

Interim Project Proposal:

ChatGPT Adoption Levels among CSU East Bay MSBA Postgraduate Students in California, USA

Research Problem or Opportunity to Investigate:

Our research focuses on the extent of ChatGPT adoption among postgraduate students in California. This encompasses a comprehensive investigation into demographic, socioeconomic, psychographic, and behavioral segmentation. We aim to understand which categories of students are frequent users and for what purposes, as well as those who do not use it at all. Furthermore, we seek to ascertain their aspirations regarding the role of ChatGPT and generative AI tools in their lives and the predicted impact on their future.

Intended Customer Group:

We are planning to conduct our research among current MSBA students in California State University. Our target research pool will include males/females between the age of 21 and 40 coming from India, USA, Pakistan, Philippines, China, and other countries.

Significance of this Research:

This research is significant for several reasons. Firstly, understanding the adoption levels of ChatGPT and similar generative AI tools among postgraduate students at CSU East Bay in California will provide valuable insights into the technology's relevance in higher education. It will shed light on the extent to which these tools are integrated into the academic and personal lives of students, helping educators and institutions adapt their teaching methods and support services.

Secondly, this research aims to explore the demographic, psychographic, and behavioral factors that influence the usage patterns of ChatGPT. Such insights can be invaluable for tailoring the development and promotion of generative AI tools to better suit the needs and preferences of the student population.

Lastly, the research intends to uncover students' aspirations regarding the role of ChatGPT and generative AI in their future lives. This foresight is crucial as it can inform the technology's further development to align with evolving expectations and demands.

Interim Research Questions:

- What is the current adoption level of ChatGPT among postgraduate students at CSU East Bay?
- To segment the student population based on demographics, psychographics, and behaviors to identify usage patterns.
- To understand the specific use cases and motivations for ChatGPT adoption.

- What are the aspirations of students regarding the role of ChatGPT and generative AI in their future lives?

Objectives:

- Determine the level of ChatGPT adoption among CSU East Bay postgraduate students.
- Segment the student population based on demographics, psychographics, and behaviors to identify usage patterns.
- Understand the specific use cases and motivations for ChatGPT adoption.
- Explore students' perceptions of the future role and impact of generative AI tools.

Expectations:

- We expect to identify varying degrees of ChatGPT adoption among students.
- We anticipate discovering different student profiles based on factors like age, academic performance, and usage frequency.
- We hope to uncover a range of applications for ChatGPT, from academic assistance to personal productivity.
- We aim to understand whether students view generative AI as a valuable tool for their future endeavors.

Goal:

The primary goal of this research is to provide a comprehensive understanding of ChatGPT's adoption and its implications for postgraduate students, facilitating informed decisions and potential improvements in the use of generative AI in higher education.

Principal Primary and Secondary Data Sources:

Primary sources for this research include surveys and interviews conducted among postgraduate students at CSU East Bay. Secondary sources encompass academic papers, publications on AI adoption, and reports on generative AI tools' impacts in educational settings.

Research Design:

This research will employ a mixed-methods approach, combining quantitative analysis through surveys with qualitative insights gathered from interviews. This dual approach will provide a more comprehensive understanding of ChatGPT adoption.

Methodology:

Survey questionnaires will be distributed among a representative sample of postgraduate students, and one-on-one interviews will be conducted to gather in-depth insights. A structured analysis framework will be used for both data collection and interpretation.

Data Collection:

Surveys will be administered electronically to students, and interviews will be scheduled and conducted in person or via video conferencing. The data collected will include demographic information, usage patterns, and aspirational views. We will also utilize secondary sources data including but not limited to academic papers, publications on AI adoption, and reports on generative AI tools' impacts in educational settings.

Analytics Tools:

The quantitative data from surveys will be analyzed using Enginious software while qualitative insights from interviews will be analyzed thematically. This combination of methods and tools will ensure a comprehensive analysis of the research questions and objectives.

Team's commitment to collaborate and contribute respectfully, fairly and on time to successful completion of the project:

Anna, Sukhman, Adeel and Vishwa are committed to fostering a collaborative and inclusive environment, where every member's contributions are valued and respected. Our pledge is to work together seamlessly, drawing upon our diverse skills and perspectives to meet project milestones with efficiency and excellence. Through open communication and a spirit of cooperation, we aim to not only meet but exceed project expectations. We are dedicated to embracing challenges as opportunities for growth and innovation, ensuring that our combined efforts result in a successful project completion.