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Print ISSN: [3006-2497](#) Online ISSN: [3006-2500](#)Platform & Workflow by: [Open Journal Systems](#)**Influx of Artificial intelligence (AI) Acceptance and Perceptions: A case study of Pakistani youth****Maham Arif**

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Abstract

This research study will reveal the perceptions and the acceptance of artificial intelligence (AI) among the youth (18-22) close to these latest gadgets. The influx of advanced technology, specifically Artificial Intelligence (AI) has created a significant impact on the lives of the masses. It has revolutionized the approach of the university students.

The study uses a mixed-methods approach, including both quantitative and qualitative data collection and analysis. A survey questionnaire was managed to a representative sample of the students from four different universities of Punjab province. The research approach based on ex post facto survey which is cross-sectional and non-experimental depends on measurement excludes researcher intervention. The total strength of the sample is 880 collected from these universities (2 public and 2 private) of post-graduate level students.

As far theoretical framework is concern researcher has apply acceptance and use of technology which is known for its most effective models to forecast technology acceptance and adoption intention of new technology. The study also highlights the students' contrary views on AI's evolution, underlining the flexibility of opinions with the reasoning of its acceptance among them.

Keywords: Artificial intelligence (AI); Awareness; Perception; Acceptance; trustworthiness

Introduction

The current revolutionize era has transformed the humankind from general to massive ease in their routine lives. The community which is passing through this phase has become the extreme advance mode of lives where everything is on their finger tips or just flap of eyelashes just because of AI (Artificial Intelligence).

The advance technology shifted manual work of the man, developed the excellent design of machine operation which is known as Artificial Intelligence (AI). The system emulates the operation of human efforts with advance and accurate pace which was not possible before the arrival of the technology. Artificial Intelligence replicates a noteworthy effect on reshaping industry, pharmaceutical and healthcare, and supply chains, research etc. Its performance is genuine which lead to improvement in performance and productivity of every field of living lives. The influx of technology and its common use in presence of Artificial Intelligence (AI) actually shaping the new trends of lives in profound ways (Brynjolfsson et al. 2019; Mazali 2018; Park 2018).

In this empirical study, "AI" used to elaborate a set of computer science methods that allows systems to perform operations which will usually need of human intellect, like as speech recognition, visual perception, decision making, and verbal communication with translation. Human social circle where they live and exists comprising of their economical, political and educational behaviors, have been modified with is short time by this hasty progression in artificial intelligence (AI) technology (Luan et al. 2020).

Literature Review

As revealed in various recent research studies that the masses yet not be familiarized from the bombardment of AI applications (Tai 2020). Enhancement in the modified technology has become a part of the lives of the common people who are moving in the social structure while few of them still awaiting future even sci-fi, technologies that are disassociated from the reality of existence. More or less AI is a phase of advancement created by the human for the ease of individuals and keep them away from any terrible situation of the routine life.(Gansser and Reich (2021)

As explored by Darko et al. (2020, AI is the key scientific advancement of the Fourth Industrial Revolution (Industry 4.0) which employed for many good objectives, such as diagnosis of diseases with its resource of preservation, disaster prediction, educational advancement, crime Prevention etc. (Brooks 2019).

As per the human nature the AI not considerably the greatest danger as assumed by the people well before time but the real fact is that the judgment before its experience. Jacques Monod wrote: "A curious aspect of the theory of evolution is that everybody thinks he understands it" (Monod 1975).

A swift rise of AI within a year and the introduction of the innovation by the host were incredibly fast. Even the primary introduction of the technology was very much common as the people were familiar about it. The ideology was not new but the through prevailing since 1950 by a man known as father of AI.

"Artificial intelligence is a rapidly growing field that has the potential to revolutionize the way we think about intelligence." (Beg & Verma 2023) As desired by the human the machines would swap some work of people even through pushing a button easily does driving of cars, as "Tesla" does, all of these characteristics have been developed over the last five decades. Furthermore, many aspects of our

routine lives have been computerized, and robotic like Pepper used in many spheres to replace human staff (Huang, 2018).

