally appropriate approach for enhancing psychological resilience, emotional regulation, and adaptive coping among modern workers.

To address these theoretical and practical gaps, this study examined an innovative digital intervention specifically tailored for the Thai working-age population. Previous studies highlighted the preliminary success of AI-based conversational therapists and digital mental health platforms in providing brief, daily support for stress management and cognitive reframing (Nie et al., 2024); (van der Schyff et al., 2023). Building upon this technological foundation, the present study developed an AI-based Dhamma TikTok platform that seamlessly integrated artificial intelligence, social media engagement, and profound Buddhist teachings. This culturally grounded program aimed to transform brief digital interactions into meaningful moments of mindful reflection, emotional growth, and psychological recovery, directly supporting Thailand's National Mental Health Development Plan and the WHO Global Mental Health Framework, both of which emphasize accessible, preventive, and scalable approaches to mental health care. AI-assisted and culturally grounded interventions may therefore complement existing workplace mental health programs by expanding access to low-cost forms of psychological support.

Objectives

This study, therefore, aimed to: Examine the current mental health challenges and resilience needs among the workforce; Develop an AI-based Dhamma TikTok platform inspired by Buddhist teachings to enhance psychological resilience; And evaluate the effectiveness of the AI-based Dhamma TikTok platform among working adults.

Methodology

This study was conducted under a Research and Development (R&D) framework, applying a mixed-methods design, following the concept proposed by Creswell (2003). The overarching goal of the study was to develop and evaluate the effectiveness of an AI-based Dhamma TikTok platform that integrated Buddhist teachings to enhance psychological resilience among the workforce. To achieve this goal in a systematic and rigorous manner, the research was organized into three distinct phases. Each phase was carefully aligned with one of the three research objectives, and the findings from each phase served as the foundation for the subsequent phase. The following sections describe each phase in detail, including its purpose, key informants, instruments, data collection procedures, and data analysis methods.



Phase 1: Examine the Current Mental Health Challenges and Needs Related to Psychological Resilience in the Workforce

The first phase of this study employed a qualitative research design as part of the broader Research and Development (R&D) process. The primary aim of this phase was to explore the current conditions of mental health challenges and the needs for psychological resilience among the workforce within the Thai socio-cultural context. Particular emphasis was placed on understanding the lived experiences of key informants in relation to work-related stress, burnout, coping mechanisms, and patterns of digital media consumption. The data gathered in this phase were intended to provide a rich, contextual understanding of the real-world problems that the intervention in later phases would seek to address.

Key Informants. The study was conducted among the workforce recruited through an announcement posted in the Buddhamahametta Foundation's official Line communication group, which had approximately 500 members. Participation was voluntary, and individuals who expressed interest in the study were screened according to the inclusion criteria. A total of 35 eligible participants met all criteria and agreed to participate in the study. This population was considered contextually relevant because its members had prior exposure to Dhamma practice. From this group, a single purposive sample of 35 key informants, hereafter referred to as the workforce ($n = 35$), was selected to identify information-rich cases consistent with qualitative inquiry standards (Creswell & Plano Clark, 2018); (Patton, 2015). This same cohort of workforce ($n = 35$) was retained across Phases 1 and 3 of the study to enable longitudinal within-subject comparison. All key informants met the following inclusion criteria: 1) Aged between 25 and 60 years; 2) Capable of accessing TikTok via a personal smartphone; And 3) Possessing sufficient cognitive awareness to engage meaningfully with the study activities.

Research Instrument and Validation. Data in this phase were collected through semi-structured interviews using an interview guide specifically designed for this study. To ensure that the interview questions were valid and aligned with the research objectives, the interview guide was submitted to a panel of five experts for review. The Content Validity Index (CVI) was calculated based on experts' ratings of each item's relevance to confirm that the interview questions possessed strong content validity and were well-suited to capture the information needed to fulfill the research objectives.

Data Collection. Semi-structured interviews were conducted with the workforce ($n = 35$) to elicit detailed accounts of workplace stress, emotional difficulties, coping strategies, and digital media consumption habits, providing a comprehensive picture of the mental health landscape among the Thai workforce.

Data Analysis. All qualitative data were analyzed using thematic analysis following Braun & Clarke (2021), through a systematic process of coding, theme identification, and refinement. The resulting themes encompassing key mental health challenges and expressed needs for psychological resilience subsequently served as the empirical foundation for designing the AI-based Dhamma TikTok platform in Phase 2.



Phase 2: Develop an AI-Based Dhamma TikTok Platform Inspired by Buddhist Teachings to Enhance Psychological Resilience in the Workforce

The second phase of this study employed a qualitative research design as part of the ongoing Research and Development (R&D) process. The primary aim of this phase was to develop an AI-based Dhamma TikTok platform by integrating the empirical findings obtained from Phase 1 with a comprehensive literature review, relevant theoretical frameworks, and key Buddhist principles. In other words, the themes and needs identified through the thematic analysis in Phase 1 were used as the starting point for the platform development process. These empirical insights were then combined with established academic knowledge and spiritual wisdom to create an intervention that was both evidence-based and culturally grounded.

