



Presented by Colin Stillman and Hannah Lee

# Marketing Analysis

The Use of AI by College Students



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# Scope of This Project

Research was conducted at the **University of Southern California**.

- USC is in LA, a very technologically advanced city, and has made numerous AI-based investments.

## University AI Initiatives:

- A >\$1 billion AI research program
- A new computer science building

USC may not be representative of college students nationwide.

*los  
angeles*



# Research Methodologies



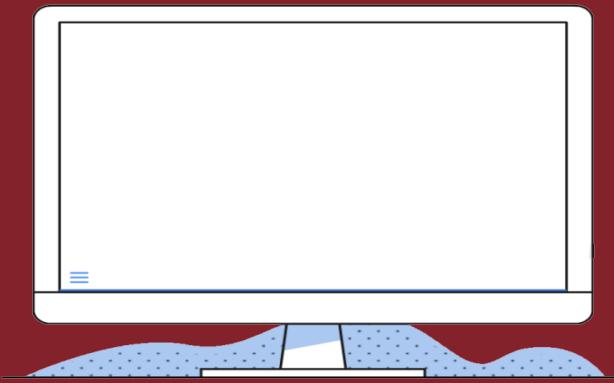
## In-Person Interviews

Interviews were conducted with professors and students across majors.



## Google Forms

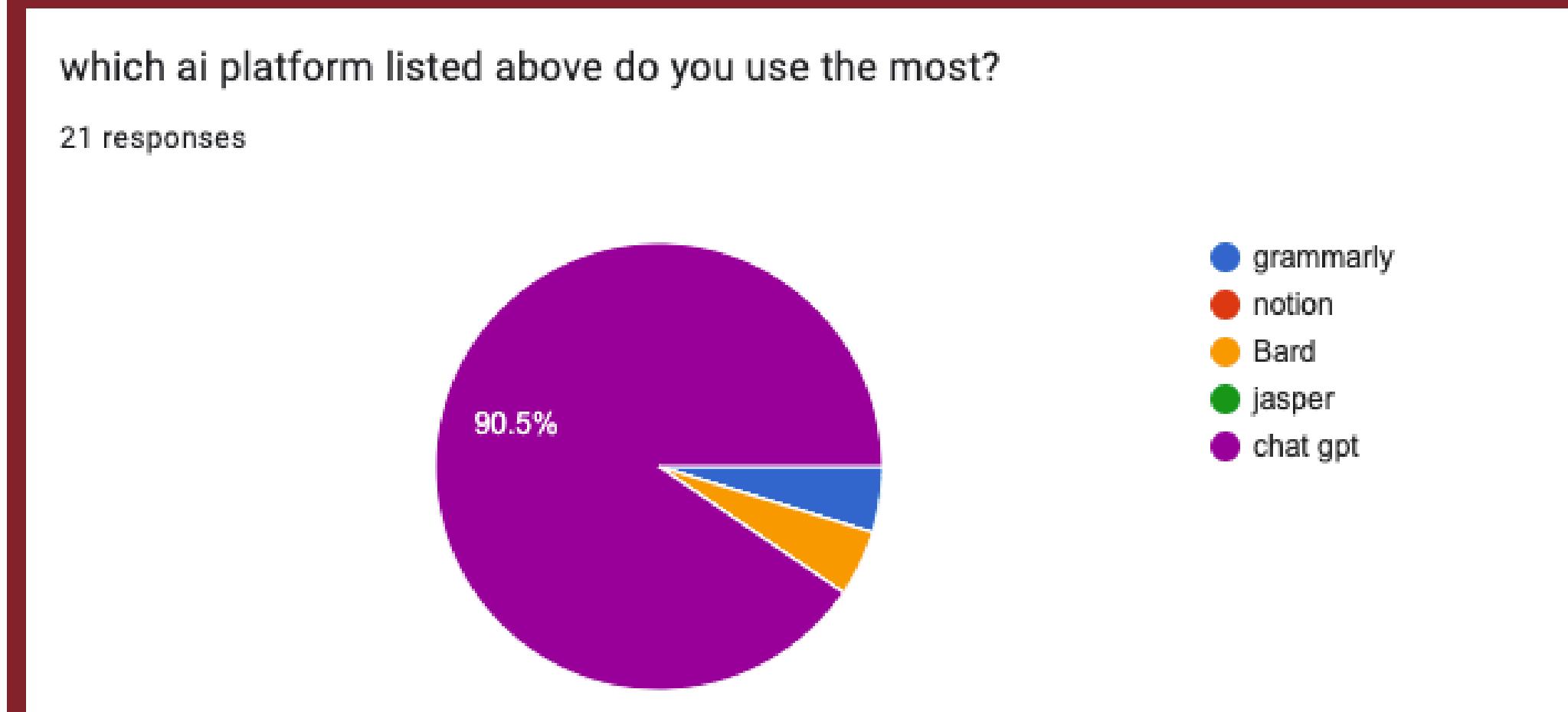
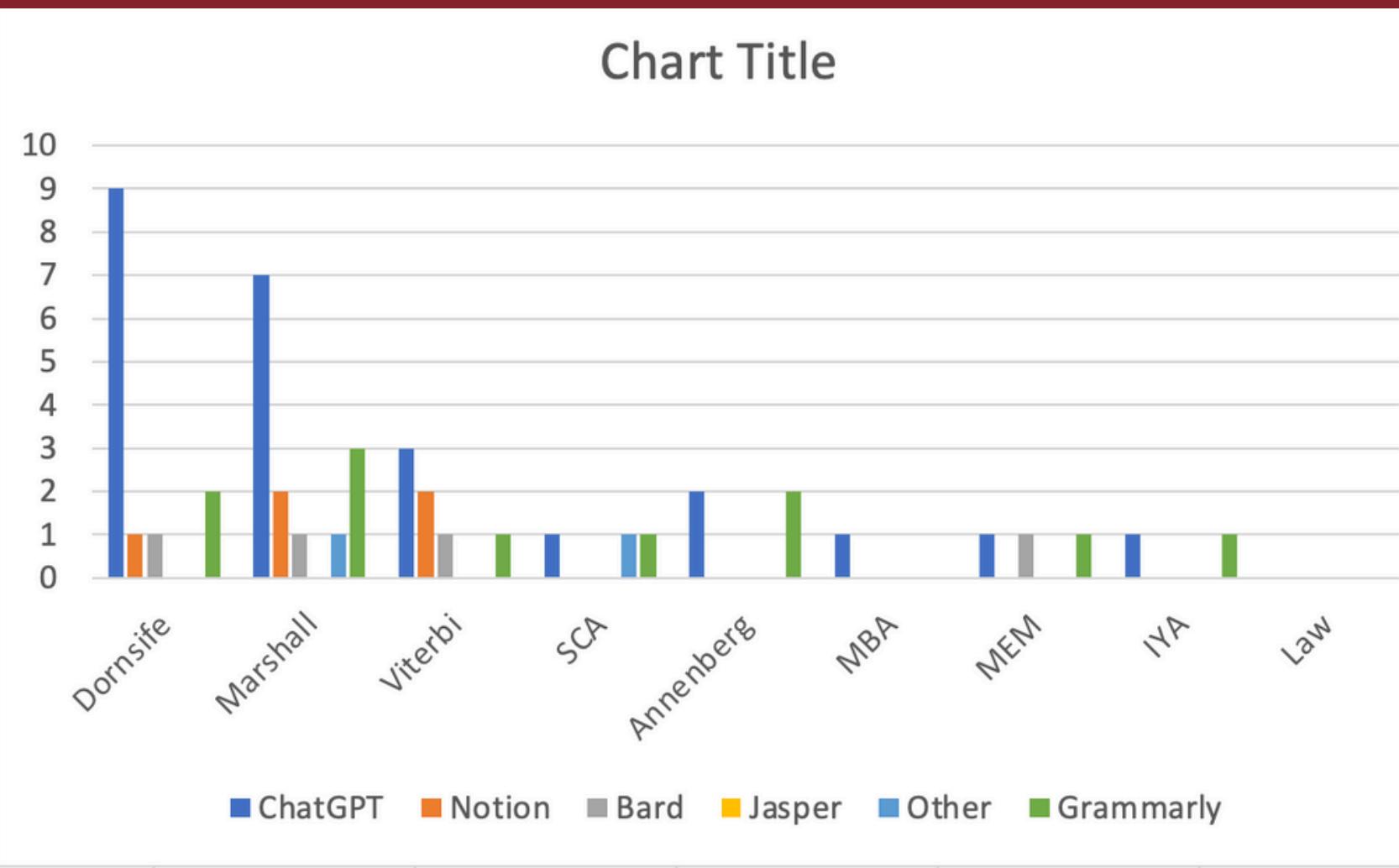
Distributed across various channels, including club platforms and three distinct school Slack channels—Marshall, Dornsife, and Viterbi.



