

ABSTRACT

This research explores the perception of AI along with its impacts on humans in society. Therefore, it was felt essential to unravel the reasons behind its influence and perception and its impact in context to society. For this purpose qualitative research methodology was adopted to investigate the concepts and perspectives of 8 participants of Pakistani society. The participants were recruited by convenient, purposeful sampling technique and in-depth interviews were used as a tool for data collection. The thematic analysis technique was adopted for the analysis and interpretation of data. The study reveals many reasons for emergence of AI along with its bright and dark impacts on society. Influence of AI, and The Impact of AI on Cognitive Development in Students were the major reasons that led to perception of AI in comparison with human intelligence.

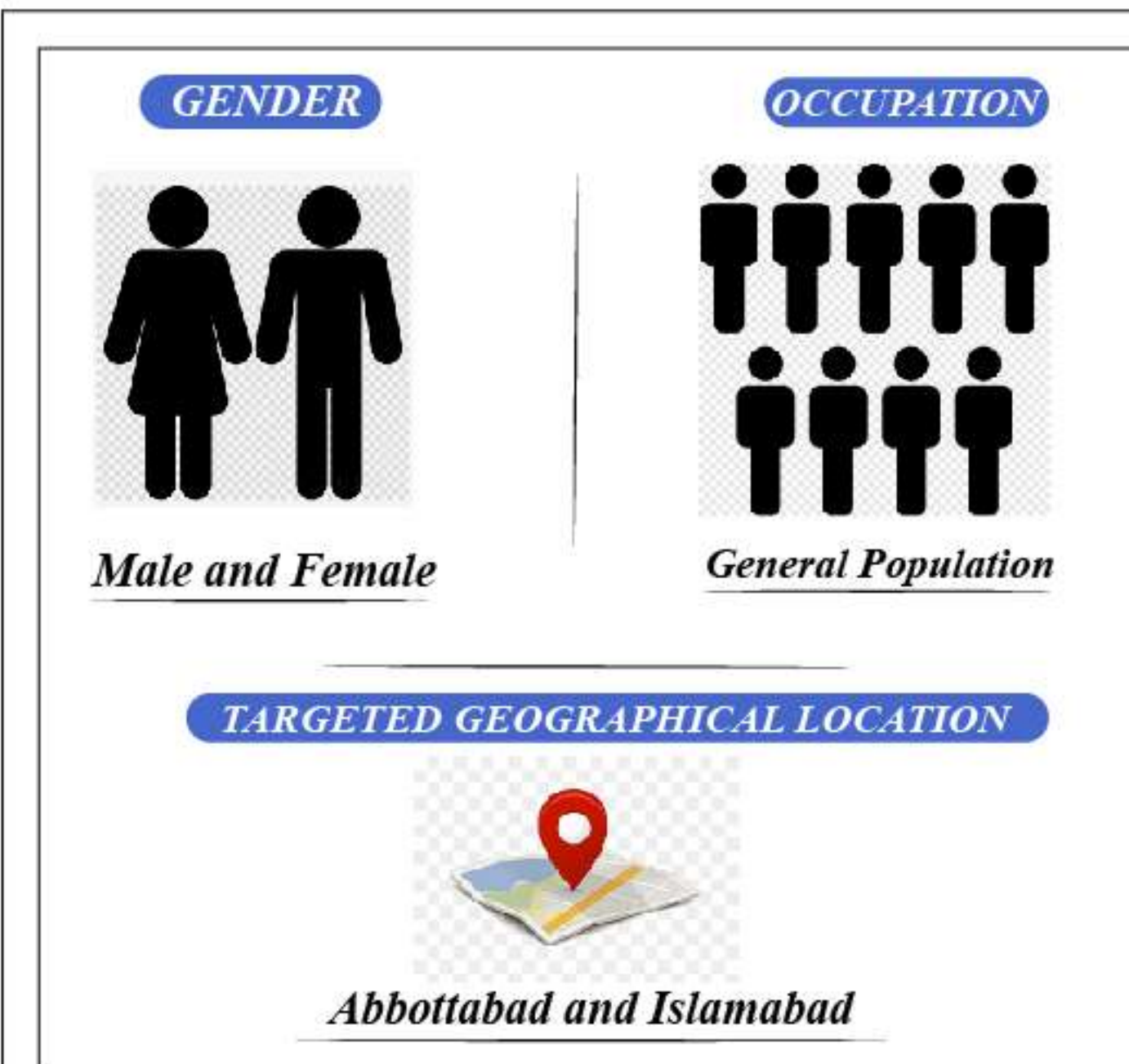
INTRODUCTION

“Artificial Intelligence, a branch within Data Science, focuses on the development of smart machines that are capable of performing tasks that require Intelligence and cognition.”

These intelligent machines can learn from past data and experience, analyze their environment, and take appropriate actions. The concept of AI was first introduced in the 1950s by John McCarthy, who is regarded as the father of AI.

“Human Intelligence is the intellectual ability of humans that allows them to learn, think, use logic and reason to solve problems, recognize patterns and make decisions, as well as retain information and communicate with other people.”

Human Intelligence is unique because it is backed up by abstract emotions such as self-awareness and passion.

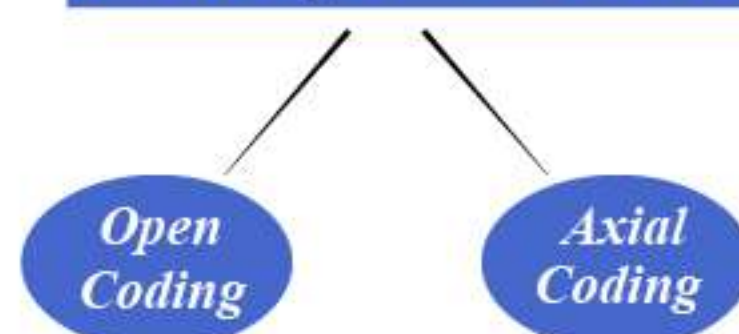


Demographics related to age, gender, educational status will also be considered.