Particular emphasis was placed on the integration of two core Buddhist doctrines into the platform's conceptual design. The first was the Four Noble Truths (Ariyāsacca 4), which served as a conceptual framework for understanding the nature of psychological suffering and the pathway toward its cessation. The second was the Four Foundations of Mindfulness (Satipaṭṭhāna 4), which provided a practical pathway for cultivating moment-to-moment awareness and emotional regulation. These elements were synthesized into a unified conceptual framework that guided all subsequent decisions regarding the content, format, and delivery of the intervention.

The development of the platform proceeded through three sequential steps, each of which involved a distinct group of key informants and served a specific purpose in the overall design process.

Step 1: Content Development through In-depth Interviews with Experts.

The first step involved conducting in-depth interviews with a group of 17 key informant experts who were selected through purposive sampling. These experts came from diverse and complementary fields of expertise, including insight meditation masters, TikTok content creators, and Buddhist scholars. The meditation experts had at least 10 years of experience in insight meditation instruction. Buddhist scholars held doctoral qualifications or equivalent expertise in Buddhist Studies, while TikTok content creators possessed demonstrated experience in digital media production and audience engagement on social media platforms. The purpose of engaging this multidisciplinary group was to ensure that the platform's content was rooted in authentic Buddhist teachings, practically applicable to the daily lives of the workforce, and suitable for delivery through the short-form video format of TikTok.

Step 2: Content Validation through Focus Group Discussion with Experts.

In the second step, all 30 video clips produced in Step 1 were presented to a separate group of 9 experts for critical review and validation through a focus group discussion. This second group of experts also comprised insight meditation masters, TikTok content creators, and Buddhist scholars; However, they were entirely different individuals from those who participated in Step 1. The deliberate use of a different group of experts ensured that the review process was independent and unbiased, providing a fresh and objective perspective on the quality, accuracy, and appropriateness of the content.



During the focus group discussion, these experts critically examined each of the 30 clips with respect to several key criteria, including the accuracy of the Buddhist teachings presented, the clarity and accessibility of the language used, the cultural appropriateness of the content, the visual and auditory appeal of the animations, and the overall feasibility of using the clips as a psychological intervention tool. The experts provided detailed feedback and recommendations for improvement, and the necessary revisions were made to the clips accordingly. All instruments used in both Step 1 and Step 2, including the in-depth interview guidelines and focus group discussion protocols, were validated by experts using the Content Validity Index ($CVI \geq 0.70$).

Step 3: Deployment to the Digital Platform. After the 30 video clips had passed through both the development process (Step 1) and the validation process (Step 2), they were uploaded and published on TikTok as a digital platform. The platform was then made accessible to the workforce ($n = 35$) who had been selected in Phase 1. This deployment marked the transition from the development phase to the intervention phase, as the workforce could now engage with the AI-generated Dhamma TikTok content as part of the structured intervention evaluated in Phase 3.

The result of this phase was the creation of a fully developed AI-based Dhamma TikTok platform consisting of 30 short-form video clips generated through artificial intelligence. The content was specifically designed to facilitate momentary awareness and mental pausing, emotional regulation, and mental reset in everyday life. The platform was thus prepared for pilot testing and effectiveness evaluation in Phase 3.

Phase 3: Evaluate the Effectiveness of the AI-Based Dhamma TikTok Platform Inspired by Buddhist Teachings to Enhance Psychological Resilience in the Workforce

The third and final phase of this study employed a mixed-methods research design, combining both quantitative and qualitative approaches to provide a comprehensive and well-rounded evaluation of the platform's effectiveness. The reason for using a mixed-methods design in this phase was that the quantitative data alone could show whether key informants' resilience scores changed numerically, but they could not explain how or why such changes occurred. Therefore, qualitative data were also collected to capture the key informants' lived experiences and to understand the underlying psychological mechanisms that contributed to any observed changes. By combining these two types of data, the study was able to present a more complete picture of the intervention's impact.

Key Informants. The same workforce ($n = 35$) recruited in Phase 1 was retained, enabling a repeated-measures design for direct within-subject comparison between pre- and post-intervention outcomes. All key informants provided informed consent in accordance with research ethics guidelines. To ensure confidentiality, all participants were assigned identification codes, and no personal names were recorded in the datasets. Interview transcripts were anonymized prior to analysis, and all digital files were stored in password-protected devices accessible only to the research team. Participants were informed of their right to withdraw from the study at any stage without penalty.

Research Instruments. Two instruments were used: 1) The Connor-Davidson Resilience Scale (CD-RISC-10), a validated 10-item instrument measuring psychological resilience (Connor & Davidson, 2003), and 2) An in-depth interview guide exploring key informants' perceptions of psychological change, emotional growth, and the application of Dhamma principles in their working lives. All instruments were validated using the Content Validity Index (CVI ≥ 0.70). The internal consistency of the CD-RISC-10 was evaluated using Cronbach's alpha.

