

EMPOWERING SMART INDIA THROUGH AI AND INNOVATION IN FINANCE AND MARKETING

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A STUDY ON AWARENESS TOWARDS ARTIFICIAL INTELLIGENCE (AI) AMONG COLLEGE STUDENTS IN POLLACHI TALUK

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Abstract

AI is also playing a crucial role in enhancing accessibility in education. Students with disabilities, language barriers, or learning difficulties can benefit from AI-powered tools designed to provide support tailored to their specific needs. Speech recognition, text-to-speech, and real-time translation applications help students overcome communication barriers, while AI-powered tutors and chatbots offer additional guidance outside the classroom. This level of accessibility ensures that education becomes more inclusive, allowing students from diverse backgrounds and abilities to learn effectively. AI is streamlining administrative tasks, enabling educators to focus more on teaching rather than bureaucratic duties. Automated grading systems, attendance tracking, and scheduling software help reduce the workload for teachers and administrators. 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.

Keywords: Artificial Intelligence, AI tools, Students Awareness, AI Applications

Introduction

The rapid expansion of the field of artificial intelligence (AI) is drastically altering how people live, work, learn, engage, and communicate. In particular, AI is rapidly transforming the educational landscape. By utilizing AI-powered tools, teachers may better prepare students for success in the digital age and improve their outcomes. With personalized learning platforms and intelligent tutoring systems, AI tools are offering innovative ways to achieve student engagement and support their learning outcomes. Higher educational institutions, in particular, are at the forefront of adopting and utilizing these technologies, impacting not just the pedagogical process but also students' daily activities. Thus, it is crucial to understand the perspectives of university students who are also direct consumers and future promoters of these technologies. Additionally, the integration of AI in education can contribute to multiple Sustainable Development Goals (SDGs) by enhancing access to quality education, promoting gender equality, and supporting decent work and economic growth. This approach ensures that the deployment of new technologies not only advances educational goals but also contributes to broader socio-economic objectives and sustainability.

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 workflows. One of the most significant contributions of AI to education is personalized learning.

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 having awareness towards AI. So, Hence it is of considerable interest to know:

- How to examine the level of awareness and extent of AI usage among college students?

Objective of the Study

- To examine the level of awareness and extent of AI usage among college students.

Methodology

The methodology consists of the following heads:

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.

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 **400 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.

Sampling Methods

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

Area of Study

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

Scope of the Study

This study explores the opportunities of Artificial Intelligence (AI) among college students, focusing on its impact on education, career prospects, and skill development. The research will examine students' awareness, usage, and perceptions of AI, identifying how AI technologies enhance learning experiences, improve academic performance, and create career opportunities in various fields.

Analysis and Interpretation

Table 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.

Awareness towards AI

Fried man rank test is used to rank awareness towards AI among college students. The result is presented in the table 4.18.

Table 2: Awareness Towards AI

Factors	SA	A	N	DA	SDA	Total	Mean Rank	Rank
ChatGPT	230(57.50)	144(41.50)	4(1.00)	0(0.00)	0(0.00)	400 (100.00)	7.21	1
Google Gemini	228(57.00)	144(41.50)	4(1.50)	0(0.00)	0(0.00)	400 (100.00)	7.18	2
Meta AI	210(52.50)	182(45.50)	8(2.00)	0(0.00)	0(0.00)	400 (100.00)	4.98	3
Claude	32(8.00)	115(28.75)	145(41.25)	84(21.00)	4(1.00)	400 (100.00)	3.19	10
Designs AI	190(47.50)	182(45.50)	27(4.75)	1(0.25)	0(0.00)	400 (100.00)	4.44	6
Grok	57(14.25)	113(28.25)	134(34.00)	94(23.50)	0(0.00)	400 (100.00)	3.49	9
Semantic Scholar	94(24.00)	174(44.00)	124(31.50)	2(0.50)	0(0.00)	400 (100.00)	4.99	4
Google Scholar	97(24.25)	178(44.50)	101(25.25)	23(5.75)	1(0.25)	400 (100.00)	4.91	7
Canva	122(30.50)	221(55.25)	55(13.75)	2(0.50)	0(0.00)	400 (100.00)	5.74	5
DeepL	74(18.50)	198(49.50)	112(28.00)	12(3.00)	4(1.00)	400 (100.00)	4.49	8

Tables 4.18 explain that, most of the college students are given first rank to 'ChatGPT' as the Awareness towards AI, are in the ranking order are: 'Google Gemini' and followed by Meta AI, Designs AI, Canva, Designs AI. Google Scholar, DeepL, Grok and Claude

Findings, Suggestions and Conclusion

Findings of the study

- 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.

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.
- 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.

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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