

MDP1Business Research

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Title

• Mini-abstract

• Clear

• Concise

• Subject 1st

* Genz's perception.
on ChatGPT: A Study Conducted
at Bangalore.

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Introduction (Brief)

Chat GPT Could replace Human Intelligence or not. AI in this new era which is currently in innovative stage according to Gartner's hype Cycle. It has its advantages & disadvantages paired up like two sides of a coin.

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Review of literature: (Related work)

Chat-GPT as a new frontier. A "language machine" that uses Statistics, reinforcement learning & Supervised learning. It has no real intelligence, & follows Refining method. It's performance is astounding compared to other Chatbots. Not clear whether Chat GPT is based on "ethical rules" or not, which could be a serious problem unlike Google (follows ethical rules). Huge Competition exists with many other players like Google, Oracle, Salesforce etc. Jobs of editors, reporters, analysts, Customer Service agents gets affected which in turn leads to upgradation & enhancement but doesn't go away.

→ Statement of the problem: (problem/opportunity definition).

* This research explores the Perception of Usage among Gen Z.

* This study focuses on the perspective of impact on Usage pattern of Chatgpt among Gen Z.

Perception: Issue, Impact, Usage, Competition, Opportunities etc..

→ OBJECTIVES: (No "Int" words should be used)

• To Ascertain the factors influencing usage of Chatgpt among Gen Z.

• To measure the Association b/w Usage (pattern) frequency & ^{Change of} Perception Variation among Gen Z.

• To Interpret the impact of Chatgpt on job's of Gen Z.

→ Scope of The Study: (Based on objectives, Scope is done)
Industry, product, generations, companies, place
IT&ITES, chatgpt, 2 weeks, OpenAI, Bangalore.

→ Hypothesis: Independent Variable - Usage
Dependent Variable - Influence.

• Usage pattern of Chatgpt dependent of Gender.

IV - gender, DV - Usage.
Age.

• Multi language interaction of Chatgpt may influence user Satisfaction.

14/02/2023

Gen Z - 1995-2012

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- **METHODOLOGY:**
- Selecting a research method
→ The Study will be Conducted using applied research.
 - Research Design: Descriptive study
 - Sampling procedure: Target group → respondents belonging to Gen Z.
 - Age Group: 14 to 28y.
 - place of data Collection: Bangalore
 - Sampling frame: Mathikera
 - Unit: Employees of IT & ITES
 - Size: 500
 - (Biased/unbiased) plan: prob / Random Sampling
- Stratified random Sampling.
- **DATA COLLECTION:** Sources of data
- Secondary data (print media, website)
 - primary data (People of IT & ITES).
- **plan of Analysis:**
- Stage 1: Graphical representation & Descriptive metrics of Gen Z respondents.
- Stage 2: Statistical analysis using Machine learning.
- Quantitative ; — Multiple linear regression.
 - Qualitative — logistic regression (Binary) yes/no
 - 2) Structural eq. modelling.
- **LIMITATIONS:** Study is limited to Bangalore (Mathikera) & IT & ITES people for a duration of 2 weeks.
- Lack of awareness.
- **CONCLUSION:** (expected Outcome).
- The factors that influence usage of

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Chat gpt among Gen Z are Awareness,
Working of Chatbot, Reliability,
Accessibility. [hamper efficiency of Gen Z]
• It can be concluded from the
Above objectives that

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