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# A Study on Reaon for Using Artificial Intelligence (Ai) Among College Students in Pollachi Taluk

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**ABSTRACT**

Artificial Intelligence (AI) is revolutionizing various industries, and education is no exception. As technology continues to advance, AI is becoming an integral part of modern educational systems, transforming the way students learn and teachers instruct. AI-powered tools and applications have the potential to enhance learning experiences, improve accessibility, and streamline administrative processes, making education more efficient and personalized. By integrating AI into educational settings, institutions can offer students tailored learning experiences, provide educators with valuable insights, and optimize operational work flows. One of the most significant contributions of AI to education is personalized learning. There are two objectives of study are to examine the extent of AI usage among college students and to analyze the difficulties students face in accessing and utilizing AI tools. This study consist of both Primary and secondary data. Primary data haven collected through well structured questionnaire and secondary data collected from books, magazines etc., There are 400 students were taken for this study based on Convenient Sampling method. This study found that majority of the college students (59.30%) belong to the age group 18-21 years, majority of them (52.30 %) are Male and majority of the students (52.50%) are unmarried. It is suggested that Conduct focus group discussions to explore students' perceptions of AI and its potential applications in various fields and enquire about the AI tools students are aware of and use, including specific software, platforms, or technologies. This study concluded that assessing AI awareness among college students reveals a need for increased education and integration of AI into curricula, fostering a future workforce equipped to leverage AI responsibly and effectively, while also addressing potential ethical concerns.

**Key words**: *Artificial Intelligence, uses of AI, Educational Institution, AI powered Tools.*

## 1.1 INTERODUCTION

Artificial Intelligence (AI) is revolutionizing various industries, and education is no exception. As technology continues to advance, AI is becoming an integral part of modern educational systems, transforming the way students learn and teachers instruct. AI-powered tools and applications have the potential to enhance learning experiences, improve accessibility, and streamline administrative processes, making education more efficient and personalized. By integrating AI into educational settings, institutions can offer students tailored learning experiences, provide educators with valuable insights, and optimize operational work flows. One of the most significant contributions of AI to education is personalized learning. AI can assess assignments, quizzes, and essays with high accuracy, providing students with immediate feedback and allowing teachers to dedicate more time to instruction and student engagement. Additionally, AI-driven data analytics can identify patterns in student performance, helping educators intervene early and offer targeted support to those who need it most.

## 1.2 REVIEW OF LITERATURE

### 1. S Ramesh, 2021

In their study entitled that "In the era of rapid technological advancement, Artificial Intelligence (AI) is poised to revolutionize industries, and education stands at the forefront of this transformation. This paper delves into AI's integration into the education sector, exploring its multifaceted implications. From personalizing learning

experiences and reshaping teaching methodologies to streamlining administrative processes, AI's transformative effects are profound. Ethical considerations also come to the forefront, necessitating a balanced approach. Aseducation navigates the digital era, understanding the implications of AI integration becomes vital for educators, policymakers, and stakeholders shaping the future of learning".

**2. HoudaBoumediene, Mustapha Bouakkaz, 2024**

In their study entitled that "This concluding chapter synthesizes the integration of Artificial Intelligence (AI) in education, underscoring its transformative potential across learning, teaching, and administrative domains. The authors examine pivotal AI applications, such as personalized learning, automated assessment, and enhanced classroom management, emphasizing how these innovations boost student engagement and learning outcomes. Alongside these advancements, the chapter critically addresses ethical challenges associated with AI in education, including algorithmic bias, data privacy issues, and the risk of reducing human interaction. The chapter illustrates AI's practical applications and effectiveness through case studies and examples, such as AI-driven tools like Dream Box and Georgia State University's student success platform. To support the ethical use of AI, the authors highlight the need for strategies to mitigate biases, ensure diverse and representative datasets, and uphold stringent data privacy standards".

**3. Arun Prasad G, A.V. Senthil Kumar, Priyanka Sharma, IndrariniIrawati, 2023**

Their study entitled that "Artificial intelligence (AI) is a rapidly evolving field that has seen tremendous growth in recent years. In this chapter, the authors provide an overview of current trends in AI and their applications in computer science. They also discuss the future directions of AI research and their potential impact on the field of computer science. They start by introducing the basic concepts of AI and its various subfields. Then, they present an overview of current trends in AI research, including machine learning, natural language processing, computer vision, and robotics. The authors discuss how these trends are applied in computer science, such as autonomous vehicles, fraud detection, and personalized medicine. Finally, they discuss the future directions of AI research, including the development of more explainable AI systems, the integration of AI with other emerging technologies, and the ethical considerations of AI".

