

"AWARENESS AND USAGE OF AI TOOLS FOR ACADEMIC PURPOSES AMONG STUDENTS IN POLLACHI TALUK"

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ABSTRACT

Artificial Intelligence (AI) tools have increasingly become a significant part of the academic landscape, providing innovative solutions to enhance learning and streamline academic tasks. This study focused on student's level of awareness of various AI applications for academic purpose, as well as key challenges faced by students while using AI tools for Academic purpose. A sample of 100 respondents was collected from Pollachi Taluk in Coimbatore district using the convenience sampling method. To analyze and interpret the data, the researcher used weighted mean score. The study find that majority of the respondent are aware of ChatGPT. The study concludes that most of the students are aware of using AI tools for their academic purpose.

KEYWORDS: *Awareness, AI tools, Education.*

INTRODUCTION OF THE STUDY

Artificial Intelligence (AI) tools have increasingly become a significant part of the academic landscape, providing innovative solutions to enhance learning and streamline academic tasks. These tools, powered by advanced algorithms and machine learning, assist students in a variety of ways, including research, writing, problem-solving, and personalized learning experiences. AI-driven platforms such as writing assistants, plagiarism checkers, tutoring systems, and smart content generators help students improve efficiency, accuracy, and creativity in their academic work. As educational institutions continue to embrace digital transformation, the role of AI tools in shaping learning environments, fostering academic success, and supporting critical thinking is becoming more prominent. However, the adoption of these technologies also raises important questions about their impact on traditional learning methods and the ethical implications of their use. The use of Artificial Intelligence (AI) tools in education has rapidly increased in recent years, offering students new ways to enhance their academic performance. These tools, ranging from writing assistants to personalized learning platforms, are designed to improve learning outcomes, increase efficiency, and support critical thinking. However, as AI becomes more integrated into educational settings, it is important to understand how students perceive these technologies. This study aims to explore students' attitudes, experiences, and concerns regarding the use of AI tools for academic purposes, shedding light on the potential benefits and challenges that come with their adoption in education.

REVIEW OF LITERATURE

Ahmet Guneyli et.al (2024) presented in his studies titled, " Exploring teacher awareness of Artificial Intelligence in education: A case study in Northern Cyprus ". The study 62 answer the primary research question what is the level of awareness among teachers regarding the use of in education. Primary data was collected from 164 teachers. Snowball and purpose sampling methods were used to select samples. Questionnaires were used to collect data. Parametric statistical test

such as t - test, ANOVA, logical regression and chi - square analysis were the data analytical tools used. Findings revealed no significant influence of teacher demographics (age, gender ,education level ,monthly income) on AI awareness.

Stanley Terkuma Asongo et.al (2024) presented in his studies titled, "Awareness and Utilisation of AI tools for Enhanced Research among post graduate Students in Universities of Benue State". The aim of the study was to determine the level of awareness of AI tools and the extent of utilisation and challenges associated and strategies that can be used to enhance utilisation of AI tools among PG students in Universities in Benue State. The survey design used in the study was descriptive. The sample of the study was 231 PG students from 2 universities. Convenience sampling method was used. The analytical tools used were paired sample t-test and one way ANOVA. Major findings revealed that there is a significant difference in the mean rating of PG students based on programme type on the level of awareness on AI among University students of Benue State.

Mohammed Fadhi Abdullah et al (2024) presented in his studies titled, "AI in education: Examining chatGPT awareness and usage among University of Science and Technology students Aden". The main aim of this research is to explore the perspectives and opinions of university students regarding the integration of chatGPT in their educational experiences, which combined both qualitative and quantitative approaches to obtain data. 95 samples were collected by using questionnaire. Purpose of sampling method was employed to select teachers and students with prayer experience in chatGPT in education to participate in this study. Reliability statistics frequency and descriptive analysis parametric test like ANOVA were used for the analysis of data. Findings are showing that most of the students (80%) were familiar on chatGPT daily for around two hours.

Parthiban (2024) presented in his studies titled, "A study on awareness of artificial intelligence (AI) tools among prospective teachers of Namakkal district. The investigator has adopted a descriptive survey method. Questionnaire containing 45 questions were given to 300 respondents and primary data was collected for the study. The analytical tools used were mean, standard deviation, t - test . Study concluded that the teachers of Namakkal district possess moderate level of awareness on AI tools and there is no significant difference in demographic values such as gender, locality and qualification of the prospective teachers.

