



A STUDY OF AWARENESS AND ACCEPTANCE OF ARTIFICIAL INTELLIGENCE AMONG YOUTH

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Abstract:

Artificial Intelligence (AI) is transforming industries and reshaping societal norms. This study explores the level of awareness and acceptance of AI among the youth, examining their perceptions, readiness for adoption, and ethical concerns. The findings aim to provide insights into how young people view AI's role in shaping the future and youth are aware of AI and ready to get knowledge. The study reveals that while youth are generally aware of AI applications, their acceptance is contingent upon addressing ethical concerns and enhancing their understanding of AI technologies

Key points – Artificial intelligence, youth Awareness, youth Acceptance, Technology Adoption, AI and Society

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Introduction to Artificial Intelligence:

The advent of Artificial Intelligence (AI) has significantly influenced various aspects of life, from personal assistants like Siri and Alexa to complex systems in healthcare and finance. As digital natives, youth are key stakeholders in AI adoption and development. Understanding their awareness and acceptance of AI is crucial for designing policies and technologies that align with societal needs.

AI in Everyday of youth Life:

From virtual assistants like Alexa and Siri to personalized product recommendations on e-commerce platforms, AI has revolutionized customer interactions. It enables businesses to understand customer preferences, predict behavior, and provide tailored solutions. Examples include:

Retail: AI-driven recommendation systems suggest products based on browsing history.

Banking: Chatbots assist customers with inquiries and transactions.

Healthcare: Virtual assistants provide health tips and schedule appointments

Short Historical Background of AI:

The concept of artificial intelligence dates back to

ancient mythology, where intelligent automatons were envisioned. However, the formal development of AI began in the mid-20th century with the advent of computers. In 1956, the term “Artificial Intelligence” was coined at the Dartmouth Conference, marking the birth of AI as a field of study. Since then, AI has evolved through several phases, from rule-based systems in the early days to the deep learning algorithms that drive today’s AI advancements.

Background of study

- To overview the AI awareness & acceptance among youth.
- Importance of studying youth perspectives for Artificial Intelligence

Limitation of AI

- Artificial Intelligence are Expensive requires deep technical knowledge
- AI tools Reflects the biases of its training data at scale Lack of ability to generalize from one task to another

Research Objectives:

1. To assess the awareness and acceptance of AI among youth and identify factors influencing their perceptions.

- To analyze customer acceptance of AI-based products and services.
- To understand the key factors influencing trust in AI technologies.

Literature Review:

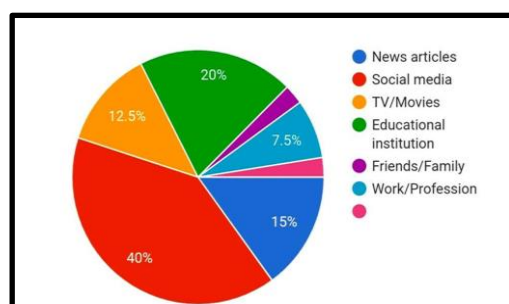
Awareness of AI Research by Smith and Anderson (2021) indicates that while young people are familiar with AI applications, their understanding of AI's technical and ethical implications remains superficial. Studies emphasize the role of education in bridging this knowledge gap.

Research Methodology:

- Research Design:** The study employs a mixed-method approach, combining quantitative surveys with qualitative interviews to gain a comprehensive understanding of youth awareness and acceptance of AI.
- Sample Size and Demographics:** A sample of 40 respondents aged between 18 -40 will be taken for a survey. From urban and semi-urban areas.

Data Analysis and Interpretation:

- What are the main sources of information about AI?**

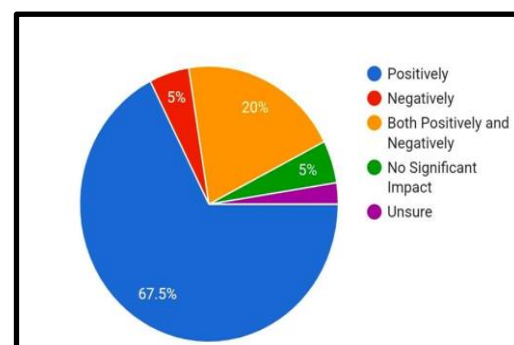


Interpretation:

- News articles:** The most popular source, accounting for 40% of responses.
- Social media:** The second most popular, with 20% of respondents relying on it for AI information.
- TV/Movies:** 12.5% of respondents get their AI information from this source.

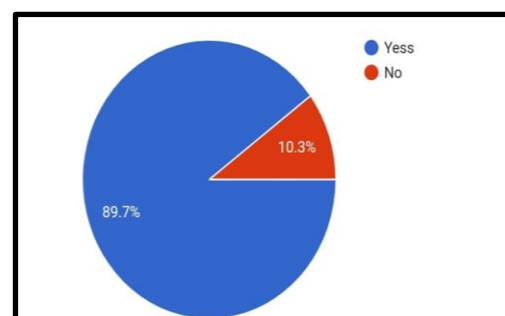
- Educational institutions:** 15% of respondents rely on educational institutions for information.
- Friends/Family:** 7.5% of respondents get AI information from this source.
- Work/Profession:** The least popular source, with only 5% of respondents relying on it.

