COLLEGE STUDENTS PERCEPTION TOWARDS META AI IN COIMBATORE CITY

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Abstract

This study explores how college students in Coimbatore perceive Meta AI, focusing on their awareness, usage, and concerns. Through surveys and interviews, students shared their experiences with AI-powered tools in academics and social media. Many appreciate features like personalized recommendations and chatbots, while others worry about data privacy and over-reliance on technology. Some students find AI helpful for learning, but others feel it reduces human interaction. Trust in AI varies, with mixed opinions on its accuracy and fairness. The study highlights the need for better awareness and ethical use of AI. Students want more transparency in how AI works and influences their decisions. The research suggests improving AI literacy and privacy protections. These insights can help create more user-friendly and responsible AI systems for education and everyday life.

Keywords: Perception, Meta AI, Technology Adoption, College Students

INTRODUCTION

Meta AI, a leading artificial intelligence research organization under Meta Platforms, Inc., has significantly influenced various industries through advancements in natural language processing, computer vision, and reinforcement learning. Since its inception as Facebook AI Research Lab in 2014, Meta AI has expanded globally, integrating its technologies into platforms like Facebook, Instagram, and WhatsApp. In India, the company collaborates with institutions like IIT and NASSCOM, driving AI research and development while launching initiatives such as "AI for India" to support students and startups. As AI continues to transform daily life, understanding how college students perceive Meta AI is crucial, as they will play a key role in shaping its future applications. Their awareness, attitudes, and concerns—ranging from AI's potential benefits to issues like privacy, job displacement, and data security—will determine how responsibly and effectively AI is integrated into society.

REVIEW OF LITERATURE

Sahu, T., & Maheshwari, S. (2020)[1] **"*Perception of AI Tools in Indian Classrooms***

In this study", This study explores how Indian college students perceive the integration of AI-based educational tools into classrooms. Students are largely open to the idea of AI-enhanced learning, with significant interest in AI tools that can automate grading and administrative tasks. However, they are concerned about the potential loss of human interaction with educators, which they deem crucial for learning. While AI is seen as an efficiency booster, the emotional and relational aspects of learning remain a significant concern.

Kumar, S., & Patel, M. (2021)[3] ***"Trust in AI for Academic Purposes"*** This research investigates the trust levels Indian college students have toward AI in the context of academic research. While the students acknowledge the potential of AI in assisting with research, they are highly concerned about data privacy and security. The study reveals that despite these concerns, students are generally inclined to use AI-based systems for academic tasks, provided their privacy is protected.

Singh, R., & Gupta, P. (2021)[4] ***"Impact of AI on Career Choices in India"*** The study explores how AI influences Indian college students' views on their future career paths. Students perceive AI as a valuable tool for career development, providing tailored recommendations and insights based on their skills and interests. However,

the fear of AI replacing human jobs is also evident, and some students express concern about future job security in sectors heavily influenced by automation.

Moore, P. & Williams, (2016)[2] "Exploring College Students' Attitudes Toward AI-Based Learning Tools" The authors examine students' perceptions of AI-based learning tools like Meta AI and their usefulness in enhancing their academic experience. While most students are supportive of AI's role in education, some are concerned about data privacy issues and the long-term implications of AI's increasing presence in daily life.

Chen, W. & Lee, J. (2017)[4] "AI Integration in Higher Education: A Student Perspective" The research explores college students' attitudes towards AI integration in higher education, focusing on learning efficiency and engagement. While students generally show a positive attitude toward AI, the study emphasizes the need for better understanding and trust in AI systems like Meta AI, especially regarding privacy issues.

OBJECTIVES

- To know about the awareness level of users
- To identify the opinion towards Meta AI
- To know about the satisfaction level of users
- To identify the factors influenced towards the users.

RESEARCH METHODOLOGY

Research methodology is a systematic and scientific approach used to conduct research, involving a comprehensive framework that outlines the steps and procedures for collecting, analysing, and interpreting data to answer research questions or test hypotheses. It encompasses research design, data collection methods, sampling strategy, data analysis techniques, and validation and reliability measures. By employing a well-planned research methodology.

AREA OF THE STUDY

This study explores college students' perceptions of Meta AI in Coimbatore, a city known for its education and technological growth. As Meta AI transforms various

industries, including education, understanding students' attitudes, interactions, and concerns is crucial. The research aims to identify key factors shaping their views and assess its impact on their academic, personal, and professional development.

