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CONSUMER PERCEPTIONS ON THE FUTURE BENEFITS OF AI IN SOCIETY

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ABSTRACT

Our lives are increasingly being impacted by artificial intelligence (AI), which is changing industries and how we engage with the outside world. People have differing opinions about artificial intelligence (AI). Some see it as a game-changing tool that might improve our quality of life, while others are worried about its possible drawbacks, like job displacement and moral quandaries. Notwithstanding these reservations, artificial intelligence has several advantages that can advance humanity.

This study explores consumer perceptions regarding the future benefits of Artificial Intelligence (AI) in society. Through a survey of 104 respondents, the research investigates attitudes across various sectors, highlighting optimism about AI's ability to enhance daily life, improve productivity, and support personalized education. While 76% view AI positively, 68% express concern over job displacement, and 83% fear potential misuse. The findings also reveal mixed opinions on privacy and data security. Despite recognizing AI's transformative potential, respondents strongly support the need for regulation. The study emphasizes the importance of ethical integration, addressing public concerns, and aligning AI advancements with human values for sustainable growth.

KEYWORDS: Artificial Intelligence, perception, future, benefits, healthcare, education, efficiency, innovation, ethics, privacy, accountability.

INTRODUCTION

Artificial Intelligence (AI) has quickly transformed from a specialized technical idea to a vital part of contemporary life, impacting a number of industries, including healthcare, banking, education, and

entertainment. AI's capacity to analyse enormous volumes of data, identify trends, and make decisions on its own makes it a powerful tool for efficiency and innovation. In order to guide ethical development, encourage public trust, and ensure societal acceptance, it is imperative to evaluate how consumers perceive the potential benefits of AI technologies as they become more prevalent.

Consumer perceptions of AI are complex, according to recent studies. For example, according to a survey, a substantial majority of consumers (66%) still prefer to have influence over their shopping decisions, even though 34% are willing to let AI technologies make purchases on their behalf. This contradiction emphasizes how important it is to understand the elements that affect customer acceptance and trust in AI-driven services. Furthermore, worries regarding data security and privacy are still common. According to a Pew Research Center survey, 81% of consumers think that data gathered by AI businesses may be utilized in ways that they find unsettling. These concerns emphasize how crucial it is to address ethical issues while implementing AI in order to match societal expectations with technology progress.

Perceptions of AI are also significantly influenced by demographic factors. Men of all ages are more optimistic than women, and younger persons are generally more upbeat and trusting of AI than their older counterparts. People with higher incomes are more likely to trust AI, and urban people are more likely than their rural counterparts to have utilized AI. Developing inclusive AI strategies that meet the varied requirements of consumers requires an understanding of these demographic variations.

The purpose of this study is to learn more about how consumers view the potential advantages of artificial intelligence for society. The study aims to determine prevalent views, expectations, and worries regarding the adoption of AI by examining responses from a wide range of respondents. By providing a more nuanced knowledge of public sentiment, the insights gathered will help businesses, developers, and politicians adopt AI technologies in a responsible and efficient manner.

OBJECTIVE

The **objectives** of conducting research on *"Consumer Perceptions on the Future Benefits of AI in Society"* can vary depending on the focus and depth of the study.

- **Understanding Consumer Awareness & Knowledge** - To analyse how well consumers understand the potential benefits and risks of AI.
- **Evaluating Ethical and Privacy Concerns** - To examine consumer concerns about data privacy and security in AI applications.
- **Exploring Demographic Differences in AI Perception** - To investigate how different demographics (age, gender, education, profession) influence AI perceptions.
- **Impact of AI on Consumer Decision-Making** - To study how AI influences consumer behaviour in sectors like e-commerce, healthcare, and education.

TOOLS OF DATA COLLECTION

In research studies involving ***large-scale data collection***, the choice of tools plays a crucial role in ensuring accuracy, reliability, and efficiency. Since this study utilizes Google Forms as the primary data collection tool, it is essential to provide a detailed explanation of how it was used, its features, and why it was selected.

1. **Selection of Data Collection Tool:**

   Google Forms - Google Forms was chosen for this research due to its ease of use, accessibility, and ability to collect and manage large-scale data efficiently. It allows researchers to create structured questionnaires with different types of questions, ensuring comprehensive data collection from a diverse set of respondents.

2. **Structure of the Questionnaire –** The questionnaire was designed to capture consumer perceptions on the future benefits of AI in society. It was structured into different sections to ensure a systematic approach to data collection:

   1. **Demographic Information**
      - Age, gender, education level, occupation, and geographical location to analyse variations in AI perceptions.
   2. **Consumer Awareness of AI**
      - Questions related to familiarity with AI technologies and exposure to AI applications.
   3. **Perceived Benefits of AI**
      - Questions assessing consumer expectations regarding AI's impact on daily life, industries, and society.
   4. **Trust and Ethical Concerns**
      - Questions measuring consumer trust in AI, privacy concerns, and ethical dilemmas.
   5. **Future AI Adoption Trends**
      - Questions predicting consumer willingness to adopt AI-based solutions in the future.

   The questionnaire was designed with closed-ended questions, including:

- **Multiple-choice questions (MCQs):** To collect structured responses for easy analysis.
- **Likert scale questions:** To gauge the intensity of consumer perceptions.

3. Data Collection Process

- **Online Distribution:** The Google Form link was shared via social media, email, and online communities to reach a broad audience.

- **Anonymity & Confidentiality:** Respondents were assured of anonymity to encourage honest and unbiased responses.
- **Timeframe:** The survey was kept open for a defined period to ensure maximum participation.
- **Real-time Data Capture:** Google Forms automatically recorded responses in real-time, reducing data entry errors and ensuring accuracy.

4. Advantages of Using Google Forms

- **Scalability:** Allowed collection of responses from a large number of participants efficiently.
- **Cost-Effective:** No expenses were incurred for survey distribution or data storage.
- **Automated Data Organization:** Responses were automatically stored in Google Sheets for further analysis.
- **User-Friendly Interface:** Enabled easy participation from respondents across different age groups and technical backgrounds.

SAMPLE SIZE

The sample size for this study was determined to ensure a representative and reliable analysis of consumer perceptions regarding the future benefits of AI in society. A total of ***104 respondents*** participated in the survey, providing a diverse range of insights into how AI is perceived across different demographics.

The selection of ***104 participants*** was based on the need for a manageable yet meaningful dataset that allows for effective statistical analysis while maintaining feasibility in data collection. The sample includes individuals from various age groups, educational backgrounds, and professional sectors, ensuring a balanced representation of consumer opinions.

The study adopted a non-probability sampling technique, specifically convenience sampling, wherein respondents were selected based on their accessibility and willingness to participate. The survey was distributed online via Google Forms, leveraging digital platforms to reach a broad and diverse audience efficiently.

By analysing responses from this sample, the research aims to identify trends, key concerns, and expectations regarding AI's role in shaping the future. Although the sample size is limited to 104, it provides valuable preliminary insights that can contribute to further large-scale studies on this subject.

