

Impact and Awareness of Artificial Intelligence (AI) in Daily Life among the Youth Generation

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Abstract: Artificial Intelligence (AI) has emerged as a transformative technology that increasingly shapes the daily experiences of the youth generation. From social networking platforms and digital learning tools to virtual assistants and smart devices, AI-driven systems have become deeply embedded in routine activities. This study investigates both the level of awareness and the perceived impact of artificial intelligence among young individuals, with particular emphasis on its role in education, communication, entertainment, and decision-making processes. A structured survey methodology was adopted to collect data from students and young adults, enabling an assessment of their familiarity with AI concepts, frequency of usage, and overall attitudes toward AI-enabled applications. The findings indicate that while a significant proportion of youth actively engage with AI-based technologies on a daily basis, their understanding of the underlying mechanisms of AI remains limited. The results further demonstrate that most respondents view AI as a beneficial tool that enhances efficiency, supports personalized learning, and improves accessibility to information. However, the study also highlights notable concerns, including data privacy risks, excessive dependence on intelligent systems, and uncertainty regarding the future impact of AI on employment opportunities. These concerns reflect a gap between widespread usage and informed understanding. The study underscores the importance of promoting AI awareness and digital literacy among the youth generation to ensure responsible and ethical use of intelligent technologies. Enhancing education and awareness initiatives can empower young users to make informed decisions, maximize the advantages of AI, and effectively address the challenges associated with its growing presence in everyday life.

Keywords: Artificial Intelligence (AI) has emerged as a transformative technology that increasingly shapes

I. INTRODUCTION

Artificial Intelligence (AI) has become one of the most influential technologies of the modern digital era, transforming the way individuals interact with information, devices, and services. Over the past decade, rapid advancements in AI have led to its widespread integration into everyday applications such as smartphones, social media platforms, online learning systems, healthcare tools, and smart home devices. Among all age groups, the youth generation has emerged as the most active and frequent user of AI-enabled technologies due to their high engagement with digital platforms and technological innovation. Youth today encounter artificial intelligence in various forms, often without conscious awareness. Recommendation algorithms on social media, voice-based virtual assistants, personalized advertisements, online gaming systems, and automated learning tools all rely on AI to enhance user experience. These technologies influence not only daily routines but also learning patterns, communication styles, and decision-making processes. As a result, AI plays a critical role in shaping the behavior, preferences, and expectations of young individuals in both academic and social environments. Despite the extensive use of AI-based applications, the level of awareness among youth regarding how these systems function and their broader implications remains uneven. While many young users appreciate the convenience, efficiency, and personalization offered by AI, concerns related to data privacy, ethical use, digital dependency, and future employment opportunities are increasingly gaining attention.



II. METHODOLOGY

1. Research Design

This study adopts a **quantitative research design** to examine the **impact and level of awareness of Artificial Intelligence (AI)** in the daily lives of the youth generation. The design focuses on collecting numerical data that can be analyzed to identify patterns in AI usage, awareness, and perceptions among young individuals.

2. Data Collection Method

Primary data was collected through an **online survey** designed using **Google Forms**. The questionnaire was kept simple and easy to understand to ensure accurate responses from young participants.

Questionnaire Structure

- The survey included **multiple-choice questions** covering the following key aspects:
- Use of applications or tools that include AI features
- Common AI-based apps or tools used in daily life
- Awareness of AI chat tools such as ChatGPT
- Purposes for using AI tools (study, learning, entertainment, etc.)
- Understanding of how AI tools like ChatGPT function
- Awareness of the benefits, risks, and limitations of AI
- Knowledge of tasks that AI tools such as ChatGPT can perform

3. Sample Size and Participants

A total of **40 respondents** participated in the survey. The participants mainly belonged to the **youth age group**, including students and young adults, representing varied educational backgrounds.

4. Sampling Technique

The study used a **convenience sampling technique**, selecting participants based on availability and willingness to respond to the survey.

5. Data Analysis

Responses collected through Google Forms were automatically recorded and displayed using **graphs and charts**. A **percentage-based statistical analysis** was used to analyze the data, enabling easy interpretation of AI awareness levels and its impact on daily life.

