**AWARENESS ON AI**

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## **Declaration**

I hereby declare that except Specific reference is made to the work of others, the contents of this report are original and have not been submitted in whole or in part for consideration for any other degree or qualification in this or any other university. This report is my own work and contains nothing. That is the outcome of work done in collaboration with others, except as specified in the text and acknowledgement.

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## **Abstract**

Survey data reveals that Artificial Intelligence (AI) significantly enhances quality of life, with 59.6% perceiving it positively and 84.2% integrating AI tools into daily tasks like navigation and social media. Universal awareness (100%) and high understanding of AI applications highlight society’s growing familiarity with its capabilities. An optimistic outlook is voiced as, to-date, 87.7% expect AI to play a broader role in sectors such as healthcare and education; 75.4% reported positive sentiments on the use of AI in critical areas. Then again, 68.4% raised concerns over privacy and job displacement. However, education and exposure to AI appeared to support its positive perception. Social concerns need to be addressed by ethical policies, training initiatives, and awareness campaigns to foster trust, ensure balanced integration, and maximize social benefits from AI.

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Chapter 1

**Introduction**

## **Objective**

The objective of the project **"Awareness on AI"** is to evaluate public understanding, usage, and perception of Artificial Intelligence (AI) technologies. By conducting a detailed survey, the project aims to gather insights into demographic-specific awareness, assess daily interactions with AI-powered tools, and identify common concerns such as privacy and job displacement. This understanding will help design targeted educational initiatives, promote responsible AI adoption, and address societal concerns, ensuring the ethical and beneficial integration of AI into everyday life.

## **Contribution**

During the project, I acted as a team member, leading in making a PowerPoint presentation and helping to make reports on "Awareness About AI." I took up a leadership role, delegating tasks to team members by each of their unique skills, ensuring efficient collaboration. With the data as collected by the team, I designed a comprehensive PowerPoint presentation, organizing and aligning all the details clearly and structuredly. My input ensured that the project was well-coordinated to communicate all the information available regarding AI awareness.

**Chapter 2**

**Data Organisation**

## **2.1 Data Description**

The project "Awareness About AI" involved conducting a 16-question survey designed to assess public understanding, usage, and perceptions of Artificial Intelligence (AI). The responses were collected from 57 participants and analyzed using tools like Excel, where pie charts and bar graphs were generated to visually represent the data. The insights were further consolidated into a PDF report. The data includes demographics, familiarity with AI applications, daily usage patterns, concerns about privacy and ethics, and perceptions of AI's role in critical sectors, offering a comprehensive view of AI's societal impact and potential future significance.

**2.1.1 Demographics**

* **Age**:
  1. The majority of respondents (75%) were aged 18-24, reflecting a predominantly younger audience.
  2. Smaller proportions were under 18 (12.3%), aged 25-34 (5.3%), and 35-44 (7%). No participants were aged 45 or older.
* **Gender**:
  1. Male respondents comprised 68.4% of the sample, while females made up 31.6%.
* **Primary Occupation**:
  1. A significant portion (71.93%) identified as students, followed by self-employed individuals (17.54%) and employed participants (10.53%).
  2. There were no respondents who identified as unemployed or retired.

## **2.2 Technical Description**

* **Survey Design**:
  1. The questionnaire was structured to include multiple-choice, rating scale, and opinion-based questions to capture quantitative and qualitative responses.
  2. Questions addressed key areas such as demographics, familiarity with AI applications, daily usage patterns, and concerns related to ethics, privacy, and job displacement.
* **Data Collection**:
  1. Responses were collected using Google Forms, ensuring an easy and accessible interface for participants.
  2. The survey was distributed digitally to reach a diverse audience, resulting in 57 completed responses.
* **Data Analysis**:
  1. The collected data was exported into Microsoft Excel for processing and analysis.
  2. Statistical techniques, such as percentage analysis and correlation, were applied to identify relationships between variables, such as AI familiarity and its perceived benefits.
* **Data Visualization**:
  1. Pie charts and bar graphs were generated using Excel to visually represent data trends and patterns.
  2. These visualizations provided clear insights into aspects like age distribution, AI application familiarity, and comfort levels with AI technologies.
* **Report Compilation**:
  1. The analyzed data, along with visualizations, was consolidated into a PDF report for effective presentation and documentation.