LITERATURE REVIEW

1. Artificial Intelligence: Perception, expectations, hopes and benefits

A study surveyed 928 students from Timisoara, Romania, in humanities and technical specializations, about their attitudes toward AI's emergence and development. Conducted online via a questionnaire, the research

analysed responses by specialization and gender, revealing broadly positive perceptions. Students foresee AI bringing benefits like advanced robots surpassing human intelligence, new career opportunities, enhanced healthcare, optimized material resource use, and human control over intelligent systems (*Gherheș, 2019*).

2. Artificial Intelligence Model for Risk Management in Healthcare Institutions: Towards Sustainable Development:

This paper proposes an AI model for risk management in healthcare institutions using social media data. By analysing user interactions and tweets with natural language processing and big data techniques, the model identifies and assesses various risks. A mathematical model with closed-form risk analysis relations is also developed. A case study on CVS Healthcare in the USA reveals that 25% of patient tweets mention risks, categorized as high (19%), medium (80.4%), and low (0.6%). The findings demonstrate the model's effectiveness in aiding healthcare decision-making and promoting sustainability. Performance measures and complexity analysis validate its utility (*Darwiesh, 2022*).

3. What does the public think about artificial intelligence?

This study examines the impact and public perception of Artificial Intelligence (AI), Deep Neural Networks (DNN), and Machine Learning (ML), fuelled by recent advances in computing power, data, and funding. While "weak AI" excels in specific tasks like image recognition and medical diagnosis, "strong AI" remains distant. Public views, often shaped by sci-fi, range from optimism to pessimism. The research surveys novices' expectations and evaluations of AI developments, creating a criticality map to highlight acceptance gaps, guide developers, inform policy, and enhance education. It underscores the need for updated insights into societal attitude toward AI (Comput. Sci. , 16 March 2023).

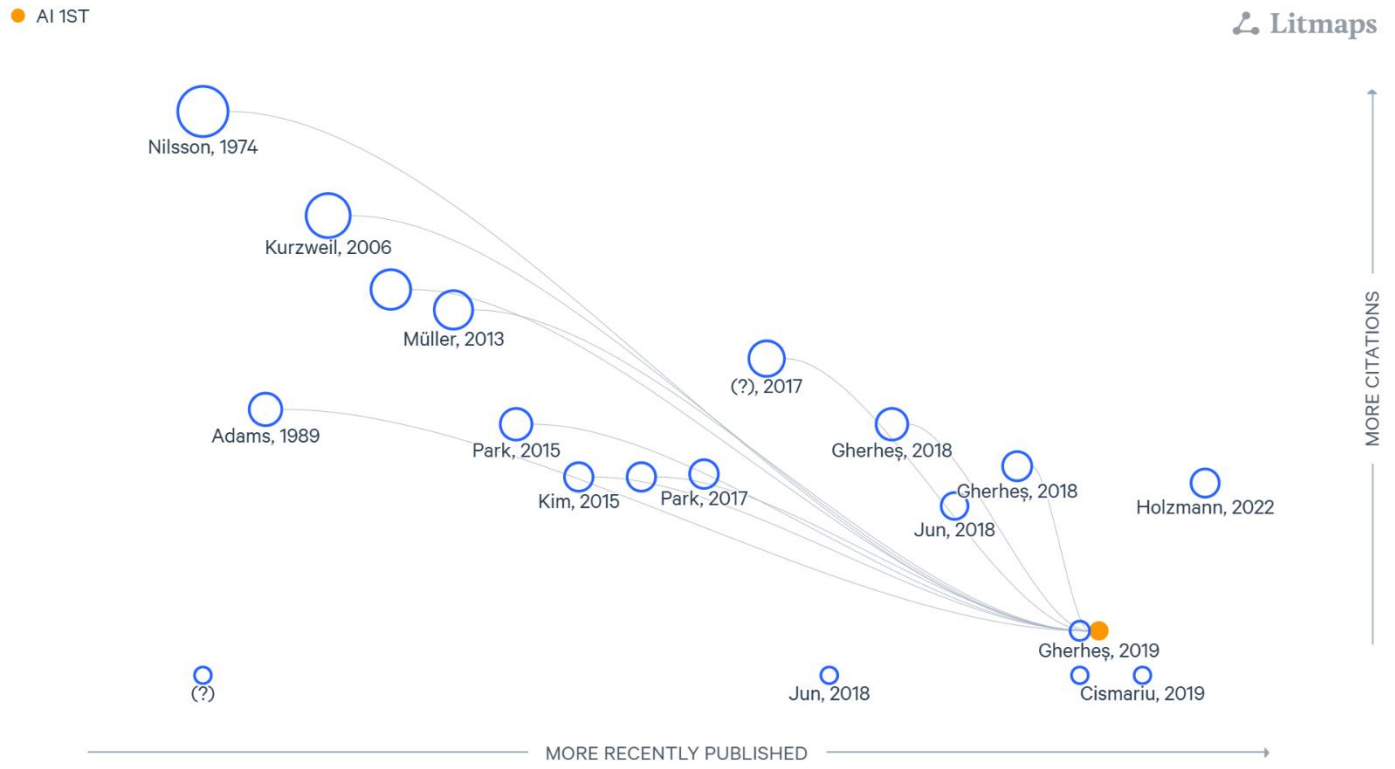
4. Influence of artificial intelligence (AI) perception on career resilience and informal learning

Artificial intelligence (AI) and big data analysis may further enhance the automated and smart features of tourism and hospitality services. However, it also poses new challenges to human resource management. This study aims to explore the direct and indirect effects of employees' AI perception on career resilience and informal learning as well as the mediating effect of career resilience (*Haiyan Kong, Xinyu Jiang, Xiaoge Zhou, 18 January 2024*)

5. Artificial Intelligence and Education in China: Exploring the Future of Personalized Learning and Its Social Implications

With an emphasis on both urban and rural schools, this study investigates how artificial intelligence (AI) is affecting individualized learning in China. Access differences between urban and rural schools still exist,

despite the fact that AI improves student performance and engagement by offering personalized learning experiences. While rural schools deal with issues like inadequate teacher preparation and restricted internet access, urban schools have the advantages of superior infrastructure, which results in higher outcomes. In order to close the digital divide and guarantee the ethical application of AI in education, the study emphasizes the necessity of fair rules.(*Fang Li, Mazni Mohammad 29 January 2025*).



PURPOSE AND SIGNIFICANCE

The purpose of this research is to explore the perception of Artificial Intelligence (AI) across various sectors, focusing on its current uses, future needs, and emerging demands. It aims to understand how different stakeholders, including consumers, businesses, and policymakers, view AI and the factors driving its adoption. Additionally, the study will assess the ethical, social, and economic implications of AI's integration and provide insights into its potential future applications. The significance of this research lies in identifying potential barriers and misconceptions that may hinder AI adoption. It offers valuable insights for businesses and policymakers to align AI development with societal values, ensuring responsible deployment and maximizing AI's benefits for the future.

