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Dataset: The used dataset was employed by selecting 30 participants from the 2nd year Multimedia Arts program at Mapua University. A survey was handed out with multiple-choice questions to assess the participants' awareness and understanding of AI technologies in the context of multimedia arts.

Navigating the Digital Frontier: A Comprehensive Investigation of the Impact of Artificial Intelligence on Multimedia Students at Mapua University

The investigation of assessing how AI impacts multimedia students and education and exploring the student's opinions, perspective, and challenges through qualitative research methods aims to address the significance of understanding the dynamics between the Multimedia Arts students and equipping AI.

Variable	Description
AI_Awareness	Understanding of AI abilities and impact
Use_of_AI	Frequency of utilizing AI
AI_Job_Concern	The potential replacement of job due to AI
AI_Creativity_Concern	The absence of human creativity due to AI
AI_Contribution	The assistance of AI towards its users
Job_Displacement	The influence of AI on the multimedia workforce
Ethical_Concern	The impact of moral dilemmas or ethical conflict
Misuse_of_AI	Misemployment of AI tools
Societal_Impact	Effects upon the surrounding society and social norms

Case/Scenario: You are a researcher that aims to investigate the comprehension of the Artificial Intelligence (AI) implication among the 2nd year Multimedia Arts program at Mapua University.

Question: How do Mapua University's multimedia students' impression and perspective towards AI technologies affect the educational and professional multimedia landscape?