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A STUDY ON AWARENESS AND OPPORTUNITIES TOWARDS ARTIFICIAL INTELLIGENCE AMONG COLLEGE STUDENTS IN POLLACHI TALUK

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ABSTRACT

Now-a-days AI plays an important role in all the area especially AI significant in the education field. Many of the student are studied to use AI in their study related activities. AI becomes an increasingly integrated into various aspects of life and work, it's essential for college students to develop a basic understanding of AI concepts and tools. Main aims of this study are as follows: to explore the basic concept of AI and to measure the level of awareness and perception of students in higher education towards AI. The present study is based on both the primary and secondary data. The primary data has been collected through well framed questionnaire. The secondary data was collected through different sources like Books, articles, journals, magazines and news papers. Sample size indicates the number of components selected for the study. To analyze the problem, more than 300 students are going to considered for this study. This study is going to conduct in Pollachi taluk.

Keywords: **Keywords:**
Artificial intelligence in education, academic development, personalized learning, education technology, student engagement.

1.1 INTRODUCTION

Now-a-days AI plays an important role in all the area especially AI significant in the education field. Many of the student are studied to use AI in their study related activities. AI becomes an increasingly integrated into various aspects of life and work, it's essential for college students to develop a basic understanding of AI concepts and tools. It can be used to personalize learning, provide adaptive feedback, and automate administrative tasks, thus improving the overall educational experience. Students need to be aware of the ethical implications of AI, such as bias in algorithms, data privacy, and the potential impact on the job market. AI literacy helps students develop critical thinking skills to evaluate AI-generated content and make informed decisions about AI technologies.

AI-powered tools can also assist students in creating engaging activities and assignments, as well as providing grading and feedback assistance. As this suggests, AI could be used to develop curriculum by identifying trends, analysing learning outcomes, and recommending best practices for instructional design. One of the key benefits of AI in educational assessments is its ability to provide personalized feedback. AI-powered assessment tools can analyse individual student responses, identify areas of strength and weakness, and offer tailored feedback that is specific to each student's needs. one of the main advantages of AI in education is its ability to offer personalized learning. Every student is unique, with different learning paces and comprehension styles. AI can collect data on a student's progress and adapt content accordingly. This means that students can progress at their own pace and receive necessary assistance when needed. Imagine a classroom where each student has their own virtual tutor available 24/7.

1.2 REVIEW OF LITERATURE

1. Adil Ellikkal, s .Rajamohan ,S Rajamohan, 2024 In their study entitled that “In today’s highly competitive world, the purpose of this research is to emphasize the increasing significance of management education and advocate for the adoption of innovative teaching approaches, specifically focusing on artificial intelligence (AI)-driven personalized learning (PL). This study aims to explore the

integration of self-determination theory (SDT) principles into management education, with a primary focus on enhancing student motivation, engagement and academic performance (AP).Design/methodology/approach – This interdisciplinary research adopts a multifaceted approach, combining perspectives from AI, education and psychology. The design and methodology involve a thorough exploration of the theoretical foundations of both AI-driven education and SDT. The research demonstrates how these two elements can synergize to create a holistic educational experience. To substantiate the theoretical claims, empirical data-driven analyses are employed, showcasing he effectiveness of AI-enabled personalized learning (AIPL)".

2 .**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.
As education navigates the digital era, understanding the implications of AI integration becomes vital for educators, policymakers, and stakeholders shaping the future of learning".

1.3 OBJECTIVES OF THE STUDY

To identify answer for the above question the following objectives have been framed by the researcher are as follows; Main aims of this study are as follows:

i) To explore the basic concept of AI

ii) To measure the level of awareness and perception of students in higher education towards AI.

1.4 METHODOLOGY

The following methodology has been adopted in the study is explained in various heads like Data, Sampling and framework of analysis in the below paragraph

1.4.1 SOURCE OF THE DATA

The present study is based on both the primary and secondary data. The primary data has been collected through well framed questionnaire. The secondary data was collected through different sources like Books, articles, journals, magazines and news papers.

1.4.2 SIZE OF THE SAMPLE Sample size indicates the number of components selected for the study. To analyze the problem, more than 300 students are going to considered for this study.

1.4.3 AREA OF THE STUDY This study is going to conduct in Pollachi taluk.

1.4.4 FRAME WORK ANALYSES

The following statistical tools were going to use for analyse the data are as follows;

- Simple percentage method Simple percentage method refers to a special kind of rate, percentage used in making comparison between two or more series of data. A percentage is used to determine the relationship between the series.

1.5 SCOPE OF THE STUDY

Artificial Intelligence (AI) has the potential to revolutionize lifelong education by enabling personalized and a adaptive learning experiences. With AI, educational systems can better understand each individual learners needs and preferences, tailoring the content and delivery to optimize learning outcomes.

1.6 SUMMARY OF FINDINGS, SUGGESTIONS AND CONCLUSION

The following are the findings, suggestions and conclusion of the study are as follows:

- Majority 72(56.7%) of the users are female.
- Majority 114(89.7%) of the users belong to the age group of 18-30 years.
- Majority 86(67.7%) of the users are pursuing B. Com degree.
- Majority 56(44.1%) of the users are agriculturists.
- Majority 45(35.4%) of the users are earning between Rs.15,001 to Rs.30,000 per month.
- Majority 60(47.2%) of the users are uses AI sometimes not regularly.
- Majority 67(52.8%) of the users uses computer vision.
- Majority 45(35.4%) of the users concerned about AI reducing critical thinking skills.
- Majority 37(29.1%) of the users are interested in natural language processing.
- Majority 64(50.4%) of the users like to see smart classrooms in their educational institution.
- Majority 70(60.6%) of the users are aware about AI applications in daily life.
- Majority 70(55.1%) of the users are aware about AI in career services.

1.7 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.

1.8 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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