QUESTIONNAIRE

Demographic

- Name
- Age

- Gender
- Qualification
- Marriage Status
- Location
- Occupation
- Years of Experience

MAIN QUESTIONS

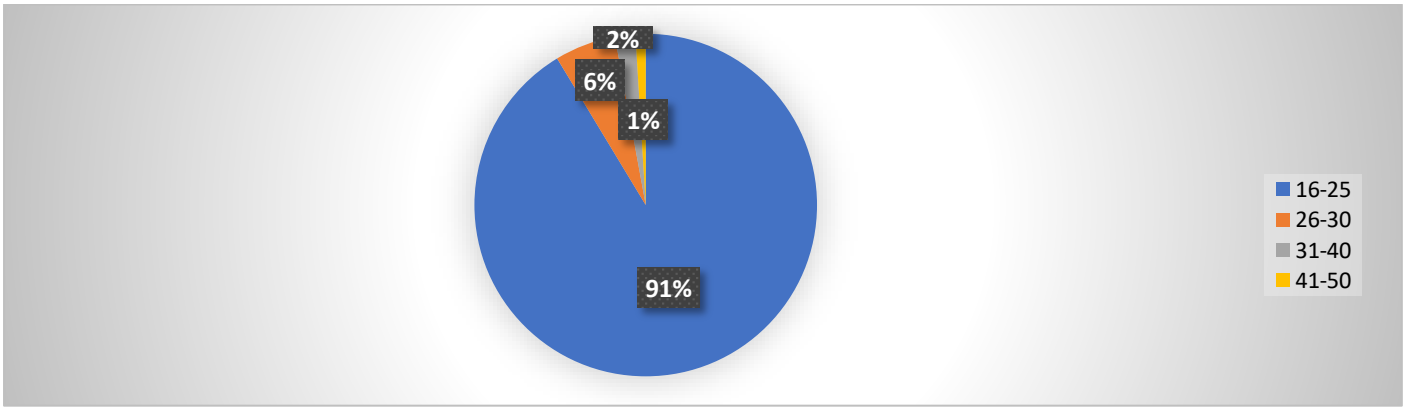
- AI technology is beneficial in improving various aspects of daily life.
- AI will likely take over many human jobs in the near future.
- AI can effectively solve global challenges such as healthcare and climate change.
- AI-based data processing ensures strong privacy and security.
- AI is highly effective in supporting education and personalized learning.
- There is a significant risk of AI being misused by common people.
- AI will create new job opportunities in the future.
- AI reduces human creativity and innovation.
- AI significantly enhances productivity and efficiency in the workplace.
- AI could become dangerous if not properly regulated.

DATA INTERPRETATION

This study analyses data collected from various cities and locations, incorporating perspectives from individuals with different qualifications and backgrounds. The focus is on **"To Study Consumer Perceptions on the Future Benefits of AI in Society."** By examining diverse opinions, this analysis aims to identify key trends, concerns, and expectations regarding AI's impact. The findings will provide valuable insights into how different demographic groups perceive AI's role in shaping the future.

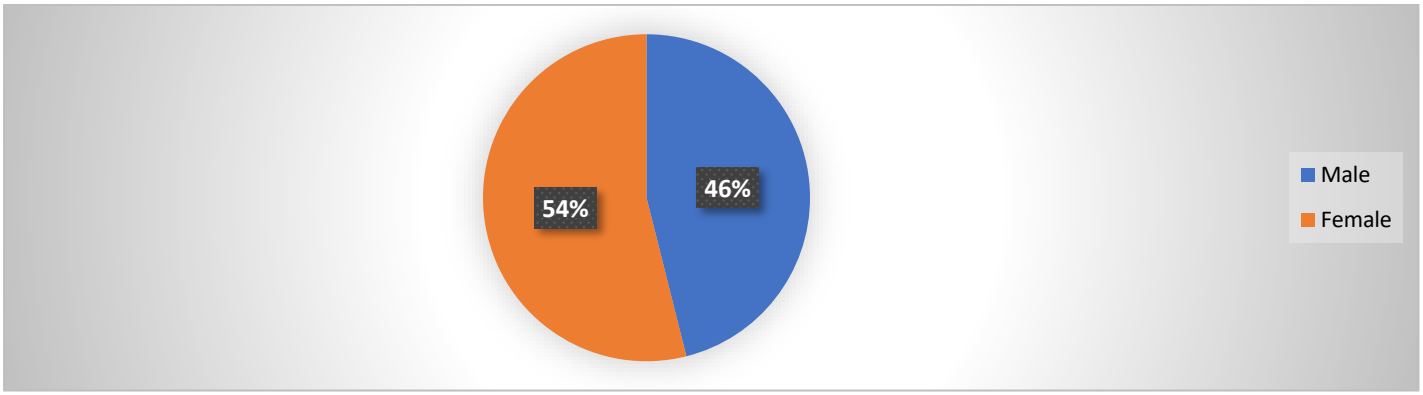
INTERPRETATION

The majority of respondents (91%) fall within the 16-25 age group, indicating that the survey primarily reflects the views of younger individuals. Other age groups are minimally represented.



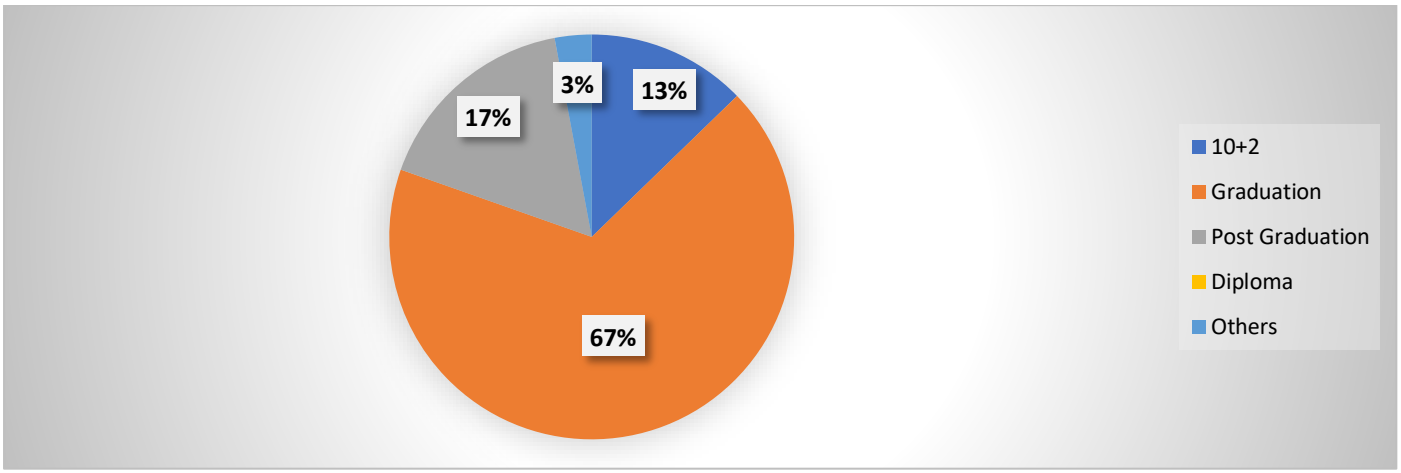
INTERPRETATION

The survey has a nearly balanced gender distribution, with 54% male and 46% female respondents. There are no significant outliers, indicating diverse participation.