Data Collection and Analysis. Data collection proceeded in three stages: A pre-test CD-RISC-10 assessment to establish baseline resilience, a 30-day intervention period during which key informants engaged with the AI-generated Dhamma TikTok content, and a post-test assessment alongside in-depth interviews. During the intervention period, participants were instructed to view one AI-generated Dhamma TikTok clip per day for 30 consecutive days. Each clip lasted approximately 1 - 3 minutes. Quantitative data were analyzed using descriptive statistics, including frequency, percentage, mean, and standard deviation. Changes in psychological resilience before and after the intervention were examined using paired-sample t-tests. Qualitative interview data were transcribed verbatim, coded systematically, and analyzed using thematic analysis. The quantitative and qualitative findings were subsequently integrated to provide a comprehensive understanding of the intervention outcomes. The complete overview of all three phases is illustrated in Figure 1.

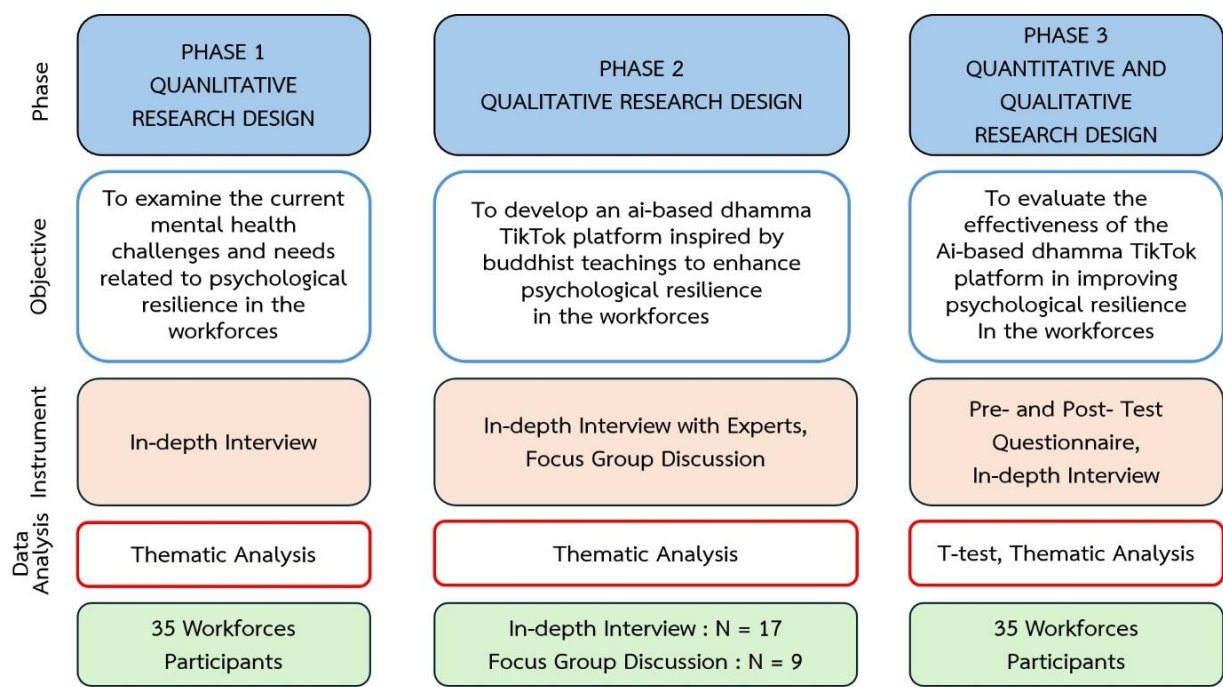


Figure 1 Overview of the Three-Phase R&D Framework: AI-based Dhamma TikTok Platform for Workforce Resilience



Results and Discussion

The results and discussion of this study were systematically organized to present the demographic profile of the key informants before addressing the three primary research objectives. The findings integrated quantitative data, qualitative insights, and theoretical discussions to provide a comprehensive understanding of the intervention impact.

General Data of the Sampling Group

The study collected demographic information from thirty-five working adults who participated in the digital intervention. The analysis of their age distribution revealed that the largest segment consisted of individuals aged twenty to thirty-nine years old, accounting for 37.14 percent of the total group. Key informants aged forty to forty-nine and fifty to fifty-nine years old formed the subsequent groups, representing an equal proportion of 31.43 percent each. Regarding marital status, more than half of the key informants were single, representing 51.43 percent. Married individuals accounted for 37.14 percent, and the remaining 11.43 percent were either widowed or divorced. In terms of educational background, the sample demonstrated a highly educated workforce. A significant majority, taking up 60.00 percent, held a bachelor's degree, while 34.29 percent possessed higher educational qualifications. Only 5.71 percent reported having an education lower than a bachelor's degree. The occupational profile illustrated diverse professional experiences. Private sector employees constituted the largest sector at 54.29 percent, followed by business owners at 22.86 percent, and freelancers at 17.14 percent. Additionally, government and state employees made up 5.71 percent. The data on working experience provided further insights into their professional maturity. More than half of the sampling group, or 51.43 percent, possessed between eleven and twenty years of working experience. Another 22.86 percent had twenty-one to thirty years of experience, while 17.14 percent had worked for one to ten years. The remaining 8.57 percent reported over thirty years of professional experience. Table 1 summarizes the demographic characteristics of the workforce participants involved in the psychological resilience evaluation.