**2.2.1 Data Collection Methodology**

**Survey Platform**:

1. The data was collected using Google Forms, a user-friendly online platform for creating structured questionnaires with a variety of response formats (e.g., multiple-choice, Likert scale, and open-ended). •

**Question Design:**

**Target Audience:**

* **Young Adults and Students**:
  + 1. Predominantly aged 18-24, this group forms the majority of respondents and represents a generation actively engaging with technology and AI tools in their daily lives.
    2. As future professionals and decision-makers, their understanding of AI will significantly influence its adoption and ethical use.
* **Educators and Academicians**:
  + 1. Individuals involved in education and research can use these insights to design curricula or discussions that promote awareness of AI’s potential and challenges.
* **Working Professionals and Entrepreneurs**:
  + 1. Self-employed and employed participants, representing 28% of respondents, can leverage these findings to integrate AI into their workflows and business strategies effectively.
* **Policy Makers and Industry Leaders**:
  + 1. Insights into public concerns, such as privacy and ethical issues, are valuable for stakeholders involved

**2.2.2 Data Processing Tools**

* **Platform for Analysis**:

1. The data collected via Google Forms was exported to Microsoft Excel for organization, cleaning, and analysis.

* **Data Cleaning and Preparation**:
  1. Raw data was reviewed to identify and remove incomplete or invalid responses.
  2. Data was organized into structured tables, where each row represents a respondent and each column represents a survey question

**2.2.3 Data Analysis Techniques**

* **Statistical Tools Used:** Various functionalities in Microsoft Excel were leveraged, including:
* **Formulas:** For aggregation and computation, such as calculating response frequencies, percentages, and averages.
* **Conditional Formatting:** To highlight patterns and trends in the data.
* **Charts and Graphs:** Used for visualizing key findings:
  1. Bar charts to represent career influences and field alignment.
  2. Pie charts for proportions, such as confidence in job preparedness.

**2.2.4 Output Presentation**

* **Visualization**:

1. The processed data is represented through clear, visually appealing charts and graphs, providing insights into:
   1. Usage of AI in daily life.
   2. Benefits of AI in upcoming future

## **2.3 Work Flow Diagram**

The workflow diagram presented in this report illustrates the step-by-step process followed in the collection, analysis, and interpretation of survey data. It provides a visual representation of the sequence of tasks, tools, and methods used from the initial survey creation to the final reporting of findings. The diagram outlines the logical flow of the entire process, ensuring clarity in the approach taken to gather insights into the usage of ai in daily life.

Start

Survey Creation

Tool: Google Forms

Data Collection

Tool: Google Forms

Data Exports

Tools: Google Sheets ->

Exports to MS Excel

Data Cleaning

Tool: MS Excel

Data Visualization

Tool: MS Excel

Reporting

Tool: MS Word

End

**Chapter 3**

## **Data Analysis**

**3.1 Gender and Demographics**

* Gender Ratio: Include a pie chart showing male and female participation.
* Age Distribution: Present a bar chart for age ranges. Confidence by
* Gender: Compare confidence in achieving career goals and employment opportunities using bar graphs.

**Chapter 4**

## **Inferences & Key Insights**

**4.1 Exploring the Correlation**

**4.1.1 AI Familiarity and Daily Usage**

The survey results emphasize a strong relationship between the awareness level of AI applications and actual usage in daily life. A staggering 84.2% of respondents declared that they were actively using tools powered by AI, such as social media algorithms, navigation systems, and recommendation engines. This trend shows how people who are more cognizant of AI-based technologies are more likely to use them in their daily lives.

Familiarity breeds increased reliance and trust because users become better aware of the benefits and functionalities associated with these tools. In this regard, social media algorithms, for instance, are used by 49.1% of the respondents; they personalize content, thereby increasing user experience and convenience. Likewise, navigation tools, employed by 35.1%, optimize routes for traveling, thus saving time and efforts. These are examples of how familiarity with AI systems translates into practical, everyday usage.

With further correlation, this shows to be a reinforcing cycle-people use AI tools; they learn about their potential benefits and become more accepting of using other AI resources and facilities. This calls for educating people about AI awareness through multiple channels to further accelerate use rates. The more people the world can educate about new technologies, the better is their quality of life while effectively adapting to an increasingly 'ai-integrated' future world.

**4.1.2 Understanding of AI and Perceived Quality of Life**

The results of the survey show that there is a strong correlation between the understanding of AI by participants and their perception of its impact on quality of life. Respondents who reported having a better understanding of AI, scoring 4 or 5 on a scale of 1 to 5, were more likely to agree or strongly agree that AI improves their daily lives. This positive association highlights the role of familiarity and comprehension in shaping attitudes toward AI technologies.

