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PRINT: ISSN 0975-1122 ONLINE: ISSN 2456-6322

Int J Edu Sci, 47(2): 34-44 (2024)

DOI: 10.31901/24566322.2024/47.02.1374

Empowerment of Artificial Intelligence in Learning Optimisation: Student Perceptions in Karachi, Pakistan

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KEYWORDS Academic Setting. Artificial Intelligence. Learning Optimisation. Learning Trends. Readiness

ABSTRACT This research aims to establish how Artificial Intelligence or AI influences higher learning, especially among students attending public universities in Karachi, Pakistan. They explain how AI is changing teaching and learning activities and has much potential to enhance education. The study was a cross-sectional, descriptive survey, involved 248 students from different universities selected by stratified random sampling, and the study instrument used was a self-developed questionnaire. This study indicates the positive potential of AI usage in improving the quality of teaching and learning while pointing out the existing issues in successful AI implementation, especially regarding the preparedness of students, the learning environment, and changing learning trends. The study shows a need to enhance the use of AI in education even as it acknowledges the challenges and hurdles that the use presents. Suggestions for future research are made to advance understanding of these issues and enhance the efficiency of AI use in academic environments.