Table 1 General Characteristics of the Sample Group

Variable	Category	Frequency (n)	Percentage (%)
Age	20 - 39 years old	13	37.14
	40 - 49 years old	11	31.43
	50 - 59 years old	11	31.43
Marital Status	Single	18	51.43
	Married	13	37.14
	Widowed / Divorced	4	11.43
Education Level	Bachelor's Degree	21	60.00
	Higher than a bachelor's degree	12	34.29
	Lower than a bachelor's degree	2	5.71
Occupation	Private Sector Employee	19	54.29
	Business Owner	8	22.86
	Freelance	6	17.14
	Government / State Employee	2	5.71

**Table 1** General Characteristics of the Sample Group (Continued)

Variable	Category	Frequency (n)	Percentage (%)
Work Experience	1 - 10 years	6	17.14
	11 - 20 years	18	51.43
	21 - 30 years	8	22.86
	More than 30 years	3	8.57
Total		35	100.00

Phase 1: Examine the Current Mental Health Challenges and Needs Related to Psychological Resilience in the Workforce

To address the first research objective, this phase examined the current mental health challenges and psychological resilience needs among the workforce through in-depth interviews with 35 key informants. The qualitative data were analyzed using thematic analysis. The findings identified three major mental health challenges and three corresponding psychological resilience needs. These findings are presented under the following themes.

Theme 1: Work-related stress.

Much of the information given by these key informants reflected that stress at work did not come from a single factor but rather from work overload, high expectations from organizational leaders, and limited time for task completion. These pressures resulted in both physical and psychological consequences, including insomnia, panic, and feelings of burnout. One informant explained that work-related thoughts often continued long after office hours had ended, resulting in difficulty sleeping and a persistent sense of exhaustion.

These findings are consistent with Mohamad et al. (2025), who identified excessive job demands and role ambiguity as key stressors that undermine human well-being. While the findings are consistent with previous studies, the present study further highlights how workplace stress is intertwined with emotional and contemplative dimensions, particularly among individuals seeking resilience through Buddhist-informed practices.

Theme 2: The stress from handling one's own emotions and thoughts.

The key informants experienced difficulties related to their own thoughts and emotions, including overthinking, repetitive thinking, anger, dissatisfaction, and feelings of guilt. These issues persisted after work hours had ended and prevented the mind from truly resting, leading to mental restlessness, insomnia, and self-dissatisfaction. One informant explained that even after returning home, the mind continued to revisit unpleasant workplace events, leading to feelings of frustration, guilt, and self-blame.

These findings suggest difficulties in regulating one's own thoughts and emotions and reflect limitations in mindfulness skills for managing affective experiences. The findings are in line with the research of Wu et al. (2023), who studied the working population and found that work-related rumination, particularly affective rumination, is a significant variable that leads to the transmission of stress into mental health problems. Unlike previous studies that primarily focused



on cognitive rumination, the present findings emphasize the potential role of mindfulness and Buddhist contemplative practices in supporting emotional regulation and reducing persistent mental distress.

Theme 3: The problems related to relationships with others and the emotional impact of others on one's mind.

Workplace relationships represented another key factor contributing to stress. Many key informants reported having organizational conflicts that generated persistent discomfort and stress. Notably, some informants found themselves having to absorb the emotional burdens of others, whether customers or colleagues, for example, having to endure expressions of frustration and irritation, which led to emotional exhaustion and burnout. One informant explained that repeatedly absorbing customers' frustrations and colleagues' emotions often left them feeling emotionally drained at the end of the day.

This finding aligns with Tung & Rong (2022), whose research indicated that individuals working in customer-facing roles face considerable pressure arising from interactions with a diverse range of people, which leads to interpersonal conflicts or mutual misunderstanding, ultimately resulting in overall stress and mental health issues. Similar to previous research, interpersonal relationships were identified as a significant source of workplace stress. However, the present study further suggests that resilience-building interventions may benefit from incorporating compassion-based approaches that strengthen both self-awareness and relational well-being.

Regarding the need to develop psychological resilience among working-age individuals, the analysis revealed that these can be summarized into 3 main themes as follows:

Theme 1: The need for emotional support from others.

Most key informants reported a lack of encouragement from those around them and the desire for someone to listen to their problems without judgment. Positive relationships within the family and the workplace played a vital role in building psychological resilience.