Kavita Khadse (2021) presented in her studies titled, "Awareness and Application of Artificial Intelligence tools for Management Students". The aim of the study is to identify the level of awareness of AI tools by management students and usability by them as per demographic records. Primary Data was collected 120 samples using convenience sampling method. Data was connected using questionnaire SPSS tool was used for data analysis. Descriptive statistics, group statistics and independent sample t- test were the analytical tools used. Findings of the study concluded that is no significant difference between level of awareness of AI tools used by Management students across gender, qualification and experience.

STATEMENT OF THE PROBLEM

The rapid integration of Artificial Intelligence (AI) into educational settings, AI tools are increasingly being used by college students to support academic activities such as research, writing, studying, and coding. Despite the growing availability and potential benefits of these tools, there remains a gap in understanding how aware students are of these applications and how effectively they are utilizing them in their academic work. Furthermore, while AI can enhance learning efficiency, students often encounter various challenges when using these tools. These may include lack of proper training, ethical concerns, limited digital literacy, or issues related to reliability and accessibility. This study seeks to assess the level of awareness among college students regarding various AI applications for academic use. Understanding these aspects is essential to improve digital education strategies, ensure ethical use of AI, and enhance student outcomes through informed support and training initiatives.

OBJECTIVE OF THE STUDY

- To assess the level of awareness of using various AI applications among college students.

RESEARCH METHODOLOGY

RESEARCH DESIGN

The research design used for this study is descriptive in nature.

& SAMPLE METHOD

Convenience sampling method was used to collect the data from 100 respondents residing in Pollachi.

The data was analyzed using weighted mean score.

ANALYSIS AND INTERPRETATION OF AWARENESS IN USING AI TOOLS

The following table shows the level awareness of using AI tools of respondents.

TABLE: 1
LEVEL OF AWARENESS IN USING AI TOOLS

Awareness of AI	5	4	3	2	1	Weighted Score	Weighted Mean Score
Grammarly	85	224	69	6	1	385	V
ChatGPT	210	184	36	0	0	430	I
Turnitin	55	116	87	24	19	301	IX
Canva	210	184	30	4	0	428	II
Quillbot	60	212	69	22	1	364	VII
Gamma AI	100	204	75	8	0	387	III
Google Gemini	95	208	78	4	1	386	IV
AI Writer	60	196	75	24	2	357	VIII
Content Blossom	85	192	78	12	3	370	VI

PDF AI	75	236	72	4	0	387	III
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Source: Primary Data

Ranking of AI tools based on awareness, with respondents rating them on a scale of 5 to 1. The weighted score is calculated, and a rank is assigned accordingly. Here's an interpretation of the data: Top AI Tools by Awareness Ranking ChatGPT (430) - Rank I. Highest awareness, likely due to its widespread use and media coverage. Canva (428) - Rank II. Strong recognition, possibly due to its AI-driven design capabilities. Gamma AI & PDF AI (387) - Rank III. Both have notable awareness, showing strong adoption among users. Google Gemini (386) - Rank IV. A well-known AI, likely benefiting from Google's branding. Grammarly (385) - Rank V. A popular tool for writing assistance. Content Blossom (370) - Rank VI. Moderate awareness, suggesting a niche user base. Quillbot (364) - Rank VII. Widely used for paraphrasing, but lower than Grammarly and ChatGPT. AI Writer (357) - Rank VIII. Less awareness compared to other writing tools. Turnitin (301) - Rank IX. Recognized for plagiarism detection, but lower AI-specific awareness.

Even though the AI-based eLearning platform hasn't become a standard learning approach amidst most learning organizations, but the rate of adoption of AI in teaching learning and evaluation process by educational organizations will be continue to grow. AI is making positive contribution toward the effectiveness of eLearning. Artificial intelligence paving the way for student centric personalized learning. AI based online education will fill the teaching learning gap, save the learning time and accelerate the student's performance with better understanding. Since, most of the education related tasks will take over by AI, role of teachers will be shifted to that of facilitator. The key challenges of AI based online education system will be keeping the sustainable growth of AI, simulating the intelligence of human expert from many fields and delivery of ethics and emotion related education. AI learning is currently considered as education assistant at the early stage, while AI-enable education will play a more important role as learning requirements changes. From the study, it is absorbed that majority of the students are aware of and are using AI tools in education. Further, Weighted Average Ranking shows that ChatGPT is the most used AI tool.

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