## Online Research

Research done studying existing data on the use of AI

# Results/Insights(forms)



>90%

of USC students regularly  
use AI



# Results/Insights(surveys)

01.

## *Most Popular AI Audiences*

1. Dornsife (College of Letters, Arts, and Sciences)
2. Marshall School of Business

02.

We made efforts to sample proportional to the school's population (e.g. Dornsife, the largest school, has most interviewees.)

Data may not be truly reflective of popularity.

03.

**Most Used:**  
ChatGPT  
Grammarly  
Bard

# Popular AI Among USC Students



ChatGPT

The jack-of-all trades; this is far and away the most popular option and provides general information in every subject.

Bard

Google's ChatGPT; this cites sources and is more "scholarly". Has less information than ChatGPT.

Grammarly

This provides help on writing essays and resumes. Suggestions vs. fully writing; solves "uncanny" issue.

Beyond this, there was almost no overlap with AI. This indicates AI is *highly specialized* and people prefer AI with very specific abilities. We will list some additional AI on the following slides.



# Other AI Used By USC Students

## Adobe Creative Platforms

**Business Major - Marketing app that generates images/designs for websites**

## Opera

**Biology Major - Has highlighting, ChatGPT, etc. More gamer-friendly**

## Humata

**IR Major - Has highlighting, ChatGPT, etc. More gamer-friendly**

## Perplexity

**Cinematic Arts Major - Locates websites with job boards, info. for tests, etc.**

## Builder.io

**CS Major - Builds a website based on inputted information**

## Bing

**Economics Major - Easy usage b/c main browser; answers more entertaining**

## Poe

**Business Major - Hosted by Quora, more "personable"**

## Sizzle.io

**Biology Major - Provides homework help (mostly math)**

## Clyde

**Biology Major - Discord AI that impersonate media characters; for fun**

## Claud

**Business Major - Rendered a bit obsolete by ChatGPT; analyzes documents**

## Dallemini/Craiyon

**Art Major - This generates AI images, but was only used for fun**

## None - Against AI

**L, H, & C Major - Views AI as destructive and useless**



# Students & Professors on AI

Most students and teachers find AI a useful tool but understand its limitations. Others find AI dangerous and unhelpful, since it incentivizes cheating and hurts personal relationships.

"I think ChatGPT is very productive... it does a great job of troubleshooting and debugging code."

*- Professor Rubal (Intro to Web. Dev.)*

"AI is useful to an extent and it is fun to mess around with. But it will never replace humans."

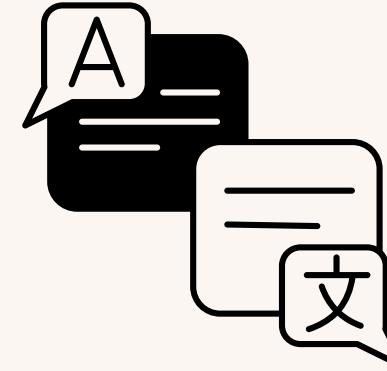
*- Isaac M. (IR Major, Sophomore)*

"At the moment, I don't consider ChatGPT to be a threat. It's useful for brainstorming, outlining... it's far less good at compellingly generating unique ideas."