This is consistent with Felszeghy et al. (2024), who found that a relaxing environment significantly reduces anxiety and fear. In the workplace context, receiving good support from friends and family can help mitigate stress.

Theme 2: The need for the development of emotional regulation.

Most participants reported difficulty managing persistent thoughts, rumination, and negative emotions such as anger, anxiety, and dissatisfaction. Furthermore, there was an expressed need for mental development through practices such as mindfulness and kindness, enabling individuals to navigate various situations with stability and emotional balance.

This is consistent with the research of Klangrit et al. (2025), which indicated that integrating Buddhist principles into daily life can strengthen emotional stability and psychological resilience.

Theme 3: The need for tools and media for psychological resilience.

The key informants expressed a need for practical tools and approaches that could be readily applied in managing stress, such as mindfulness practice techniques, the cultivation of letting go,



and inner development grounded in Buddhist principles. Participants also emphasized the importance of accessible short-form videos that promote mindfulness and mental well-being in daily life.

These findings align with Chung et al. (2025), who indicated that employees experiencing burnout tend to turn to short-form video clips as a form of digital leisure and mental recovery. Content that emphasizes mindfulness practice and mental relaxation was found to help alleviate stress and cultivate emotional and psychological resilience.

Phase 2: Develop an AI-Based Dhamma TikTok Platform Inspired by Buddhist Teachings to Enhance Psychological Resilience in the Workforce

Building upon the mental health challenges and resilience needs identified in Phase 1, this phase addressed the second research objective by developing an AI-based Dhamma TikTok platform designed to respond directly to the workforce's identified needs for emotional support, emotional regulation, and accessible mental health tools. Phase 1 identified three major mental health challenges: Work-related stress, emotional dysregulation, and interpersonal strain, alongside needs for emotional support, emotional regulation skills, and accessible mental health media. These findings were integrated with a comprehensive literature review, relevant theoretical frameworks, and core Buddhist principles to guide the development of the AI-based Dhamma TikTok platform in this phase. In doing so, the platform development process directly addressed the second research objective by translating the identified workforce needs into a culturally grounded and digitally accessible intervention.

Through in-depth interviews with 17 multidisciplinary experts, the platform's content model and media format were collaboratively developed. The experts unanimously agreed that the Four Foundations of Mindfulness (Satipaṭṭhāna 4) and the Four Noble Truths (Ariyāsacca 4) were the most appropriate Buddhist principles for the intervention, as they provided a fundamental framework for understanding suffering and regulating emotions.

This aligns with the Dīgha Nikāya, where the Buddha states that through the cultivation of mindfulness, one attains immediate awareness of emotional states (Rhys Davids & Carpenter, 1966).

A key outcome of this collaborative process was the decision to use an AI-generated animated character in the form of a young novice monk as the main presenter of the Dhamma content. This design choice was directly responsive to the Phase 1 findings, in which the workforce expressed a clear need for mental health media that was warm, approachable, non-judgmental, and easily accessible through short-form digital content. The animated novice monk character was designed to reduce the formality of religious teachings and encourage more relaxed engagement with Dhamma content.

The 30 clips were structured according to a Buddhist-Based Psychological Resilience Model for Working Adults, integrating the Four Noble Truths (Ariyāsacca 4) and the Four Foundations of Mindfulness (Satipaṭṭhāna 4) with four dimensions of psychological resilience: Inner regulation, empathic connection, purposeful mindset, and transformative growth, organized as a progressive 30-day program across four weekly themes.



The experts recommended that these Buddhist teachings be translated into practical, hands-on exercises that viewers could immediately apply in their daily lives, such as guided breathing exercises designed to cultivate present-moment awareness and create a brief mental pause amidst workplace pressures. Regarding message design, the content utilized three- to five-second hooks to capture attention instantly and avoided overly formal religious terminology, instead using simple language that connected directly to real-life stressful situations. Visually, the platform employed relaxing aesthetics, featuring natural backgrounds and adorable AI-generated novice monk animations to convey brightness and wisdom without feeling intimidating. Crucially, a human-in-the-loop system was securely established, whereby human experts constantly supervised and verified the accuracy of the AI-generated content against the Tipitaka (Davids, 1978); (Feer, 1976) before public dissemination, ensuring doctrinal accuracy and preventing cultural insensitivity or algorithmic bias.

Following the development of the 30 clips, the focus group discussion with 9 independent experts confirmed the accuracy, cultural appropriateness, and feasibility of the content. After successful validation, the finalized 30 short-form video clips were deployed on TikTok, making them accessible to the workforce ($n = 35$) for the structured 30-day intervention evaluated in Phase 3.

The development of this platform bridged ancient contemplative wisdom with modern digital communication. The AI-generated novice monk character was perceived by experts as a warm, approachable, and culturally appropriate medium for communicating Buddhist teachings to working adults. The AI-generated novice monk character helped reduce psychological barriers to engaging with spiritual content.