PROCEDURE

- The interview guide was used in my research based on literature.
- Informed consent will be taken.
- Transcription of data.

Analysis of Data



CONCLUSION

The study explores both the positive and negative sides of AI. While AI has brought advancements, it also poses risks such as job loss, over-reliance, laziness, bullying, misinformation, and unsuitability for students. Though it offers benefits, its current impact is more harmful than helpful. Thus, AI is negatively influencing society, though its positive aspects cannot be entirely overlooked.

LIMITATIONS AND SUGGESTIONS

The study's findings are limited by a small sample size (8 participants) and a single geographic area in Pakistan, reducing generalizability and diversity. Being purely qualitative, it lacks objective accuracy. Future research should adopt a quantitative approach, using larger datasets and questionnaires to gather diverse, cross-cultural insights for a more comprehensive understanding.

METHODOLOGY

OBJECTIVES

- Assess AI's strengths and limitations versus human intelligence.
- Explore AI's effects on jobs, education, healthcare, and social life. Analyze ethical issues, especially in education and healthcare.
- Evaluate AI's benefits and challenges in enhancing or replacing human abilities.
- Offer insights for ethical AI use.
- Identify future research areas on AI's societal impact.

RESEARCH DESIGN

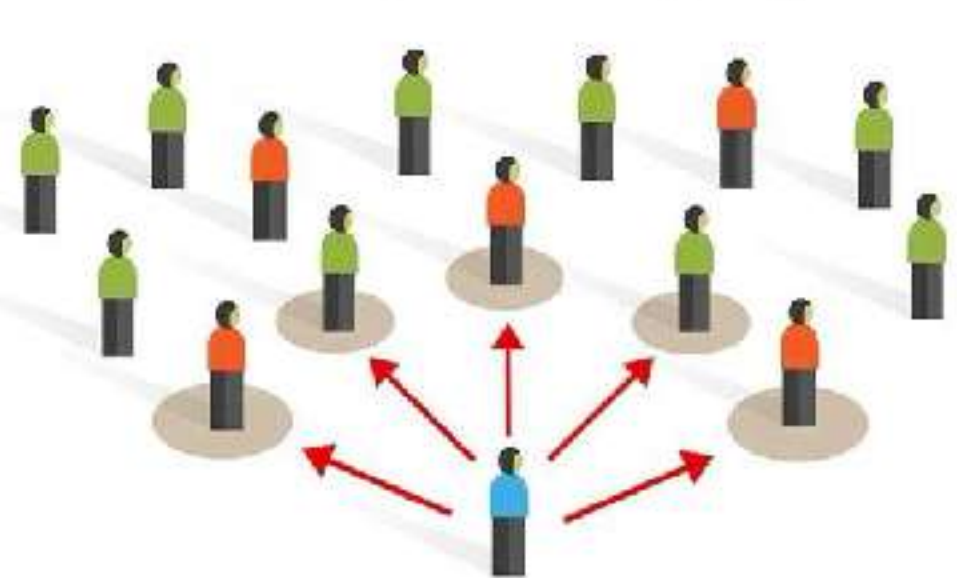
This research is designed to be a “qualitative study” by formulating an interview guide based on previous literature. Interviews were conducted. The thematic analysis method was used for analysis.

SAMPLE SIZE



SAMPLING TECHNIQUE

Convenience sampling



Purposive sampling



1.1 Influence of AI

Themes	Categories	Codes
	Misuse of AI	Inappropriate use of AI*
	Dependency	Dependent on AI for everything*****
	Future of AI	Revolving everything around AI in future***
Influence of AI	AI growing importance	Becoming need of every person
	AI growth with moral guidance	Progress with careful regulation and ethical consideration
	Sector-wise AI implementation	Development and integration in various sectors

Table 1.1 shows the codes and categories for the computation of the theme.

1.2 The Impact of AI on Cognitive Development in Students

Themes	Categories	Codes
The Impact of AI on Cognitive Development in Students	Removing humans creativity and critical thinking skills	Eliminating humans creativity and critical thinking skills*****
	AI-Related Cognitive Decline	Difficulty in making our own cognitive skills***
	Affect IQ level	Lowering students IQ level
	Expanding humans understanding	Gaining knowledge
	Extremely Affect Mental Health	Destroy our mental health

Table 1.2 shows the codes and categories for the computation of the theme.

1.3 The Positive Impact of AI on Student Creativity and Critical Thinking

Themes	Categories	Codes
	Time saving source	Saving more time
	Support directions	Gives Directions to humans
The Positive Impact of AI on Student Creativity and Critical Thinking	Source to start high levels tasks	Easily started the tasks from higher levels
	Simplifying life with AI	Making life easier****
	AI professional benefits	Good for working people

Table 1.3 shows the codes and categories for the computation of the theme.

1.4 Negative Impact (The Risks of Over-Reliance on AI)

Themes	Categories	Codes
	Eliminating Jobs	Inappropriate use of AI*
	Eliminate Humans	Dependent on AI for everything*****
	Causes of laziness	Revolving everything around AI in future***
The Risks of Over-Reliance on AI	Bullying	Becoming need of every person
	Gives false information	Progress with careful regulation and ethical consideration
	Harmful cause	Development and integration in various sectors
	Dark side of AI over reliance	Not suitable for students
	Useless tools	Dump Tool in various sectors

Table 1.4 shows the codes and categories for the computation of the theme.

RESULTS AND DISCUSSION