

قياس وعي المجتمع السعودي بممارسات اليومية للذكاء الاصطناعي
Measure the KSA society awareness in Artificial Intelligence
(AI) daily activities

Graduation Project

By

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1. Research Title

Measure the KSA society awareness in Artificial Intelligence (AI) daily activities

2. Introduction

The age of data and AI is upon us, the world has become more aware of AI's enormous potential since the first AI applications were released. Data and AI strategy are at the forefront of discussions across various practices in the world due to the unprecedented pace of AI discoveries, model advancements, and new products on the market. The transformative impact of artificial intelligence on our society will have far-reaching economic, legal, political and regulatory implications that we need to be discussing and preparing for. AI is fast becoming a regular part of daily life, it is the next wave of successful businesses, leaders, and high quality of life will be for those who comprehend and use AI. By the end of this study, we aim to be able to measure the impact of the Artificial Intelligence (AI) on the society lifestyle.

3. Research Problem

While there are many benefits to AI, there are also concerns. By automating repetitive work and replacing occupations, AI has the potential to worsen inequality. As well as Is AI causing an increase in laziness or a loss in our creativity?

4. The important of research

This study can expand our deep understanding about the society AI practices in everyday activities.

5. Research Hypotheses

- AI user ages effect our daily life practices.
- AI user level of education effect our daily life practices.
- AI biased to specific gender.

6. Literature Review

Artificial Intelligence (AI) plays a more and more crucial role. In general, intelligence is defined as having the mental ability to take in knowledge and use it to solve challenging problems. Researchers predict that soon clever machines will surpass human abilities. Artificial intelligence (AI) refers to intelligent devices and software that can reason, absorb, gather knowledge, interact, control, and distinguish between objects. John McCarthy used the phrase in 1956 to describe a brand-new area of computer science that tries to make machines behave like people.

By using computational analysis, we can comprehend how various AI systems behave in a variety of ways. While computer science focuses on interpretation, thinking, and execution,

AI, in contrast to psychology, emphasizes computation. AI techniques increase mental acuity and adaptability.

7. Research Methodology

The study used multiple complementary methodologies to collect a range of quantitative and qualitative data.

a. Sampling

This study conducted to understand how aware the citizens and residences of KSA are of artificial intelligence in their daily lives. The overall target population for this survey was (Number) persons ages 25 and older, living in the KSA, including non-Saudis from (Date), 2023.

Everyone who took part in the survey is an adult and private or governmental employee.

The online survey shared randomly through social media. This research shows the questions used for this report, along with responses, and its methodology.

b. Quality Control

We will conduct data quality checks to detect any respondents displaying blatant patterns of satisfaction in order to assure high-quality data. This involves looking for instances when people frequently leave questions unanswered and always choose the first or last option. Prior to weighting and analysis, we will eliminate the nonsensical respondents from the survey dataset as a consequence of the checking.

c. Questions

On a set of Six questions designed to measure AI impact of specific uses of AI in daily life.

Each question had four possible responses and an explicit fifth option, “not sure.”

- Healthcare question
 - Strongly Agree
 - Agree
 - Disagree
 - Strangely Disagree
 - Not sure
- Work question
 - Strongly Agree
 - Agree
 - Disagree
 - Strangely Disagree
 - Not sure
- Entertainment question
 - Strongly Agree
 - Agree
 - Disagree

- Strangely Disagree
- Not sure
- Home question
 - Strongly Agree
 - Agree
 - Disagree
 - Strangely Disagree
 - Not sure
- Transportation question
 - Strongly Agree
 - Agree
 - Disagree
 - Strangely Disagree
 - Not sure
- Travel/hospitality question
 - Strongly Agree
 - Agree
 - Disagree
 - Strangely Disagree
 - Not sure

8. Research Structure

- Executive summery
 - Key conclusions
 - Key recommendationsPurpose
- Introduction
- Study Background
 - Society needs
 - Previous research
- Research Method
 - Design/methodology/approach
- Ethical Approval
- Sampling
 - Demographics
- Findings
- Research limitations/implications
- References
- Appendix
 - The questions

9. Research limitation

- Data collection within tight timeline
- Responses out of the assigned age categories
- International responses (out of KSA)

10.Initial reference list

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