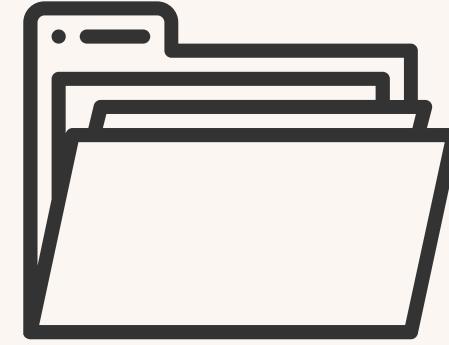
*- Professor Tomkins (Advanced Writing)*



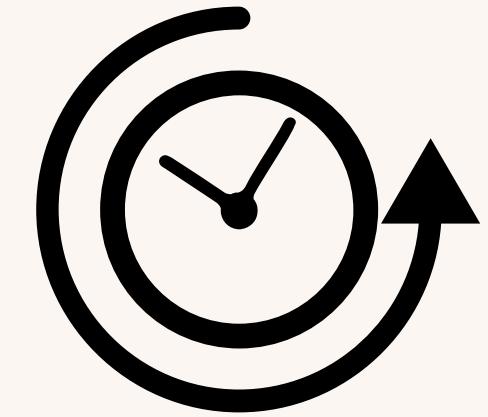
# Ai Shortcomings



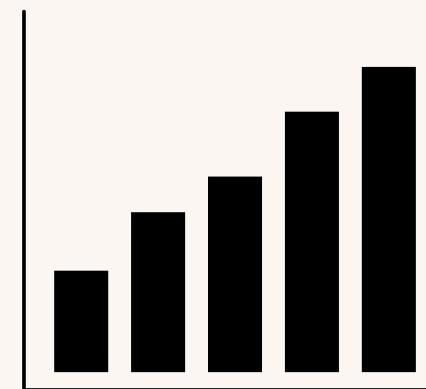
Foreign Language power



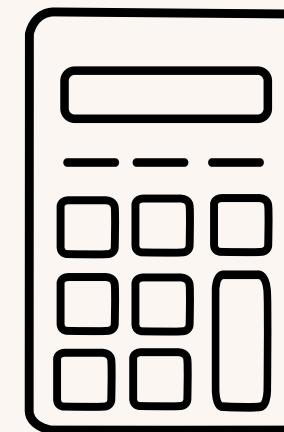
Uploading files



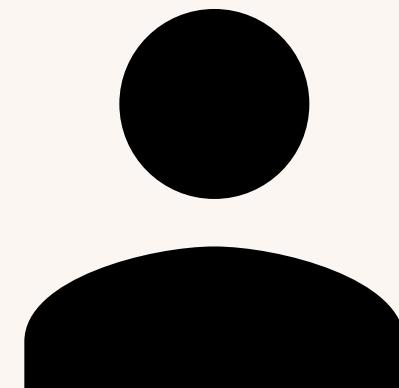
Time Period Restriction



Interpreting images/graphs



Accurate Computational power



Awkward writing/suggestions



# Scholarly Research

## Stanford University

conducted a study in 2021 analyzing AI use.

- Most students use AI for initial ideas, but not the entire assignment.
- >70% of students used AI to cheat, but many did not realize.
- Survey was anonymous, but has room for error.

## Brown University

conducted a 2023 interview with Matt Littman, a CS Professor.

- Chatbots are controversial for companies; not always their fault.
- People have learned to abuse chatbots in desirable ways, making Kempus moderation harder.



# Threats to Kempus



## Controversial:

- Many people want AI; others do not.  
Cannot satisfy everyone.
- Unfinished AI may accidentally say controversial things



## Crowded Market:

- AI can “mimic” many user responses—students may look to AI instead of Kempus
- Dependent on university: More academic, competitive schools are threatened
  - Student-Life Based Schools/Questions harder to replicate with AI

# Recommendations



## Fine Line:

Implement AI so it is useful, but not a hindrance  
(e.g. Replit or Bing AI)



## Uses:

- Students can use AI to search up questions without asking; pull insight from Kempus data
  - Works for course recs., internship opps, etc.
  - AI that helps optimize your course schedule
- Kempus thrives on personable conversations
  - However, because Kempus censors user conversations, AI more easily replicates. Tailor community to openness.



