

STUDENTS' AWARENESS AND PERCEPTION OF ARTIFICIAL INTELLIGENCE (AI) IN SELECT HIGHER EDUCATION INSTITUTIONS OF SOUTH GOA

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INTRODUCTION

Artificial Intelligence (AI) enables machines to perform human-like tasks such as learning, reasoning, and problem-solving, making it increasingly influential in education. With AI tools enhancing personalised learning, assessments, and classroom support, its presence in higher education is rapidly growing. This makes it essential to understand students' awareness and perception of AI in their academic environment.

OBJECTIVES OF THE STUDY

- To study and understand student awareness of AI.
- To identify AI-based tools used by students.
- To examine the need for AI training/workshops.
- To provide recommendations for enhancing AI competency in colleges.

SCOPE OF THE STUDY

- The study Conducted in **three colleges of South Goa**.
- Included six disciplines (BA, BCom, BSc, BBA, BCA, MCom).
- Sample size: **269 valid student responses**.
- Limited to undergraduate and selected postgraduate programmes.

RESEARCH METHODOLOGY

Structured Google-Form questionnaire (MCQs + open-ended).

Data was collected via classroom visits, libraries readers, QR codes & WhatsApp groups.

Analysis done using **percentage method** & graphical representation using Google Sheets and Microsoft Excel.

DEMOGRAPHIC PROFILE OF RESPONDENTS

- **Gender:** Male 53.90%, Female 46.10%.
- **Course of Study:** BBA (26.77%), BCA (25.65%), M.Com (17.10%), BCom (15.24%).
- **Year of Study:** First Year 51.67%,
Second Year 39.78%,
Third Year 8.55%.

KEY FINDINGS

- High AI awareness & tool usage among students.
- Internet is primary source of AI knowledge.
- Strong belief in AI's usefulness across disciplines.
- Concerns regarding job loss & ethical misuse.
- Students want **AI courses, workshops, AI labs**, and more experiential learning opportunities.
- AI should be integrated in college syllabus.

KEY SUGGESTIONS FROM RESPONDANTS

- Introduce **AI-related courses/electives**.
- Establish **AI labs & hands-on workshops**.
- Provide training on ethical, responsible AI use.
- Offer **free/discounted AI tool subscriptions** for advanced learners.
- Promote digital literacy and awareness programs.

CONCLUSION

- Students are aware, positive, and motivated to integrate AI into learning & careers.
- Colleges must enhance curriculum, infrastructure, and training programs to prepare students for an AI-driven future.



THANK YOU