

Supplementary Table 1. Example of the coding process (Theme 1)

Theme: Acceleration of sexual behavior

Definition of theme: A rapid shift toward earlier and more frequent sexual interest and behavior among adolescents driven by digital exposure, peer culture, and pleasure-seeking environments

Open coding (inductive)	Initial code label	Revised code label	Definition of code label	Example of quotations
Facebook, TikTok, YouTube, sexy videos, bikini images, scrolling, curiosity, temptation, imitation	Exposure to sexualized content through social media platforms (YouTube, Facebook, TikTok)	Social media platforms	Adolescents' exposure to sexualized images, videos, and interactions through social media that stimulate curiosity and imitation	"They frequently use Facebook and TikTok. Several types of sexual content are available. It makes them want to try." (Teacher, ID17) "We can see many pictures and videos of girls wearing sexy bikinis everywhere on social media." (Parent, FGI2)
porn websites, shared links, sexual clips, arousal, excitement, secret watching, phones	Access to and consumption of internet-based pornographic materials	Internet pornography	Access to sexually explicit online materials that increase sexual arousal and desire to experiment	"Some of them share the link from the website. It really turns them on and triggers them to try." (Parent, FGI1)
Japanese movies, 18+ content, mobile phones, explicit scenes, curiosity, private viewing	Viewing of age-restricted (18+) and sexually explicit films via digital devices	18+ movies	Viewing age-restricted or sexually explicit films via smartphones and online platforms	"They watch Japanese porn movies on their mobile phone... I have heard about 18+ content on mobile phones they could watch." (Community leader, ID11)
wanting to try, daring, not afraid, breaking rules, fast growing, experimenting, exploring	Heightened sexual curiosity and willingness to experiment among adolescents	Curiosity & boldness	Increased willingness among adolescents to experiment with relationships and sexual behavior at younger ages	"Kids these days grow up so fast." (Parent, FGI1) "Young people nowadays dare to do something they are told not to do. There is more exposure to different images and cultures now, which trigger their willingness to try sexual intercourse." (Teacher, ID15)
boyfriend, girlfriend, hugging, kissing, dating early, being a couple, showing off	Earlier initiation of romantic relationships and dating	Early dating	Romantic pairing and public displays of intimacy occurring at younger ages	"I see them hugging and kissing. They are not shy at all." (Parent, FGI1) "They started dating since 5th or 6th grade." (Teacher, ID15)
friends together, teasing, encouraging, copying, wanting to be like others, peer approval	Influence of modern peer culture that normalizes early dating and sexual behavior	Peer culture	Peer norms that normalize early dating, nightlife, and sexual experimentation	"Friends are the important factors. They try to tease about having a partner." (Parent, FGI1) "They grow up faster now. They are easily convinced by their friends. There are sexy posters in restaurants. They end up doing it." (Community leader, ID14)
drinking, drugs, nightclub, karaoke, nightlife, getting drunk, losing control, sex after drinking	Engagement in nightlife, alcohol, and drug use that facilitates sexual encounters	Pleasure-seeking activities	Engagement in nightlife, alcohol, and drug use that lowers inhibition and facilitates sexual encounters	"They use drugs. They hang out at nightclubs. They get drunk, so they can't control themselves. They end up doing it." (Community leader, ID13) "What concerns me the most is doing drugs; having sexual partners which can be very risk." (Parent, FGI1)
Western culture, Thai culture, Japanese influence, sexy posters, modern lifestyle, foreign images, posters, advertising	Influence of foreign and globalized sexual culture on adolescents' norms	Foreign culture	Influence of foreign media, values, and public visual culture (e.g., posters, advertising) on adolescents' sexual norms	"It's from neighboring countries and Europe. They see it on their mobile phones." (Community Leader, ID11)

FGI, focus group interview.