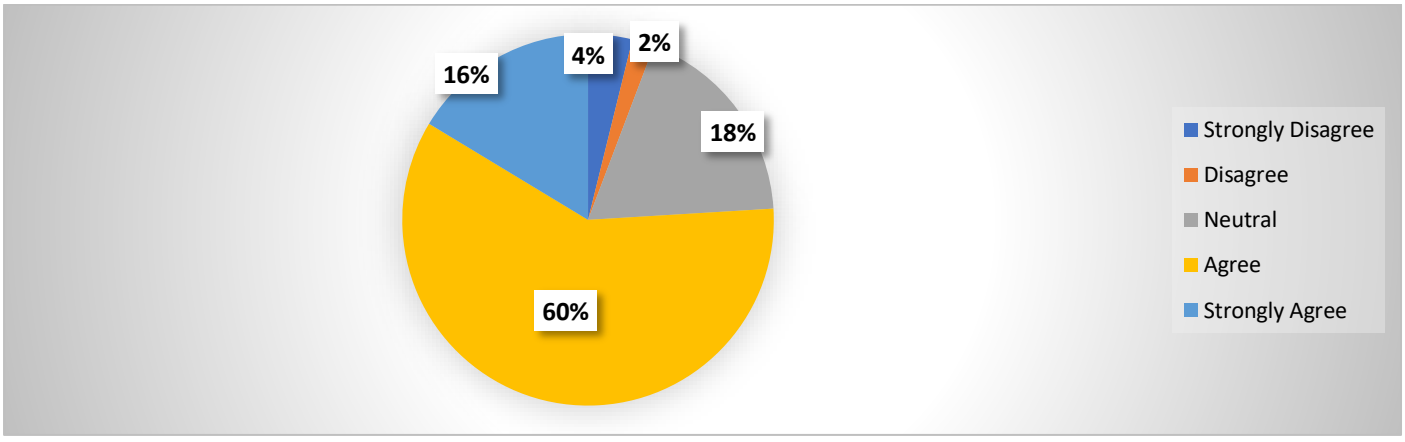
INTERPRETATION

The majority of respondents (67%) are graduates, followed by 17% post-graduates and 13% with 10+2 qualifications. A very small portion falls under diploma or other categories, indicating a well-educated group.



MAIN QUESTIONS

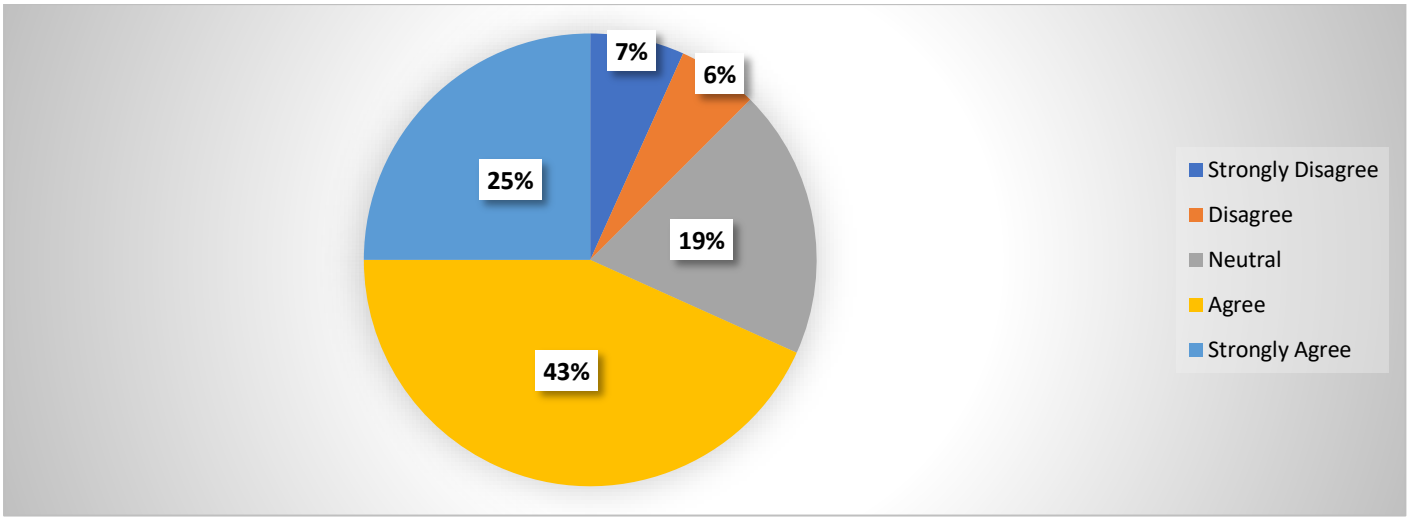
1. AI technology is beneficial in improving various aspects of daily life.



INTERPRETATION

The majority (60%) agree that AI technology benefits daily life, with 16% strongly agreeing. Meanwhile, 18% remain neutral, and only a small percentage disagree or strongly disagree, indicating a largely positive perception of AI.

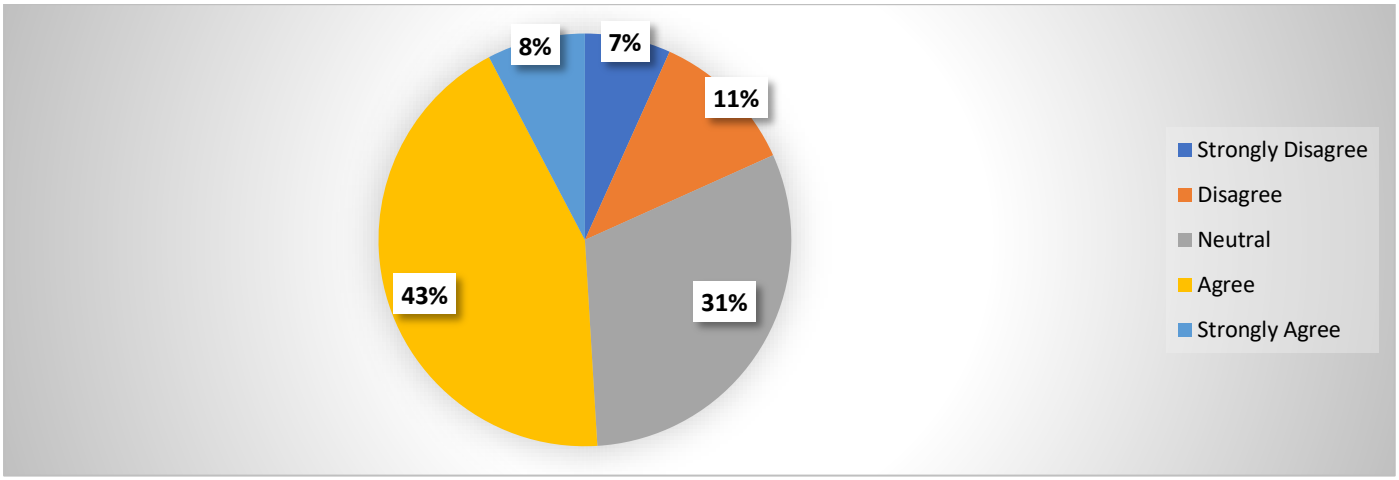
2. AI will likely take over many human jobs in the near future.