About it 2022, the growth of the technology has seen a significant advance, so the key stock holders who were involved in this process have proposed to put on hold temporarily. The expected risks that society could be exposed to due to rapid technological advancement that could rapidly replace human tasks due to the development of digital minds. Chat GPT (Chat Generative Pre-trained Transformer), created by OpenAI, San Francisco, has radically changed how many view artificial intelligence. The new A.I. tool can answer questions and logically converse on the coherent question-answer model. In preparation for this study, we asked Chat Gpt, the free version, what it can do, and the answer came within seconds. He stated that he could give answers on various topics in areas such as science, geography, and general culture, assist with writing texts, perform translations, answer riddles, and do voice synthesis, but without playing the sound. Many of the tasks of Chat Gpt are related to many of the activities of journalists, and together with other A.I. tools, they can significantly contribute to traditional newsrooms' working procedures.

Significance

Aiming to access the perception and acceptance level of AI among the youth specially the students who are the users of the technology. This empirical study will reveal the actual attitude of the students, users the advance gadgets of this advance era of technology. The collected data from the four major universities of Punjab will explain the access and awareness of the AI. The study will surly raise the carton from the hidden side of the user along with their own frame of references which are attached with perception and acceptance level of technology

Objective

The basic object of launching of this study is to examine the mindsets of the youth who have many ideas regarding the advancement of the technology. A bulk of software is easy to access even in their mobiles but within a short time span the huge collections of the tools may change the ideology of the students. Their level of acceptance and before launching AI the perceptions may have differences in their minds. This empirical study has managed to explore the youth from various institutes especially engaged those who are the users of AI. One more objective is to design the study was to figure out the less informed and unskilled youth who are using but not getting the full results as been introduced by the innovators of AI.

Research Questions

Key questions addressed in this research work include the following:

- R1: What is the Student's perception of AI?
- R2: Which factors influences the student's attitudes towards AI?
- R3: What potential consequences of attitudes towards AI adoption and diffusion?

These are the questions for exploration of the research. On the bases of these, the data has been managed and processed for defining the conclusion.

Hypothesis		
No.	Null	Alternate
1.	Basic understanding of AI directly relates to Perception of the students that AI is the solution to societal and global issues.	Basic understanding of AI not relates to Perception of the students that AI is the solution to societal and global issues.
2.	Comfort of using AI directly relates to the perception of the users (Students) that AI is the ultimate solution human relevant issues.	Comfort of using AI directly relates to the perception of the users (Students) that AI is the not ultimate solution human relevant issues.
3.	Students believe that AI is the future hence, there is a perception that AI is near to resolve masses concern issues.	Students believe that AI is the future hence, there is a perception that AI isn't to resolve all masses concerns issues.

Materials and Methods

The research approach for the study was an ex-post facto survey that was co-relational, cross-sectional, and non-experimental. Non-experimental designs are planned to look at variance among the sample's participants, enables the analysis of the connections between variables. These relationships allow the explorer to identify potential reasons for significant educational results at early stage. (McMillan and Schumacher 2014)

As explained by (Creswell and Guetterman 2019) correlational design is acceptable if the purpose of the study is to link two or more variables to look at how they impact one another.

They distinguished between two categories of correlational designs: prediction designs, which are effective in making predictions, and explanatory designs, which are used to explain correlations between variables.

The researcher uses a mixed-methods approach, including both quantitative and qualitative for collection and analysis of the data. A survey questionnaire was designed to a representative sample of students from four universities of Punjab province consist of two private sector (Lahore Garrison & Ripha University) and two public sector (Government College University Faisalabad, University of the Punjab) university. The survey also included questions about demographic characteristics, such as age, gender, education etc. The total number of sample was 880 which were collected from various universities (2 public and 2 private) students of post-graduate level students.

Theoretical Framework

Acceptance and use of technology been applied for theoretical framework, known for its effective approach model to forecast technology acceptance and adoption intention of new technology.