III. LITERATURE REVIEW

Artificial Intelligence (AI) has rapidly emerged as a transformative technology influencing various aspects of daily life, especially among the youth generation. Several studies highlight that young people are among the most active users of AI-based applications due to their frequent interaction with digital technologies. Russell and Norvig emphasized that AI systems are designed to simulate human intelligence and are increasingly integrated into tools used for learning, communication, and decision-making. This widespread integration has made AI a familiar concept for students and young adults. UNESCO reported that AI plays a significant role in modern education by supporting personalized learning, online platforms, and smart educational tools. However, the report also pointed out that while youth frequently use AI-driven systems, their understanding of AI concepts, ethical concerns, and data privacy issues remains limited. Similarly, OECD studies revealed that AI affects social behavior, skill development, and employment opportunities for young people, highlighting the need for awareness and digital skills training. Research by Pew Research Center found that teenagers and young adults regularly interact with AI through social media algorithms, recommendation systems, and virtual assistants. Despite high usage levels, many users lack awareness of how these



systems collect data and influence online behavior. Dwivedi et al. discussed both the positive and negative impacts of AI, noting that while AI improves efficiency and access to information, it also raises concerns regarding privacy, bias, and over-reliance on technology.

IV. RESULTS AND DISCUSSION

Results

The survey collected responses from **38 participants** to assess **awareness of Artificial Intelligence (AI)**, patterns of **internet usage**, and understanding of **AI-based tools like chat and related digital risks**. The findings offer valuable insights into how users engage with AI technologies in their daily lives and their level of awareness regarding the benefits and limitations of AI.

1. Age Distribution (Figure 1)

Figure 1 shows that the majority of respondents fall within the 18–20 years age group (67.6%), indicating strong participation from late adolescents and young adults. This is followed by respondents aged 21–23 years (16.2%) and 15–17 years (13.5%). Only a small proportion of participants belonged to the 24–25 years age group (approximately 2.7%).

Age Group
37 responses

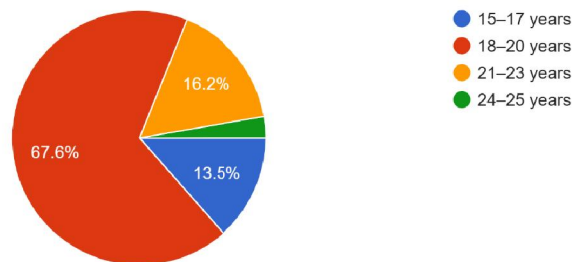


Figure 1 shows a pie chart representing the age groups of respondents, highlighting that most participants are youngadults.

2. 2. Gender Distribution (Figure 2)

The gender-wise analysis shows that a majority of the respondents were female (64.9%), while 35.1% were male. No participants selected the “prefer not to say” option. This indicates higher participation from female respondents in the survey, providing a gender-diverse perspective on AI awareness and usage among youth.



Gender
37 responses

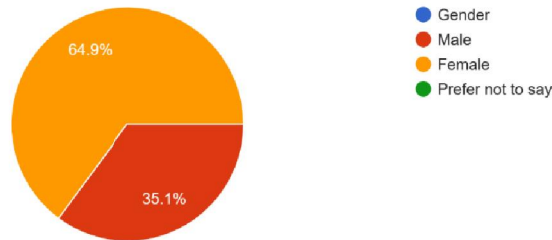
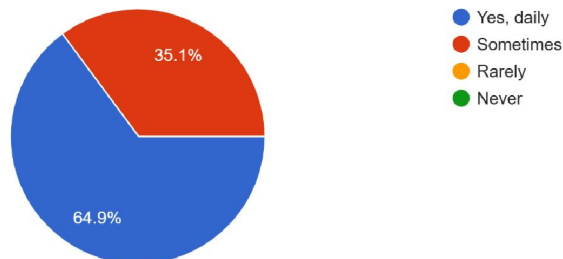


Figure 2 illustrates the occupational status of participants

3. Usage of AI Applications or Tools (Figure 3)

The results show that a majority of participants (64.9%) use AI-based applications or tools **daily**, indicating that AI has become a regular part of their daily activities. The remaining 35.1% reported using AI **sometimes**. Notably, no respondents selected the options “rarely” or “never,” suggesting widespread exposure to and reliance on AI technologies among the youth population.