INTERPRETATION

A majority (43.3%) agree that AI will take over many human jobs in the near future, with 25% strongly agreeing. Meanwhile, 19.2% are neutral, and a smaller portion disagrees, indicating a prevalent concern about AI's impact on employment.

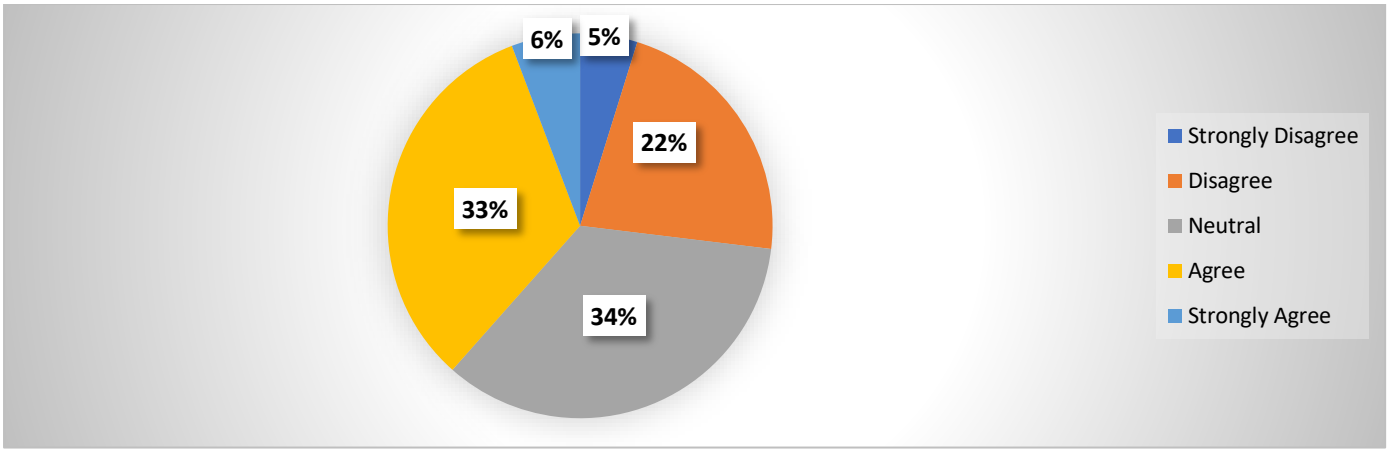
3. AI can effectively solve global challenges such as healthcare and climate change.



INTERPRETATION

A significant portion (43.3%) agrees that AI can effectively solve global challenges like healthcare and climate change, while 30.8% remain neutral. Only a small percentage strongly agree (7.7%) or disagree (11.5%), indicating cautious optimism about AI’s potential impact.

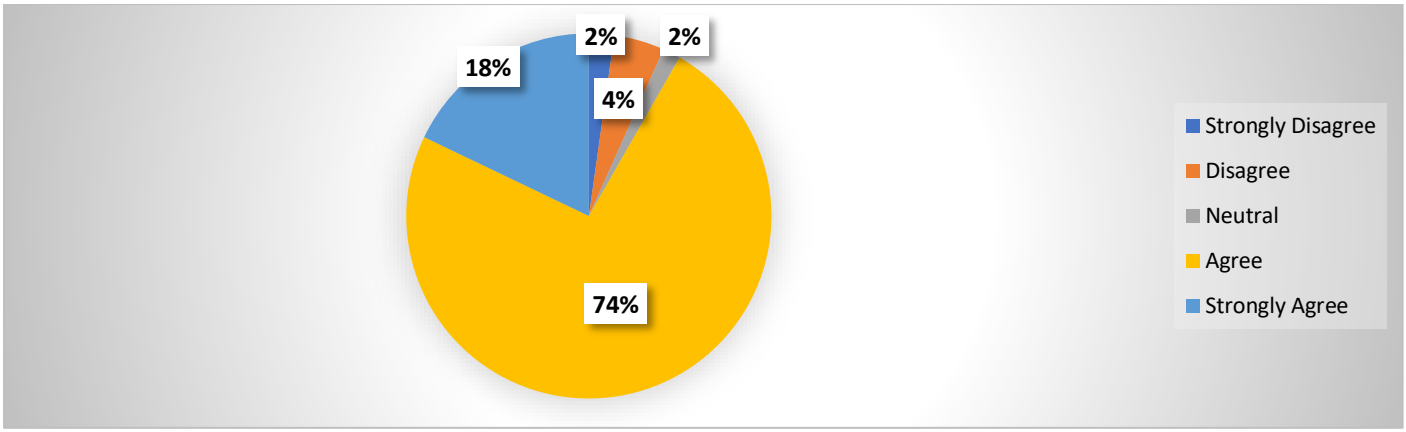
4. AI-based data processing ensures strong privacy and security.



INTERPRETATION

Opinions on AI-based data processing ensuring privacy and security are divided. While 33% agree, a larger portion (34%) remains neutral. Meanwhile, 22% disagree, showing concerns about AI's reliability in security, and only a small percentage strongly agree or strongly disagree.

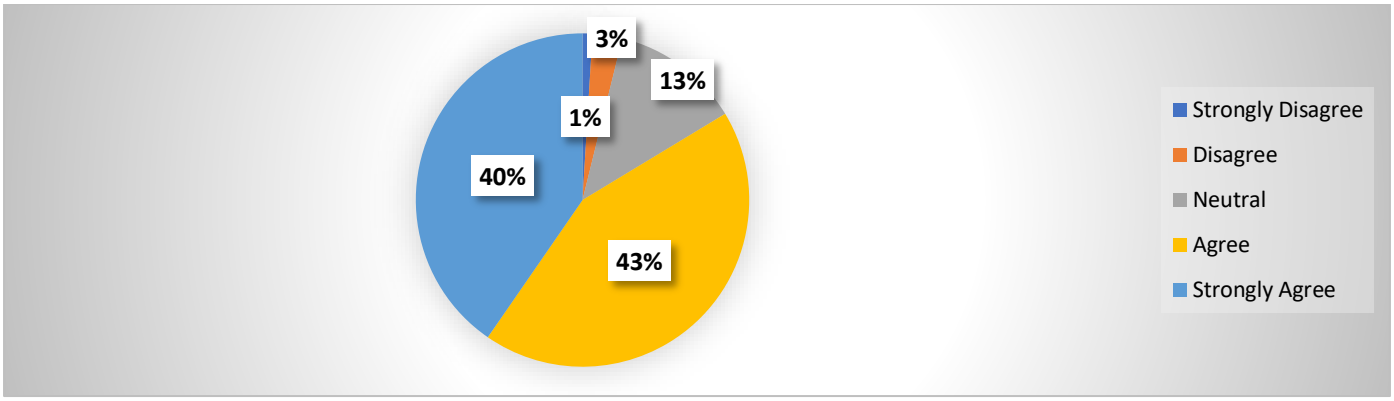
5. AI is highly effective in supporting education and personalized learning.