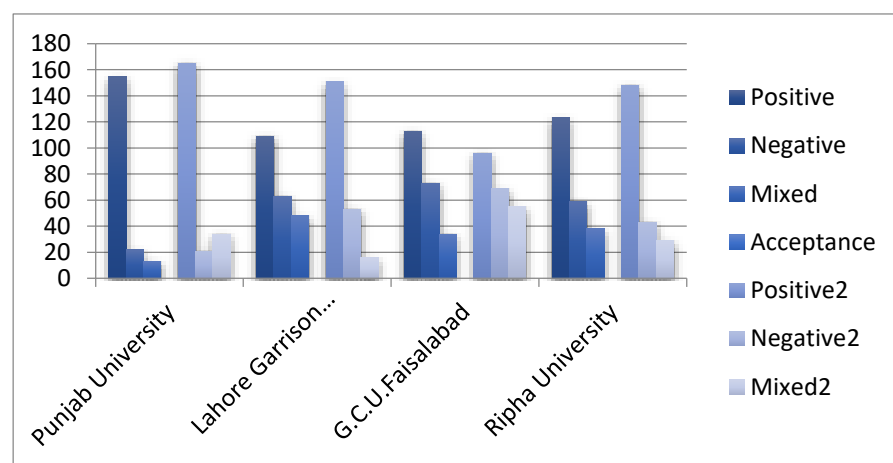
The Unified Theory of Acceptance and Usage of Technology

The unified Theory of Acceptance and Use of Technology (henceforth UTAUT), came in 2003, introduced by Venkatesh et al., is one of the most effective models ever created to predict technology acceptance and adoption intention of new technology (Lai 2017).

General masses have been using technology and informational tools to raise the standard of living and thanked to the technological and informational revolution of the 21st century. Aiming to increase efficiency, organizations use technology in their daily operations at work place. The technology needs to be adopted and used by its consumers or employees in order to achieve maximum goals and benefits. Therefore, a critical challenge in the life of any information system is to understand how users perceive innovative technology and the elements that impact their acceptance or rejection behavior (Sivathanu and Pillai 2019). Performance, expectancy and social influence were suggested as three direct determinants of behavior intentions by (Venkatesh et al. 2003) after reviewing eight prior theories of technology acceptance. Usage intention and facilitating conditions were suggested as two direct determinants of usage behavior. Theories of technological acceptability have been developed as a result of this progression (Momani and Jamous 2017).

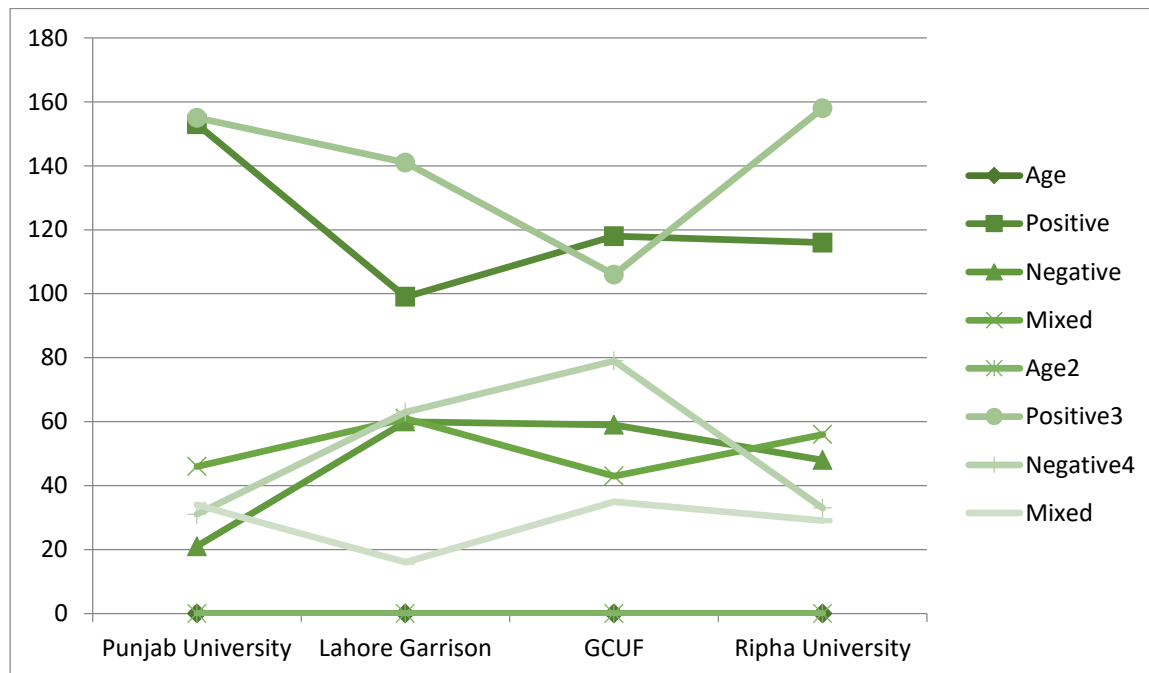
Sr. No.	Perception	Acceptance					
		Positive	Negative	Mixed	Positive	Negative	Mixed
1.	Punjab University	155	22	13	165	21	34
2.	Lahore Garrison	109	63	48	151	53	16
3.	GCUF	113	73	34	96	69	55
4.	Ripha University	123	59	38	148	43	29