A knowledgeable consideration of AI makes it more easily appreciated and utilized for tangible, everyday benefits such as streamlined tasks, productivity gains, and making life easier. For example, many applications of AI are effort- and time-saving tools including GPS navigation and personalized recommendations that make life easier immediately. Among respondents, an astonishing 84.2 percent stated they used AI in some form every day and reported being comfortable using these new technologies.

More than this, the correlation implies that those who know how AI works are better placed to take advantage of its strengths and understand its weaknesses. Thus, for instance, if someone is aware of how AI analyzes online behavior, then such an individual can appreciate the personalization of content or ads while being aware of privacy issues.

The conclusion is that there is a very clear way to increase public acceptance and integration of AI: education and awareness. The more people know about what AI can do, the more likely they are to embrace it in their daily lives and perceive it not only as a convenience but as a transformative tool for improving well-being.

**4.1.3 Comfort with Personalization and Privacy Concerns**

The survey shows a subtle relationship between the comfort of users with AI-driven personalization and their concerns about privacy. On one hand, 84.2% of the respondents are actively using AI-powered tools in their daily lives, but only 17.5% reported feeling very comfortable with companies utilizing AI to personalize ads and recommendations based on online behavior. This shows a huge gap between the adoption of AI technologies and users' comfort with how their data is being handled.

The most important ones relate to privacy and security of the information, identified as one of the leading concerns by 26.32% of respondents. Most of the users see the comfort brought by AI, for example, a personalized suggestion or filtering through content. At the same time, they fear much how such personal data might be collected, stored, or used. There is the awareness here, that, according to 91.2%, AI often examines the activities of those individuals online. Although awareness can be blended with transparency to create trust, it can also amplify concerns if users feel their data is being exploited without their consent.

This correlation underlines the need for transparency in AI systems. Companies must, therefore, focus on ethical practices, such as clear data policies and user control over personalization features, to bridge the comfort gap. Educational initiatives can also help users understand how AI works and the safeguards in place, which will alleviate fears and help build trust.

While undeniable benefits exist for AI-based personalization, addressing concerns for privacy will be an essential step in ensuring acceptance in broader levels. With more people gaining confidence in the handling of their data, so will they with the acceptance of AI technologies, as well as their dependence on them.

**4.1.4 Future Role of AI and Critical Sector Applications**

The survey findings show that public optimism about the future role of AI correlates well with its current use in sectors such as healthcare, education, and law enforcement. A significant 87.7% of respondents believed that AI will play a greater role in daily life within the next decade. The optimism is driven by their familiarity with and active use of AI applications, where 84.2% reported having AI-powered tools integrated into their routines.

Respondents expressed mainly positive opinion on the increasing role of AI in critical sectors - 56.1% somewhat positive, and 19.3% entirely. This means that as people appreciate the practical benefits of AI, such as convenience, efficiency, and resolution of problems in their day-to-day lives, they expect its potential to advance innovation and improvement in essential public service delivery. For example, in healthcare:

Healthcare-AI can improve diagnostics, tailor patient care, and modernize administrative processes.

Education: Adaptive learning systems and virtual tutors can be used to personalize a student's learning experience.

Law Enforcement: Predictive analytics and AI-driven surveillance can enhance public safety, but they also raise issues related to ethical applications.

**Chapter 5**

## **Conclusion**

The project "Awareness About AI" successfully explored the understanding, usage, and perceptions of Artificial Intelligence among the public with a well-structured survey. Key findings are as follows: though a huge majority is actively using AI-powered tools, there is an urgent need to be addressed regarding privacy, data security, and ethical concerns. It appeared that familiarity with AI applications positively influences daily adoption and molds optimism about the future role of AI in critical sectors like healthcare, education, and law enforcement. The survey outlines transformation potential in AI into offering better quality of life or new solutions. However, what actually needs to be built trust lies in transparency, best and proper ethical practices with enough education. This initiative contributes to the foundation of this form of responsible and inclusion-oriented integration of AI, further maximizing its benefits across boards.

## **References**

* Microsoft. (n.d.). Available chart types in Office. Microsoft Support. Retrieved November 25, 2024, from [Available chart types in Office - Microsoft Support](https://support.microsoft.com/en-us/office/available-chart-types-in-office-a6187218-807e-4103-9e0a-27cdb19afb90)