INTERPRETATION

The majority (74%) agree that AI is highly effective in supporting education and personalized learning, while 18% strongly agree. A small portion (2%) remains neutral, and only a few respondents disagree or strongly disagree, indicating overall positive sentiment toward AI's role in education.

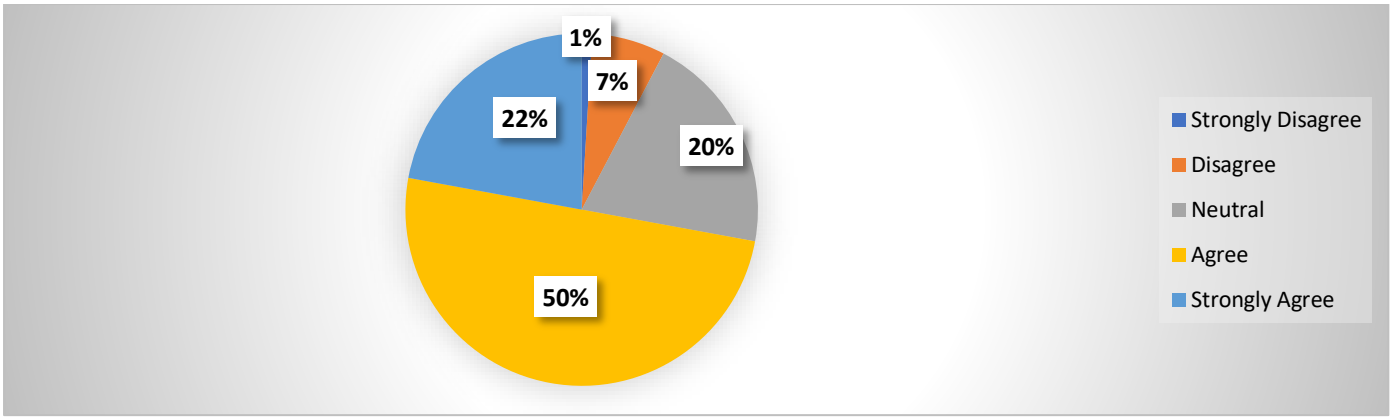
6. There is a significant risk of AI being misused by common people.



INTERPRETATION

A majority of respondents (43% agree, 40% strongly agree) believe that AI has a significant risk of being misused by common people. A small portion (13%) remains neutral, while very few disagree, indicating strong concerns about AI misuse.

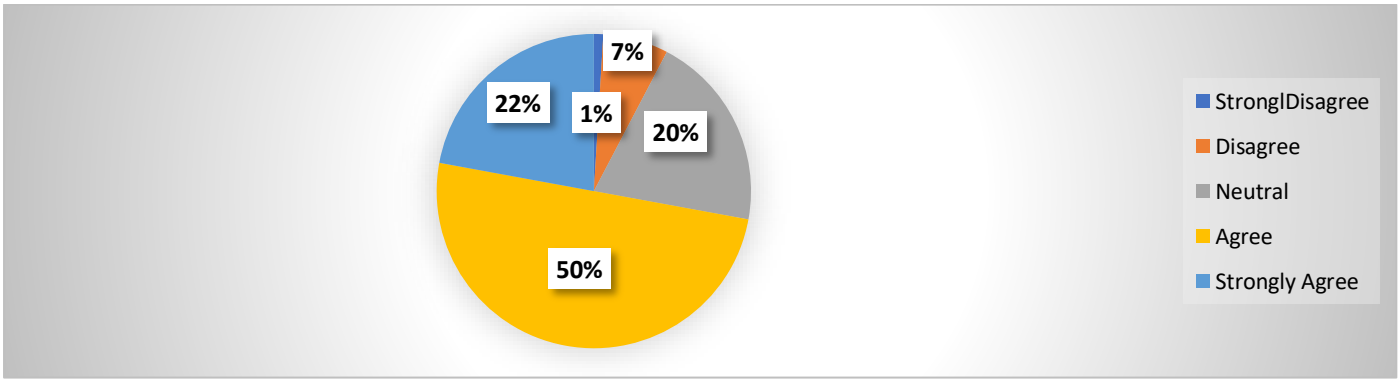
7. AI will create new job opportunities in the future.



INTERPRETATION

A majority of respondents (50% agree, 22.1% strongly agree) believe that AI reduces human creativity and innovation. Meanwhile, 20.2% remain neutral, and a small percentage disagrees, indicating a prevalent concern about AI's impact on creativity.

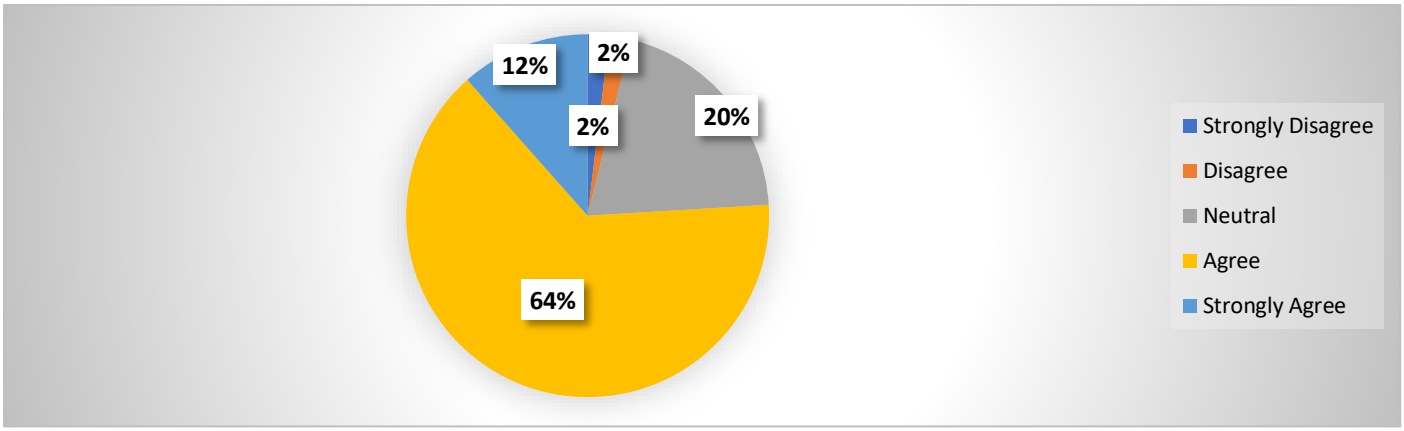
8. **AI reduces human creativity and innovation.**



INTERPRETATION

The majority (72.1%) believe AI reduces human creativity and innovation, while 20.2% are neutral. Only a small fraction disagrees. This suggests a widespread concern about AI's impact on creativity.