# Monetization Strategies

**AI is free. Student demand is elastic.**

- We suggest no price is charged for AI.
- Link students to education and opportunity sites (e.g. Chegg, Indeed, Handshake)
  - Bing AI, Bard already do this
- Take data and outsource to AI services (ChatGPT, etc.)
  - Very specific user information allows commercial sites to answer more specific questions
  - May present privacy issues

AI is estimated to be  
worth **>\$15.7**  
**trillion**  
**by 2030\***



\*PricewaterhouseCoopers

# Logistics and Future



**Project Lead:** Colin

**Project Time Recorder:** Hannah

**Project Liasion:** Hannah



If given more time and resources, we would focus on capturing a larger population for the surveys.

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## Main Form of Communication:

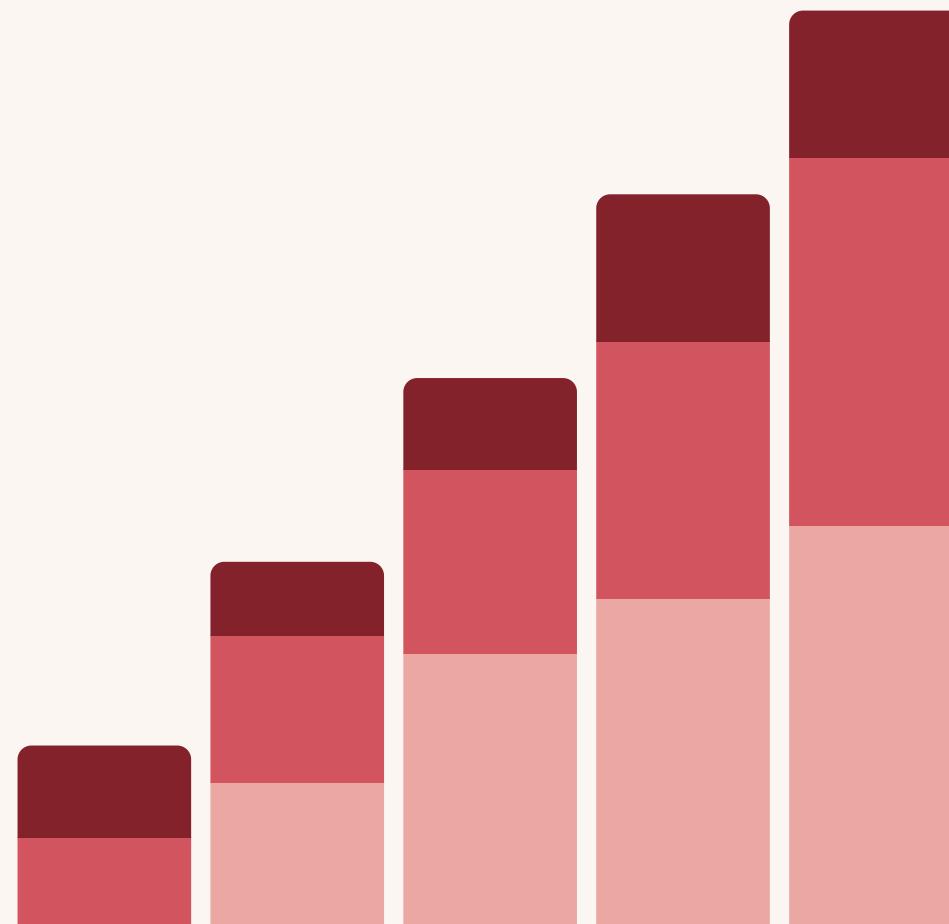
Text; In-Person Meetings

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**Total Hours spent(Hannah):** 9.33 hours

**Total Hours spent(Colin):** 8.83 hours

**Total Hours Together:** 18.16 hours





# Thank you very much!

Questions?

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Link to notion page:





# Works Cited

Holmes, Frank. “AI Will Add \$15 Trillion to the World Economy by 2030.” Forbes, Forbes Magazine, 25 Feb. 2019, [www.forbes.com/sites/greatspeculations/2019/02/25/ai-will-add-15-trillion-to-the-world-economy-by-2030/?sh=3a5bcfd01852](https://www.forbes.com/sites/greatspeculations/2019/02/25/ai-will-add-15-trillion-to-the-world-economy-by-2030/?sh=3a5bcfd01852).

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