This finding is consistent with the research of Adha et al. (2025), which demonstrated that TikTok functions as a dynamic and highly effective medium for spiritual and mental health education, particularly when the content is credible and accurately curated. By presenting the Dhamma through a visually warm and culturally familiar animated figure, the platform may lower the engagement threshold and make Buddhist teachings more accessible to a broader audience.

The structured alignment of the 30 clips with the Buddhist-Based Psychological Resilience Model demonstrated a high degree of conceptual coherence between Buddhist contemplative psychology and modern resilience theory. This finding is consistent with the research of Gross (2015), Neff (2003), and Tedeschi & Calhoun (2004), which demonstrated that the four dimensions of psychological resilience correspond closely to established Western psychological constructs, including emotion regulation, self-compassion, acceptance and commitment therapy, eudaimonic well-being, and post-traumatic growth. While previous studies largely examined these constructs within Western psychological frameworks, the present study demonstrates how Buddhist contemplative principles can be systematically translated into short-form digital interventions, thereby extending resilience research into culturally grounded and technology-assisted contexts. This synthesis confirmed that Buddhist teachings, when systematically operationalized, possessed a robust theoretical foundation fully compatible with evidence-based psychological frameworks for resilience enhancement.

By translating mindfulness principles into accessible micro-practices, the platform promoted emotional regulation and compassionate responses. The approach also suited the modern workforce, whose limited time and heavy workloads made long meditation sessions impractical. Furthermore, the human-in-the-loop system addressed key ethical concerns in AI-based mental health care.

These findings are consistent with Phophichit (2025), who demonstrated that mindfulness-based interventions can support emotional regulation and mental well-being. Similarly, Rzycki et al. (2025) highlighted the importance of addressing ethical concerns such as algorithmic bias and privacy issues in AI-assisted mental health care. The present findings further reflect the everyday realities of working adults who must navigate ongoing stress, emotional pressure, and interpersonal challenges in their daily lives.

Phase 3: Evaluate the Effectiveness of the AI-based Dhamma TikTok Platform in Improving Psychological Resilience in the Workforce

Building upon the challenges identified in Phase 1 and the intervention developed in Phase 2, this phase addressed the third research objective by evaluating the effectiveness of the AI-based Dhamma TikTok platform in enhancing psychological resilience among the workforce. In this phase, the same 35 workforce key informants from Phase 1 engaged with the AI-based Dhamma TikTok content over 30 days. The intervention was evaluated using a mixed-methods approach, combining quantitative measures of psychological resilience with qualitative insights into key informants' experiences. The results are presented as follows:

Quantitative Results: The effectiveness of the AI-based Dhamma TikTok intervention was evaluated using the 10-item Connor-Davidson Resilience Scale (CD-RISC-10) with a sample of 35 key informants who engaged with the platform continuously over a 30-day period. The pre-test results revealed that the key informants possessed a moderate level of psychological resilience, with a mean score of 23.29 and a standard deviation of 5.91. Following the 30-day intervention, the post-test assessment demonstrated a distinct and concrete improvement. The mean resilience score increased to 33.26, and the standard deviation decreased to 5.55. A paired sample t-test confirmed that the psychological resilience scores of the sampling group after interacting with the AI-based Dhamma TikTok clips were significantly higher than before the experiment at the 0.01 level ($t = 7.9060$, $p < 0.01$), as shown in Table 2.

Table 2 Comparison of Psychological Resilience Scores of the Sampling Group (Pre-test, Post-test & t-test)

Assessment Phase	Number of Key informants	$\bar{x}$	S.D.	Reliability	Resilience Level	t-test	p-value
Pre-test	35	23.29	5.91	0.88	Moderate	7.9060	< 0.01
Post-test	35	33.26	5.55	0.93	High		

Note: Statistical significance at the 0.01 level



Qualitative Results: The qualitative findings, derived from post-intervention interviews conducted after 30 days of exposure to the platform, further support the effectiveness of the AI-based Dhamma TikTok platform by revealing key psychological and behavioral mechanisms underlying resilience improvement. The results can be organized into three interrelated themes that illustrate how the platform fostered resilience in the modern workplace. Notably, these themes align with the key problem domains identified under objective 1, reflecting how the intervention directly addressed the workforce's mental health challenges and resilience needs.

Theme 1: Reduction of Occupational Stress and Enhancement of Work Performance.

Following regular exposure to the Dhamma TikTok platform, many key informants reported a marked reduction in occupational stress, particularly stress arising from workload demands and time pressure. Participants described a shift toward mindful working, including better task prioritization and faster stress recovery. These changes suggest that short-form dhamma content functioned as an accessible micro-intervention within the natural flow of the workday. These findings are consistent with Lee et al. (2025), who demonstrated that mobile mindfulness training constitutes an effective strategy for reducing stress and preventing burnout among office workers. Specifically, short-form video content was found to facilitate psychological micro-breaks that elevate state mindfulness, enabling employees to reorganize cognitive priorities and manage workload more effectively even under high-pressure conditions.

