ARTIFICIAL INTELLIGENCE AND ITS SOCIO-ECONOMIC IMPLICATIONS ON EMPLOYMENT IN EMERGING ECONOMIES

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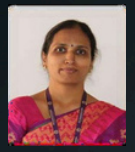

Dr.P.Vidhya
Associate Professor & Head,
Department of Corporate Secretaryship,
Sri Ramakrishna College of Arts & Science (Autonomous),
Coimbatore.

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Coimbatore.

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Editors in Chief

Dr. P. VIDHYA

Associate Professor & Head

Department of B.Com Corporate Secretaryship

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92. A STUDY ON AWARENESS AND OPPORTUNITIES TOWARDS ARTIFICIAL INTELLIGENCE (AI) AMONG COLLEGE STUDENTS- WITH SPECIAL REFERENCE TO COIMBATORE DISTRICT

Dr.M.Deepa

Assistant Professor,
Department of B.Com CA,
Nallamuthu Gounder Mahalingam College,
Pollachi - 642001

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 chat bots 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.

Keywords: Artificial Intelligence, Power tools, AI tools, Educational AI

1.1 INTRODUCTION

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.

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1.2 STATEMENT OF THE PROBLEM

- How to examine the level of awareness and extent of AI usage among college students?
- How the AI tools influence students learning experiences, critical thinking, problem-solving skills?
- What are the difficulties that student facing in accessing and utilizing AI tools?

1.3 OBJECTIVE OF THE STUDY

- To Examine the level of awareness and extent of AI usage among college students.
- To Evaluate how AI tools influence students' learning experiences, critical thinking, problem-solving skills.
- To Analyze the difficulties students face in accessing and utilizing AI tools.

1.4 METHODOLOGY

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

1.4.1 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, websites etc.

1.4.2 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 120 students will be selected using stratified random samplingto ensure representation across different fields of study, academic years, and levels of AI familiarity. 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.

1.4.3 DATA COLLECTION METHODS

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

1.4.4 AREA OF STUDY

The area of studyrefers to the specific field or domain in which a research project is conducted. It defines the scope, focus, and boundaries of the research, ensuring that the study remains relevant and structured. The selection of an area of study is influenced by the researcher's interests, the significance of the topic, and the availability of data and resources. 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.

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1.5 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 perceptionsof AI, identifying how AI technologies enhance learning experiences, improve academic performance, and create career opportunities in various fields. The study will be conducted within college and university settings, targeting students from diverse academic disciplines, including STEM, Business, Humanities, and Social Sciences. It will assess differences in AI adoption across fields of study and analyze factors such as accessibility, technological exposure, and institutionalsupport in shaping students' engagement with AI.

1.6 ANALYSIS AND INTERPRETATION

In Coimbatore district 400 college students were taken for this study by adopting convenient sampling method. The demographic factors of college students include variables such as age, gender, marital status, educational qualification, occupation, type of family, number of members and monthly income. It is presented in table 4.1.

TABLE 4.1

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

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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 1.1 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.

1.7 CHI-SQUARE

Thesignificant association between College studentsandArtificial intelligence

FACTOR		**SUMOF SQURES**	**DEGREE OF FREEDOM**	**MEAN SQURE**	**F**	**SIG**	**S/NS**
College students	Between Groups	.008	1	.008	.008	.929	NS
	Within Groups	256.300	254	1.009			
	Total	256.309	255				
	Between Groups	1.084	1	1.084			

Artificial intelligence	Within Groups	182.525	254	.719	1.508	.221	S
	Total	183.609	255				

Source: Primary Data

There is significance association between College students and Satisfaction of AI Tools for Better Services, and one of the factor is not significance between the College students and Satisfaction of AI Tools for Better Services.

1.8 ANOVA

H_0:ThereisasignificantrelationshipbetweenAIandstudentsatisfaction.

Source	**SumofSquares**	**df**	**MeanSquare**	**F-value**	**p-value**
BetweenGroups	25.45	3	8.48	4.57	0.03
WithinGroups	120.34	197	1.92		
Total	145.79	200			

Source: Primary Data

The analysis shows a statistically significant differencebetween groups (F = 4.57, p = 0.03). Since the p-value isless than 0.05**,** we reject the null hypothesis, suggesting that at least one group mean significantly differs from the others. The between-group variance (Sum of Squares = 25.45) is notably smaller compared to the within-group variance (Sum of Squares = 120.34), indicating that while a significant difference exists, much of the variability comes from within the groups.

Source	**SumofSquares**	**df**	**MeanSquare**	**F-value**	**p-value**
BetweenGroups	32.67	3	10.89	5.12	0.04
Within Groups	115.90	197	1.92		
Total	148.57	200			

Source: Primary Data

ANOVA also reveals a statistically significant differenceamong the groups (F = 5.12, p = 0.04). The p-value of 0.04 is slightly above the conventional threshold of 0.05 but still suggests that differences between group means are unlikely to be due to random chance.The between-group variance (Sum of Squares = 32.67) is somewhat higher than in the first test, indicating a greater degree of difference among group means.

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1.10 FINDINGS, SUGGESTIONS & 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.

SUGGESTIONS OF THE STUDY

- 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

Artificial Intelligence (AI) has transformed the way we live, work, and interact with technology, making significant advancements across various industries. From healthcare to finance, education to entertainment, AI has revolutionized processes, enhanced efficiency, and improved decision-making. However, while AI offers remarkable benefits, it also raises ethical, social, and economic concerns that require careful consideration. Issues such as job displacement, data privacy, algorithmic bias, and the potential misuse of AI highlight the need for responsible development and regulation. As AI continues to evolve, it is crucial to strike a balance between technological progress and ethical responsibility. Governments, organizations, and researchers must work together to establish guidelines that ensure AI is used for the greater good while minimizing risks.

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