- How do you believe AI will impact your life in the next 5 years?**



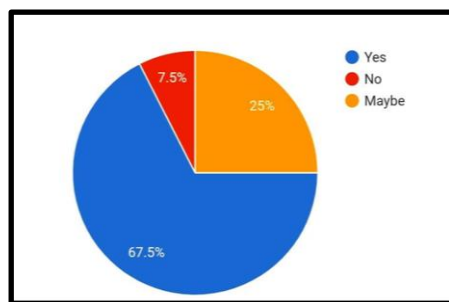
Interpretation: In the above pie diagram, 67.5% of respondents believe AI will positively impact their lives & 20% anticipate a negative impact, 5% expect both positive and negative impacts, another 5% believe AI won't significantly affect their lives & Only 2.5% remain unsure about the impact.

- Do you feel you have a good understanding in learning more about AI**



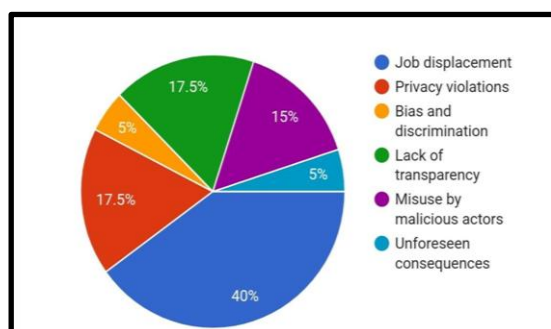
Interpretation: In the above pie diagram we can see that 89.7% of respondents feel they have a good understanding of AI works & remaining 10.3% of respondents do not feel that they have a good understanding of AI works.

4. If not, are you interested in learning more about AI?



Interpretation: In the above pie diagram, we can see that 67.5% of respondents are interested in learning more about AI, the remaining 7.5% respondents are not interested & 25% are unsure about learning AI.

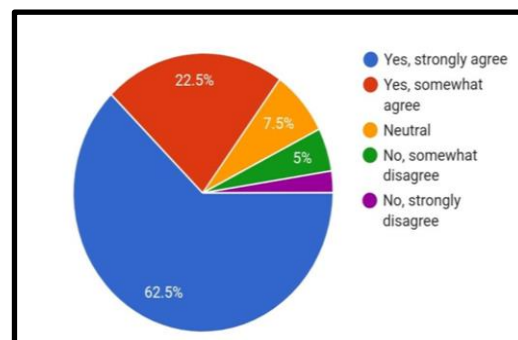
5. What are the biggest concerns regarding the development and use of AI?



Interpretation:

- **Job displacement:** The biggest concern, with 40% of respondents highlighting it.
- **Privacy violations:** Another major concern, garnering 17.5% of responses.
- **Bias and discrimination:** Also a significant worry, with 17.5% of respondents mentioning it.
- **Lack of transparency:** 15% of respondents expressed concern about this aspect.
- **Misuse by malicious actors:** 5% of respondents mentioned this concern.
- **Unforeseen consequences:** A smaller but still present concern, with 5% of respondents mentioning it.

6. Do you think AI development & use should be more heavily regulated.



Interpretation: In the above diagram we can see that a significant majority (62.5%) strongly agree that AI development and use should be more heavily regulated. An additional 22.5% somewhat agree, indicating a substantial overall support for increased regulation. A small portion (7.5%) is neutral on the issue. Only 5% somewhat disagree with the need for heavier regulation. An even smaller minority (2.5%) strongly

Conclusion and Recommendations:

1. **Conclusion:** The study reveals that while youth are generally aware of AI applications, their acceptance is contingent upon addressing ethical concerns and enhancing their understanding of AI technologies. & also highlights the nuanced perspectives of youth regarding awareness and acceptance of Artificial Intelligence (AI). While the majority of respondents exhibit familiarity with AI applications in everyday life, a significant knowledge gap persists concerning its underlying principles and ethical implications. Youth generally embrace AI for its potential to enhance convenience and innovation; however, concerns regarding job displacement, data privacy, and algorithmic bias temper their enthusiasm. These findings underscore the dual role of education and policy in fostering informed and ethical engagement with AI. Ultimately, the future acceptance and integration of AI into society.

2. Recommendations:

Education and Training: Integrate AI concepts into educational curricula to enhance technical and ethical awareness.

- **Public Awareness Campaigns:** Promote AI literacy through targeted campaigns highlighting its benefits and addressing misconceptions.
- **Policy and Governance:** Develop transparent AI governance frameworks that prioritize ethical considerations and public trust.

Ethical and Transparent AI Policies:

- Develop and enforce robust frameworks for ethical AI use, emphasizing fairness, accountability, and transparency.

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