## 1.3 STATEMENT OF THE PROBLEM

Now a days AI plays an important role in the education field. Many of the students are may have an awareness towards AI for their education purpose. Only few students may not have awareness towards AI. So, hence it is of considerable interest to know:

- What are the uses of AI tools **educational purpose**?

## 1.4 OBJECTIVE OF THE STUDY

1. To examine the extent of AI usage among college students.
2. To analyze the difficulties students face in accessing and utilizing AI tools

## 1.5 METHODOLOGY

The methodology consists of the following heads**:**

### 1.5.1 DATA

This study use both primary and secondary data. The primary data have been collected through issue of well structured questionnaire.The secondary data have been collected from various journals, magazines,books and websites etc.

### 1.5.2 SAMPLE SIZE

The study will target a diverse sample of college students from various academic disciplines to ensure a comprehensive understanding of the opportunities AI presents. A sample size of 40**0 students** will be selected using **convenient sampling method.**This sample size is large enough to provide statistically significant insights while remaining manageable for data collection and analysis. This combination of quantitative and qualitative data will enhance the study's validity and reliability, providing a well-rounded understanding of AI opportunities among college students.

### 1.5.3 SAMPLING METHODS

To ensure a comprehensive understanding of AI opportunities among college students, the study will employ by using convenience sampling methods.

### 1.5.4 AREA OF STUDY

The study is conducted in Coimbatore district, and the questionnaries are circulated in the colleges which includes STC College, Karpagam college, Krishna College, MCET college, Rathnam college and NGM College

## 1.6 ANALYSIS AND INTERPRETATION

**TABLE 1.1**

**PROFILE OF COLLEGE STUDENTS**

| Particulars | Numbers | Percentage |
|---|---|---|
| **Age** | | |
| Up to 20 years | 90 | 22.50 |
| 20-30 years | 237 | 59.30 |
| Above 30 years | 73 | 18.30 |
| **Gender** | | |
| Male | 209 | 52.30 |
| Female | 191 | 47.80 |
| **Marital status** | | |
| Unmarried | 190 | 47.50 |
| Married | 210 | 52.50 |
| **Educational qualification** | | |
| Up to H.Sc | 42 | 10.50 |
| Under Graduate | 107 | 24.80 |
| Post Graduate | 148 | 42.00 |
| Diploma | 83 | 20.80 |
| **Occupation** | | |
| Student | 42 | 10.50 |
| Employed in public and private sector | 172 | 43.00 |
| Business | 108 | 27.00 |
| House wife | 34 | 9.00 |
| Professionals | 42 | 10.50 |
| **Type of family** | | |
| Joint family | 281 | 70.30 |
| Nuclear family | 119 | 29.20 |
| **Number of members** | | |
| Up to 3 members | 124 | 31.50 |
| 3-4 members | 173 | 43.30 |
| Above 4 members | 101 | 25.20 |
| **Monthly income (Rs.)** | | |
| Up to Rs.15000 | 95 | 23.80 |
| Rs.15001 - Rs. 20000 | 147 | 41.80 |
| Above Rs. 20000 | 138 | 34.80 |

Source: Primary data N=400

Table 4.1 explains that, majority of the college students (59.30%) belong to the age group 18-21 years, majority of them (52.30 %) are male; majority of the students (52.50%) are unmarried, most of the college students (28.90%) are Graduates. Most of the college students (43.00 %) are parents are employed in public and private sector, majority of the college students (70.30%) are in joint family, most of the college students (43.30%) have three to six members in their family and majority of the college students (41.80%) family monthly income is between Rs.15001and Rs.20000.