Theme 2: Development of Emotional and Cognitive Regulation Skills.

Key informants reported an enhanced capacity for metacognitive and affective awareness, including faster recognition of maladaptive emotional states such as anger, cognitive rumination, and negative ideation. The Dhamma TikTok clips functioned as a daily mindfulness tool that interrupted ruminative thought cycles and facilitated prompt emotional disengagement. Representative experiences included the use of mindful breathing to return attention to the present moment and the emergence of cognitive reframing, which key informants identified as a key shift toward greater psychological flexibility among participants. Taken together, these findings suggest the strengthening of metacognitive awareness and affective regulation as core mechanisms of resilience. These findings are corroborated by Yuvasri & PM (2025), who identified mindfulness practice as a principal mechanism for enhancing emotional regulation and cognitive flexibility. Consistent with the present results, Dhamma-based media was found to serve as an attentional anchor to the present moment, enabling individuals to interrupt automatic, maladaptive thought patterns and transition from emotional reactivity to mindful responsiveness, thereby strengthening psychological resilience.

Theme 3: Development of Compassionate Relationships and Compassionate Leadership.

Following the intervention, key informants reported meaningful improvements in interpersonal functioning, including reduced emotional reactivity, greater use of empathy and compassion in workplace interactions, and an increased capacity for active listening. Participants reported calmer communication, reduced emotional reactivity, and fewer ego-driven expectations toward colleagues. At the organizational level, these shifts corresponded to improved team



dynamics, a more positive workplace climate, decreased operational errors, and enhanced service user satisfaction. These findings reflect the development of compassionate leadership and healthier workplace relationships. These findings align with Liu et al. (2025), who found that mindfulness and compassion meditation delivered via short-form video effectively cultivated interpersonal mindfulness and prosocial orientation. The Dhamma TikTok format served as an instrument enabling workers to regulate their own emotional states while extending compassionate awareness toward colleagues, thereby transforming the relational quality of the work environment, reducing interpersonal conflict, and fostering broader service satisfaction.

When interpreting these results, it is important to acknowledge that participants' prior familiarity with Buddhist teachings may have introduced a selection bias, as those already engaged with the practice are likely to respond more favorably and demonstrate greater engagement with the platform than the general population would. This limits the extent to which the findings can be generalized beyond practitioners with similar backgrounds. Furthermore, because the study lacked a control group, claims about the platform's effectiveness in improving psychological resilience must be treated with caution. It is not possible to rule out alternative explanations such as the passage of time, regression to the mean, or other concurrent influences. Future studies incorporating diverse populations and randomized controlled designs are therefore necessary to establish stronger causal links and broader generalizability.

Originality and Body of Knowledge

The primary contribution of this study lies in the development of the Samanera Kiddy Dhamma Wheel Model (SKDWM), a novel framework that integrates the Four Noble Truths, the Four Foundations of Mindfulness, AI-generated digital content, and TikTok-based micro-learning into a unified approach for enhancing psychological resilience among working adults. Unlike conventional mindfulness interventions that primarily focus on meditation practice or psychological skills training, the SKDWM model combines Buddhist contemplative wisdom with AI-assisted digital delivery to create a culturally grounded and scalable resilience-building intervention. Building upon this contribution, the study generated three interconnected areas of new knowledge that advance the fields of Buddhist studies, occupational psychology, and digital mental health communication.

First, this study proposed the integration of culturally resonant Buddhist teachings, specifically the Four Noble Truths (Ariyāsacca 4) and the Four Foundations of Mindfulness (Satipaṭṭhāna 4), into an AI-driven short-form video platform. By translating traditional contemplative practices into accessible digital micro-practices, the study addressed the time constraints of the modern workforce while preserving the doctrinal integrity of Buddhist teachings.

Second, the study introduced a human-in-the-loop verification system in which Vipassana monks and Buddhist scholars continuously reviewed AI-generated content against the Tipiṭaka to ensure doctrinal accuracy, cultural sensitivity, and ethical integrity.

Third, the study generated a new body of knowledge regarding the mechanisms through



which digital spiritual communication enhanced psychological resilience, culminating in the conceptualization of the Samanera Kiddy Dhamma Wheel Model (SKDWM). This contribution extends existing digital mental health research by demonstrating how Buddhist contemplative principles can be systematically operationalized within AI-assisted short-form media environments.

Component 1: The Inner Dhamma Wheel of Contemplative Wisdom (Ariyāsacca 4 and Satipaṭṭhāna 4)

In simple terms, the SKDWM was designed as a 30-day resilience-building program for working adults. The model combines key Buddhist teachings with daily digital micro-practices to help participants develop emotional regulation, compassionate relationships, purposeful thinking, and personal growth. The Inner component constituted the doctrinal and psychological core of the intervention: A 30-day structured curriculum integrating the Four Noble Truths as the conceptual macro-framework with the Four Foundations of Mindfulness as the experiential micro-mechanism. This integration resulted in four structured phases aligned with established dimensions of psychological resilience. In practical workplace settings, these four phases were designed to help participants recognize stress more clearly, regulate emotional reactions, strengthen workplace relationships, and develop greater resilience when facing daily work challenges.