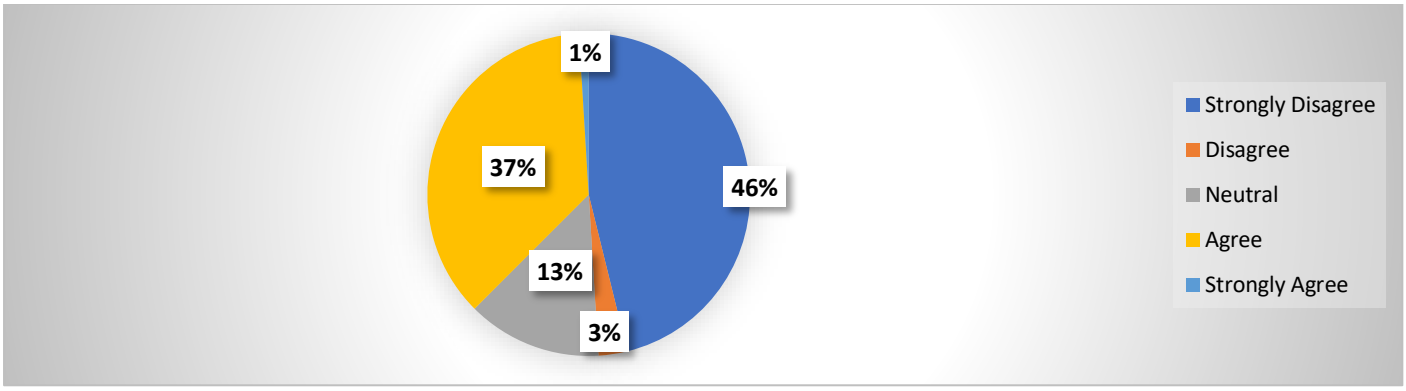
9. **AI significantly enhances productivity and efficiency in the workplace.**



INTERPRETATION

The majority (64.4%) **agree** that AI impacts the subject in question, with an additional 11.5% **strongly agreeing**. About 20.2% are **neutral**, while only a small percentage **disagree** or **strongly disagree**. This suggests a strong leaning toward the belief that AI has a significant impact.

10. **AI could become dangerous if not properly regulated.**



INTERPRETATION

The majority (46.2%) **strongly agree** and 36.5% **agree**, indicating strong support for the statement. Only 13.5% are **neutral**, while very few **disagree** or **strongly disagree**. This suggests a dominant belief in Favor of the statement.

CRONBACH'S ALPHA INTRO

Cronbach's alpha is the most common measure of internal consistency ("reliability"). It is most commonly used when you have multiple Likert questions in a survey/questionnaire that form a scale and you wish to determine if the scale is reliable.

How Does Cronbach's Alpha Work?

- Cronbach's Alpha is based on the correlation between items in a scale. If the items are highly correlated, the alpha value will be higher, indicating better internal consistency.

Why is Cronbach's Alpha Important?

- **Measures Consistency**: It checks whether respondents answer similar questions in a consistent way.
- **Ensures Reliability**: A high Cronbach's Alpha suggests that the test or survey will produce stable and repeatable results.
- **Improves Research Quality**: Helps in refining surveys by identifying weak or irrelevant items.

Applications of Cronbach's Alpha in Research:

- **Questionnaires & Surveys**: To check if multiple questions measure the same concept effectively.
- **Psychology & Social Sciences**: To ensure the reliability of personality, attitude, and behaviour scales.
- **Educational Testing**: To confirm that test questions assess students consistently.
- **Marketing & Customer Research**: To validate consumer perception and brand satisfaction surveys.

Limitations of Cronbach's Alpha:

- **Not a Measure of Validity:** High reliability does not mean the test measures what it is supposed to measure.
- **Sensitive to Number of Items:** A larger number of items can artificially increase the alpha value.
- **Assumes Uni dimensionality:** Works best if all items measure a single construct.

Formula for Cronbach's Alpha:

$$\alpha = \frac{N \cdot \bar{c}}{\bar{v} + (N-1) \cdot \bar{c}}$$

N = Number of items in the scale

$\bar{\mathbf{c}}$ = Average covariance between items

$\tilde{\mathbf{v}}$ = Average variance of each item

Interpreting Cronbach's Alpha Values:

Alpha Value (α)	Interpretation
≥ 0.90	Excellent reliability (high consistency)
0.80 – 0.89	Good reliability
0.70 – 0.79	Acceptable reliability
0.60 – 0.69	Questionable reliability
0.50 – 0.59	Poor reliability
< 0.50	Unacceptable reliability

My Cronbach's Alpha Score:

My Cronbach's Alpha score of 0.71 indicates acceptable reliability in a dataset. This means that the items in our survey or questionnaire are moderately consistent in measuring the same concept.

What This Means for My Study:

- This data is reliable enough for drawing meaningful conclusions.
- There is some room for improvement to make the scale more consistent.
- It's suitable for exploratory research but may require refinements for high-precision studies.

How to Improve the Cronbach's Alpha Score:

- Review Weak Items: Identify any poorly correlated questions and refine or remove them.
- Increase the Number of Questions: More relevant questions can improve reliability.
- Ensure Clarity & Relevance: Make sure all items are clearly understood and relevant to the concept being measured.

ANALYSIS OF THE DATA -

Demographic Breakdown

The dataset provides a snapshot of the respondents' characteristics, which contextualizes their perceptions of AI.

1. **Age Group**:

- 16-25: 95 (91.35%)
- 26-30: 6 (5.77%)
- 31-40: 2 (1.92%)
- 41-50: 1 (0.96%)
- **Total**: 104
- **Observation**: The overwhelming majority (91.35%) are aged 16-25, suggesting a youthful sample likely comprising students or early-career individuals. Older age groups are underrepresented, limiting generalizability to broader populations.

2. **Gender**:
   - Female: 49 (47.12%)
   - Male: 55 (52.88%)
   - **Total**: 104
   - **Observation**: The gender split is nearly even, with a slight male majority. This balance allows for meaningful gender-based comparisons without significant skew.
3. **Education Qualification**:
   - 10+2: 13 (12.50%)
   - Graduate: 69 (66.35%)
   - Post-Graduate: 18 (17.31%)
   - Others: 4 (3.85%)
   - **Total**: 104
   - **Observation**: Graduates dominate (66.35%), followed by post-graduates (17.31%). The sample is relatively well-educated, which may influence familiarity with AI concepts. The "Others" category is small and ambiguous, possibly including vocational or non-traditional qualifications.
4. **Location**:
   - Indore: 56 (53.85%)
   - Bhopal: 16 (15.38%)
   - Ratlam: 11 (10.58%)
   - Other locations (e.g., Bengaluru, Delhi, Hyderabad, etc.): 21 (20.19%)

- **Total**: 104
- **Observation**: Over half of the respondents are from Indore, indicating a geographically concentrated sample, possibly due to localized data collection efforts. Other locations are diverse but sparse, suggesting limited national representation.

5. **Occupation**:
   - Student: 61 (58.65%)
   - Working Professional: 27 (25.96%)
   - Businessman: 11 (10.58%)
   - Others: 5 (4.81%)
   - **Total**: 104
   - **Observation**: Students form the largest group (58.65%), aligning with the young age profile. Working professionals and businessmen are minorities, reflecting less workplace exposure in the sample.
6. **Work Experience**:
   - No experience: 58 (55.77%)
   - 1-3 years: 28 (26.92%)
   - 3-5 years: 10 (9.62%)
   - 5+ years: 8 (7.69%)
   - **Total**: 104
   - **Observation**: Over half lack work experience, consistent with the student-heavy sample. Those with experience (44.23%) provide some diversity, but the sample leans toward novices in professional contexts.