Do you use apps or tools that have AI?
37 responses



4. Which AI apps or tools do you use most(Figure 4)

The Social media platforms such as Instagram, TikTok, and YouTube were the most frequently used AI tools, selected by 81.1% of participants. This was followed by voice assistants and games or smart devices, each used by 29.7% of respondents. Learning applications such as Duolingo and Khan Academy were used by 10.8%, while 8.1% reported not using any AI tools



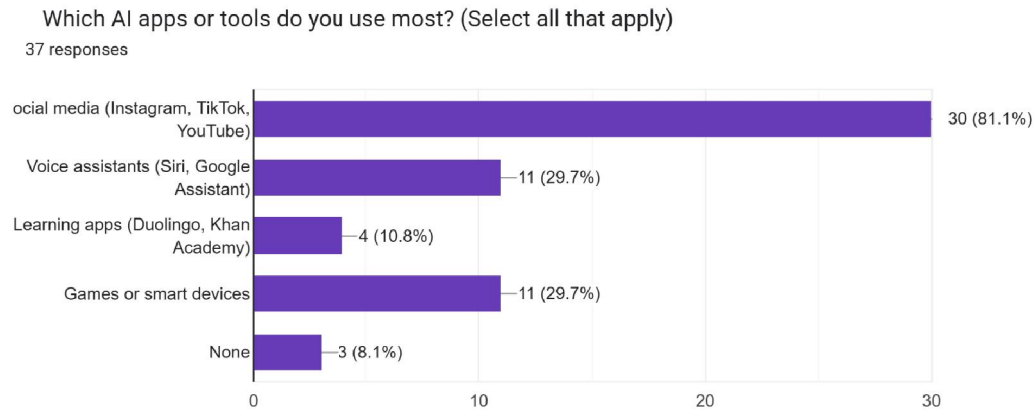


Figure 4 displays a bar chart showing mobile phones as the dominant device for internet access.

5. Awareness of AI (Figure 5)

About 65% of respondents reported being aware of cyber security threats, while 35% indicated they were not aware.

Discussion:

Although a majority claim awareness, the presence of a significant unaware group suggests that cyber security knowledge is still not universal. Awareness campaigns, workshops, and digital literacy programs can help bridge this gap.

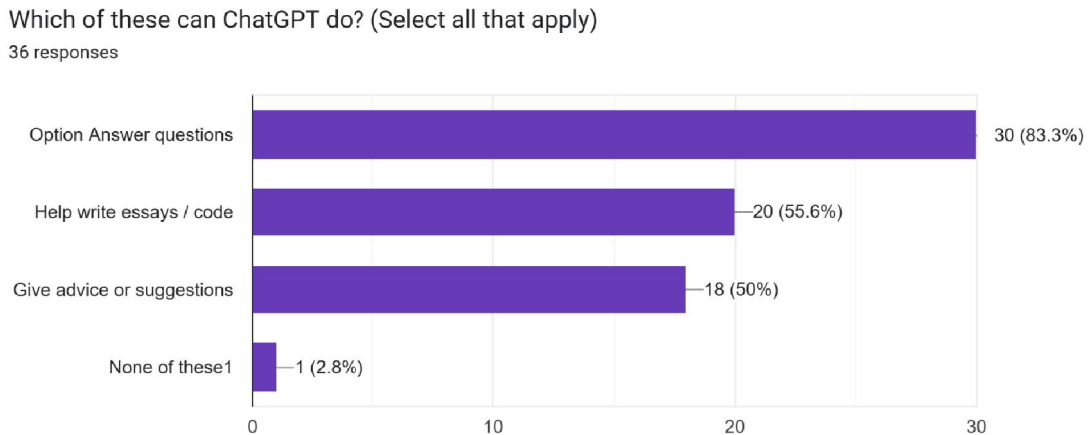


Figure 5 shows a pie chart comparing respondents who are aware of cyber threats versus those who are not.

V. DISCUSSION

The findings of this study indicate that Artificial Intelligence (AI) has become an integral part of daily life for the youth generation. Most respondents reported frequent use of AI-based applications, particularly through social media platforms, learning apps, and voice assistants. This reflects the growing presence of AI in routine activities such as communication, education, and entertainment.



VI. CONCLUSION

This study highlights that artificial intelligence (AI) has become an important part of daily life for the youth generation. Young people widely use AI-based technologies in education, communication, entertainment, and daily activities. The findings indicate that while many youths actively use AI tools, their awareness of how AI works, its limitations, and its ethical implications is moderate. This gap between usage and understanding suggests a need for better AI education and digital literacy.

Overall, AI has a positive impact on the youth by improving learning experiences, efficiency, and access to information. However, issues related to data privacy, over-dependence on technology, and ethical concerns cannot be ignored. Therefore, it is essential to promote responsible and informed use of AI among young people. Increasing awareness through education and awareness programs will help youth benefit from AI while minimizing potential risks.

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