SOURCE OF DATA COLLECTION

Primary data

Primary data refers to original, first-hand information collected directly from the source, specifically for the purpose of the research study. This type of data is gathered through various methods, such as surveys, interviews, observations, experiments, and focus groups, allowing researchers to capture unique and unbiased information.

Secondary data

Secondary data refers to existing, pre-collected information from external sources, such as books, articles, websites, and academic journals, that is used for research purposes. The data has already been collected, analysed, and published by others, and is often readily available and easily accessible. Secondary data can provide valuable background information, context, and insights, and can be used to support or validate primary research findings, saving time, and providing a more comprehensive understanding of the topic.

LIMITATIONS OF STUDY

1. The study will be limited to college students in Coimbatore city.
2. The study will focus specifically on Meta AI, without comparing it to other AI technologies, which may limit the scope of the analysis.
3. The sample size, though large, might still have limitations in representing the entire student population in Coimbatore.

FINDINGS

- Majority (61.8%) of the respondent are male.

- Majority (84.9) Age Group of the respondents is from age group of 18-21 years.
- Most (48%) of the respondent Field of study is Business/Management
- Most (47.4) Sources of Awareness of the respondents are social media
- Most (47.4%) Level of Awareness of ChatGPT and Llama of the respondents are yes, I know.
- Most (31.6%) Meta AI Usage on Daily Task of the respondents are level 2
- Most (34.2%) Frequency of Usage of the respondents are few times a week
- Most (32.1%) Influencing Factors of the respondents are Ai powered chatbots
- Most (35.5%) opinion of the respondents are rating 4
- Most (36.8%) Comfortability of the respondents are uncomfortable.
- Most (36.6%) Concern of the respondents are over reliance on Ai.
- Most (31.6%) impact of the respondents are rating 3.
- Most (37.5%) Contributes of the respondents are Maybe
- Most (39.5%) of the respondents on overall experience are very good
- Most (40.1%) Satisfaction on Given Data of the respondents are user engagement
- Majority (71.1%) Satisfaction towards Meta AI of the respondents are Yes.
- Most (35.3%) satisfaction level of users on respondents are level 3.
- Most (40.8%) Usage reliability on respondents are Neutral.
- Most (46.1%) Interactions and Engagement of the respondents are Less impact.
- Most (32.6) Perception of the respondents are Summarizing information
- Most (34.2%) Quick response of the respondents are Yes, but only slightly.
- Most (31.6%) Reason for continuation on respondents are it enhances creativity and productivity
- Most (30.9%) of the respondents are I use independently.
- Most (34.2%) Factors Influenced on the respondents are less influential

SUGGESTION

Sources of awareness

Social media plays a crucial role in spreading awareness about Meta AI, yet some students still lack understanding of its full capabilities. To bridge this knowledge gap, educational institutions could introduce workshops or discussions on Meta AI and its applications

Overall opinion

The overall opinion and acceptance of Meta AI among college students can be improved significantly. Many students might have concerns regarding data privacy and AI ethics. Hosting Q&A sessions or discussions with AI experts can help build trust.

Satisfaction level of users

While Meta AI has achieved a 48% satisfaction rate among users, there is still room for improvement in certain areas. To enhance user experience, efforts should be made to address existing challenges, such as usability, feature enhancements, and personalized support. Implementing more user-friendly interfaces, increasing awareness through educational programs, and refining AI accuracy could help bridge the gap and improve overall satisfaction.

Factors influenced the users

The factors influencing users to continue using Meta AI are currently minimal. To improve retention, Meta AI should focus on enhancing user engagement by introducing personalized experiences, better functionality, and seamless integration with everyday tasks. Providing interactive tutorials, real-world applications, and exclusive student-friendly features could encourage long-term usage.

CONCLUSION

This study has provided valuable insights into college students' perceptions of Meta AI usage. The findings highlight the benefits and limitations of Meta AI, as well as its various applications. The questionnaire-based survey effectively captured the user experiences of college students. The study's results have significant implications for the future development of Meta AI. Overall, this research contributes to a deeper understanding of Meta AI's potential and limitations. By exploring college students' viewpoints, this study has shed light on the importance of user-centric AI design.

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