AI Perception Ratings

Respondents rated 10 statements about AI on a 1-5 scale. Below are the mean, standard deviation (SD), and variance for each, calculated from the raw data:

Statement	Mean	SD	Variance
1. AI technology is beneficial in improving various aspects of daily life	3.95	0.86	0.746
2. AI will likely take over many human jobs in the near future	3.72	1.11	1.223

Statement	Mean	SD	Variance
3. AI can effectively solve global challenges such as healthcare and climate change	3.32	1.01	1.022
4. AI-based data processing ensures strong privacy and security	3.12	0.98	0.965
5. AI is highly effective in supporting education and personalized learning	3.90	0.79	0.622
6. There is a significant risk of AI being misused by common people	4.00	0.93	0.869
7. AI will create new job opportunities in the future	3.58	1.00	1.000
8. AI reduces human creativity and innovation	3.83	0.87	0.765
9. AI significantly enhances productivity and efficiency in the workplace	3.83	0.73	0.539
10. AI could become dangerous if not properly regulated	4.00	0.86	0.747

- **Detailed Observations**:
    - **Highest Agreement**: Statements 6 and 10 (mean = 4.00) indicate strong consensus on AI's potential for misuse and the need for regulation. These concerns may reflect awareness of AI's power and ethical implications.
    - **Lowest Agreement**: Statement 4 (mean = 3.12) shows the least confidence in AI's privacy and security capabilities, possibly due to publicized data breaches or scepticism about tech safeguards.
    - **Variability**: Statement 2 (variance = 1.223) has the highest spread, suggesting polarized views on job displacement—some see it as inevitable, others less so. Statement 9 (variance = 0.539) has the lowest, indicating broad agreement on productivity gains.
    - **Distribution**: Most means fall between 3.5 and 4.0, reflecting a generally positive but cautious stance on AI. Statement 3 (mean = 3.32) is an outlier, hinting at doubts about AI's ability to tackle complex global issues.

Reliability Analysis (Cronbach's Alpha)

Cronbach's Alpha assesses the internal consistency of the 10 survey items:

$$\alpha = \frac{N}{N-1}\left(1 - \frac{\sum \text{Item Variance}}{\text{Total Variance}}\right)$$

- N=10 (number of items)
- Sum of item variances = 0.746 + 1.223 + 1.022 + 0.965 + 0.622 + 0.869 + 1.000 + 0.765 + 0.539 + 0.747 = 8.500
- Total variance (variance of sum scores) = 24.521
- $$\alpha = \frac{10}{9}\left(1 - \frac{8.500}{24.521}\right) = 1.111 \times (1 - 0.347) = 1.111 \times 0.653 = 0.726$$
- **Interpretation**: An alpha of 0.726 exceeds the 0.7 threshold for acceptable reliability, indicating the items cohesively measure a single construct (AI perceptions). However, it's not exceptionally high (e.g., >0.9), suggesting some heterogeneity in how respondents interpret the statements.

Summary

The dataset captures the views of 104 respondents, predominantly young (16-25, 91.35%), educated (66.35% graduates), and from Indore (53.85%), with students comprising 58.65%. Key insights:

- **Positive Perceptions**: High agreement on AI improving daily life (3.95), supporting education (3.90), and enhancing productivity (3.83) reflects optimism, likely influenced by the student-heavy sample's exposure to AI in academic settings.
- **Concerns**: Strong agreement on misuse risk (4.00) and danger without regulation (4.00) highlights ethical and safety worries, possibly amplified by media coverage of AI risks.
- **Scepticism**: Lower confidence in privacy/security (3.12) suggests distrust in AI's protective capabilities, a critical concern in an era of data-driven technologies.
- **Mixed Views**: Job displacement (3.72) and creativity reduction (3.83) show variability, indicating nuanced perspectives—some see AI as a threat, others as an opportunity.
- **Demographic Influence**: The youthful, student-dominated sample may skew results toward educational benefits and regulatory concerns, with less emphasis on workplace impacts due to limited experience.

HYPOTHESIS TESTING

Hypothesis	t-test	ANOVA	Paired t-test	Hypothesis Status
Gender Differences in AI Perceptions	**0.73**	**-**	**-**	**Rejected**
Education Level Impacts Concern About AI Misuse	**-**	**0.61**	**-**	**Rejected**
AI Benefits vs. Risks	**-**	**-**	**1.32**	**Rejected**

Conclusion for Hypothesis Test

- **Descriptive:** Respondents are optimistic about AI's benefits (daily life, education, productivity) but express strong concerns about misuse and regulation. Privacy/security is a notable weak point, while job and creativity impacts are debated.
- **Summary:** The sample—young, educated, student-heavy, and Indore-centric—leans toward positive yet cautious AI views, shaped by academic exposure and limited workplace context.
- **Hypothesis Testing:** No significant differences by gender, education, or between benefits and risks, possibly due to sample homogeneity or size. Trends (e.g., higher risk concern) warrant further investigation with larger, diverse samples.

This analysis provides a robust foundation for understanding AI perceptions in this cohort, with implications for education, policy, and future research.

FINDINGS

- 76% (60% agree + 16% strongly agree) believe that AI enhances daily life, showcasing widespread optimism about AI integration.
- Nearly **68%** of respondents express concern that **AI might replace many human jobs**, indicating a fear of automation-driven unemployment.
- While **43.3% agree** that AI can address challenges like healthcare and climate change, a significant **30.8% remain neutral**, showing hope mixed with uncertainty.
- Responses on AI's role in **ensuring privacy and security** are mixed. Only **33% agree**, while **34% are neutral** and **22% disagree**, revealing trust issues regarding data handling.
- A large majority (**92%**) agree or strongly agree that **AI is effective in education and personalized learning**, making it the most positively perceived area.
- An overwhelming **83% (43% agree + 40% strongly agree)** believe that **AI could be misused by common people**, indicating serious concerns about ethics and misuse.
- While many believe AI will **create new job opportunities**, this is overshadowed by the concern that **AI reduces human creativity (72.1%)**, showing dual perceptions.
- A majority (**75.9%**) agree or strongly agree that **AI improves productivity and efficiency**, reflecting strong faith in its operational benefits.
- Nearly **83% (46.2% strongly agree + 36.5% agree)** believe **AI should be properly regulated**, reflecting fears of its unchecked growth.

CONCLUSION

The findings reflect a balanced view of Artificial Intelligence (AI), with both optimism and concern. Many believe AI can enhance daily life, boost productivity, and improve education, especially through personalized learning. However, there are worries about job loss, reduced creativity, and potential misuse. Trust in AI's ability to protect privacy is mixed, highlighting the need for stronger safeguards. While the benefits of AI are clear, most people agree that it should be carefully regulated to prevent harm and ensure ethical use. Overall, AI is seen as a powerful tool, but its future success depends on responsible development, fair access, and human-centered policies.

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