Table:1.0 The table explains that the positive response from the AI users is little bit low than the acceptance of the tools. The perception and acceptance difference may vary from location and the cultural differences.



Sr. No.	Perception					Acceptance			
		Age	Positive	Negative	Mixed	Age	Positive	Negative	Mixed
1.	Punjab University	18-19	153	21	46	18-19	155	31	34
2.	Lahore Garrison	19-20	99	60	61	19-20	141	63	16
3.	GCUF	20-21	118	59	43	20-21	106	79	35
4.	Ripha University	21-22	116	48	56	21-22	158	33	29

Table: 1.1 The above mentioned table explains that the youth of different age have their own observations and perception about the AI. There acceptance level is depends on their attitude as well.



Discussion/Conclusions

The study has revealed that the influx of AI generated gadgets has widely grabbed the attention of the students but the excessive ease and less expertise has reduced the acceptance level. The mixed perception about the AI is another dilemma for the innovators that students are not well satisfied about this advancement because every gadget has its own limitations of use. There are numerous reservations

came out of the bag when students explained. The security and surety of the data is another threat which may keep them away from this technological enhancement. The students who gave their positive responses and share their perceptions about AI were the user of some chunks of the tool. The utilizes of the same age also have many reservations about the heavy bombardments of the technology while they have less time to get grip on these tools.

As said by “Reckwitz 2020” this malformed countryside, technology, including AI, plays a vital role. The increasing fame of scientific metrics, including rankings and scores, bolsters this change of era. These metrics, enabled by the continually expanding capabilities of data processing in our digital phase, serve to measure and define the exceptions.

The human ease tools have changed the lives of the masses particularly the students, researchers and the coming generation but there are so many hazards are also endorsed with this ease. The mixed perceptions of the students from different institutions have arises the questions that either they become a user or leave it. These students won’t be dependents on these AI tools because they think that such a charming tools surly effect on their efforts in this struggling and learning phase.

The students who have adopted and accepted the technology are confident that the technology and advancement is the only key of survival in the new modern era. They have no confusion about using and commanding over it as they become leading users of these tools.

The research has explored the student’s sentiments about the technology advancement and exposed that the diversion and expansion of the technology always effects on the living human of a society. The researcher has selected a tiny segment of the huge population but specifically those who are well aware about the speedy change and transformation of life circle.

It reminds us that the adoption of these new technologies requires humankind to develop new skill sets, especially those that allow for ethical reflection on the complexities introduced by such technological advancements. This is not just an academic exercise; it is a societal imperative. (Johannessen 2020)

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