Week 1: Dukkha x Kāyānupassanā - Inner Regulation (7 Clips). This phase focused on cultivating bodily awareness as the foundation for recognizing workplace suffering and strengthening emotional regulation.

Week 2: Samudaya x Vedanānupassanā - Empathic Connection (7 Clips). During this phase, participants observed feelings as transient experiences, fostering self-compassion, empathic understanding, and reduced emotional reactivity toward both themselves and others.

Week 3: Nirodha x Cittānupassanā - Purposeful Mindset (7 Clips). During this phase, participants cultivated awareness of impermanence as a liberating insight, supporting acceptance, meaning-making, and the development of a more purposeful perspective toward work and life challenges.

Week 4: Magga x Dhammānupassanā - Transformative Growth (9 Clips). During this phase, the preceding insights were integrated into a holistic practice grounded in sīla, samādhi, and paññā, supporting personal transformation, resilience, and growth through adversity.

Component 2: The Outer Samanera Kiddy as the Culturally Engaging Digital Messenger

The outer component represented the platform's delivery mechanism through an AI-generated animated novice monk character. The design of Samanera Kiddy was a theoretically grounded intervention strategy derived directly from the empirical needs identified in Phase 1, in which key informants expressed a clear desire for mental health media that was warm, approachable, and non-judgmental. The character's gentle appearance, saffron robes, and serene natural backgrounds were specifically crafted to reduce the psychological barriers associated with formal religious instruction, transforming what might otherwise be perceived as intimidating content into an inviting daily companion for mindfulness practice.

Samanera Kiddy plays a central role in communicating Buddhist-based psychological resilience content through the TikTok platform. Just as the Dhammacakka symbolizes the turning of the Wheel of Dhamma in Buddhist tradition, Samanera Kiddy serves as a digital communication medium for delivering Buddhist contemplative practices to the modern workforce. The character facilitates the communication of Buddhist principles in ways that are understandable and applicable to participants' daily lives. The combination of three- to five-second hooks, accessible language, and the human-in-the-loop verification system ensures both maximum engagement and doctrinal fidelity.



Figure 2 The Samanera Kiddy Dhamma Wheel Model (SKDWM)

Synthesis: The Samanera Kiddy Dhamma Wheel Model (SKDWM)

The convergence of the Inner and Outer components produced the SKDWM, visually represented in Figure 2. In this model, the Dhammacakka served as the central metaphor: Its hub contained the doctrinal core of Ariya^āsacca 4 and Satipa^{ṭṭ}thā^āna 4; Its four segments represented the 30-day progressive curriculum across Dukkha, Samudaya, Nirodha, and Magga; And Samanera Kiddy stood as the joyful force propelling it forward along the TikTok platform.

This model established that effective digital mental health interventions require the inseparable integration of doctrinally rigorous content (Inner) and a culturally engaging delivery mechanism (Outer). It was precisely this synergy, the ancient wisdom of the Buddha delivered through a digital novice monk on a modern social media platform, that produced the statistically significant and



qualitatively profound enhancement of psychological resilience observed among the Thai workforce.

Ultimately, this study demonstrated that the ancient contemplative wisdom of the Buddha, when systematically operationalized into a 30-day micro-practice curriculum and delivered through an ethically governed AI character, possessed the capacity to transform occupational stress into inner regulation, emotional reactivity into empathic connection, existential anxiety into a purposeful mindset, and adversity into transformative growth.

Conclusions and Recommendations

This study demonstrated that an AI-based Dhamma TikTok platform grounded in Buddhist teachings may contribute to enhancing psychological resilience among the Thai workforce. The three-phase Research and Development process indicated that working adults commonly experienced occupational stress, emotional dysregulation, and interpersonal conflicts, while also expressing the need for accessible and culturally relevant mental support tools. The 30-day digital intervention based on the Four Noble Truths and the Four Foundations of Mindfulness was associated with statistically significant improvements in psychological resilience scores ($t = 7.9060$, $p < 0.01$). Qualitative findings further suggested reductions in occupational stress, improvements in emotional regulation, and more positive interpersonal interactions in the workplace. The study also proposed the Samanera Kiddy Dhamma Wheel Model (SKDWM), which integrated Buddhist contemplative principles with AI-supported digital communication for workplace mental health promotion. The findings suggest that culturally grounded digital interventions may provide a practical and accessible approach for supporting employee well-being in contemporary work environments. Future research should involve larger and more diverse samples, longer intervention periods, and comparative or cross-cultural investigations to further evaluate the applicability and effectiveness of the proposed model. This study contributes to the growing body of knowledge on the integration of Buddhist contemplative practices and modern digital technology for sustainable mental health promotion.

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