**TABLE 1.2**

**REASON FOR USING ARTIFICIAL INTELLIGENCE (AI)**

| Reasons | 1 | 2 | 3 | 4 | 5 | 4 | 7 | 8 | 9 | Total | Total Score | Mean Score | Rank |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Personalized Learning | 80 | 49 | 41 | 55 | 50 | 45 | 39 | 32 | 20 | | | | |
| | 72 | 34 | 53 | 37 | 32 | 14 | 30 | 44 | 78 | 400 | 20034 | 50.09 | 6 |
| | 5740 | 2484 | 3233 | 2035 | 1400 | 720 | 1170 | 1472 | 1540 | | | | |
| Instant Feedback | 15 | 50 | 33 | 44 | 54 | 43 | 24 | 77 | 40 | 400 | 19018 | 47.55 | 5 |
| | 1200 | 3450 | 2013 | 3520 | 2700 | 1935 | 934 | 2444 | 800 | | | | |
| Increased access | 31 | 85 | 108 | 44 | 58 | 24 | 14 | 7 | 7 | 400 | 23421 | 58.55 | 2 |
| | 2480 | 5845 | 4588 | 3520 | 2900 | 1080 | 424 | 224 | 140 | | | | |
| 24/7 support | 21 | 24 | 9 | 44 | 29 | 102 | 108 | 45 | 14 | 400 | 18525 | 44.31 | 4 |
| | 1480 | 1794 | 549 | 2530 | 1450 | 4590 | 4212 | 1440 | 280 | | | | |
| Automated Tasks | 29 | 14 | 14 | 31 | 82 | 55 | 83 | 43 | 47 | 400 | 18095 | 45.24 | 7 |
| | 2320 | 944 | 974 | 1705 | 4100 | 2475 | 3237 | 1374 | 940 | | | | |
| Data-Driven Insights | 13 | 22 | 14 | 18 | 59 | 48 | 40 | 72 | 74 | 400 | 14534 | 41.34 | 9 |
| | 1040 | 1518 | 854 | 990 | 2950 | 3040 | 2340 | 2304 | 1480 | | | | |
| Enhanced Efficiency | 121 | 84 | 78 | 45 | 22 | 18 | 18 | 4 | 8 | 400 | 25473 | 44.18 | 1 |
| | 9480 | 5794 | 4758 | 2475 | 1100 | 810 | 702 | 192 | 140 | | | | |
| Useful for academic purpose | 74 | 53 | 74 | 47 | 47 | 27 | 24 | 37 | 17 | 400 | 22701 | 54.75 | 3 |
| | 5920 | 3457 | 4514 | 2585 | 2350 | 1215 | 934 | 1184 | 340 | | | | |
| Writing of report | 24 | 30 | 17 | 50 | 22 | 47 | 33 | 47 | 110 | 400 | 14423 | 41.54 | 8 |
| | 1920 | 2070 | 1037 | 2750 | 1100 | 2115 | 1287 | 2144 | 2200 | | | | |

Source: Primary data

Table 4.19 explains that, the primary reason for using AI is an enhanced efficiency. Second rank given as increased accesses followed by third rank given for useful academic purpose. The others in the ranking order are 24/7 support, Instant Feedback, Personalized Learning, Automated Tasks, Writing of report and finally Data-Driven Insights are the reason for using Artificial Intelligence among college students for their Academic purpose.

**FINDINGS,SUGGESTIONS AND CONCLUSION**

Findings of the study are as follows:

- Majority of the college students (59.30%) belong to the age group 18-21 years.
- Majority of them (52.30 %) are Male.
- Majority of the students (52.50%) are unmarried.
- Most of the college students (28.90%) are Graduates.
- Most of the college students (43.00 %) are parents are employed in public and private sector.
- Majority of the college students (70.30%) are in joint family.
- Most of the college students (43.30%) have three to six members in their family and
- Majority of the college students (41.80%) family monthly income is between Rs.15001and Rs.20000.

**AWARENESS TOWARDS AI**

To identify the awareness towards AI, the first rank given to 'ChatGPT' and the others are given in the ranking orders are: 'Google Gemini' and followed by Meta AI, Designs AI, Canva, Designs AI. Google Scholar, DeepL, Grok and Claude.

**REASON FOR USING AI**

The reason for using AI is an enhanced efficiency. Second rank given as increased accesses followed by third rank given for useful academic purpose. The others in the ranking order are 24/7 support, Instant Feedback, Personalized Learning, Automated Tasks, Writing of report and finally Data-Driven Insights

**5.3 SUGGESTIONS OF THE STUDY**

Based upon the study conducted, the following suggestions are made:

- Develop a structured survey to gauge students' understanding of basic AI concepts, such as machine learning, natural language processing, and data analysis.

- Conduct focus group discussions to explore students' perceptions of AI and its potential applications in various fields.
- Inquire about the AI tools students are aware of and use, including specific software, platforms, or technologies.
- Explore students' views on the use of AI in personalized learning, automated grading, and providing feedback.
- Assess their ability to understand and critically evaluate data-driven AI systems.
- Investigate students' awareness of AI tools and techniques used in research and their potential to accelerate scientific discovery.
- Consider the impact of AI on student's emotional well-being and learning experiences.
- Identify the skills and knowledge needed to work with AI in their chosen fields.

**5.4 CONCLUSION**

In conclusion, assessing AI awareness among college students reveals a need for increased education and integration of AI into curricula, fostering a future workforce equipped to leverage AI responsibly and effectively, while also addressing potential ethical concerns. It also concludes that integrating AI-related content into higher education curricula is critical for preparing students for an AI-driven workforce. By fostering AI literacy, ethical awareness, and hands-on skills, institutions can empower students to leverage AI responsibly and effectively.

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