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# Artificial Intelligence: An Opportunity for The People
## (A descriptive study on the usage and output of AI tools among the people of vivek vihar colony in their daily life.)

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ABSTRACT

In today's fast-growing digital world , technology plays an important role in developing every sector with the help of application software related to the particular field. In the same way in today's scenario, AI is playing a very important role in almost every sector of the world as it is based on the data functioning and its output for its users. As it can give you much better and more creative results with better accuracy and speed than Google, its reliability in the form of its better and faster output is much more than Google's in today's scenario. So researchers with the help of the survey method, find out that, firstly, those who will keep on learning the new technologies will be able to work out easily in every situation in comparison to those who will not remain updated with new technologies. The second thing is that, with the help of AI , news will be made by AI itself just by providing the format and content of news to the AI. The AI application itself will automatically do the rest work of writing or presenting the news. This will surely provide an opportunity for the employees of the news organizations to think creatively, generate new ideas, and bring new topics/ issues/agendas for the news. In this way, this will surely provide an opportunity to spread the scope for the different agendas for the news , which will help in covering all types of news in much more quantity in much more creative, attractive, and analyzed form with the help of AI software. So AI will surely be an opportunity for media in shipping the future of communication.

## INTRODUCTION

In today's fast-growing digital world technology plays a crucial role in any working sector for its development. In the same way, today AI technology is bringing a massive revolution in the digital world by using advanced software like 'Chat GPT', 'Bard' of Google, etc, which are capable of doing lots of creative work in just a few seconds. Such AI Software can save a lot of time, money, and energy the people, especially those who remain in touch with the digital world most of the time. However, it might be a challenge for many people who do not remain updated with new technologies. At the same time, it is an opportunity for those who are interested in learning new technologies, as it can make the work of daily life easy with the help of advanced AI tools. On the one hand, AI helps in designing smarter cities by optimizing traffic flow, managing public transportation, and reducing energy consumption through intelligent infrastructure. It is utilized in fields such as astronomy, biology, and materials science to analyze large datasets and make scientific discoveries. It can recognize human emotions through facial expression analysis, tone of voice, and other cues, enabling emotionally aware technology. It can monitor crop health at a micro-level, enabling precision application of fertilizers and pesticides and reducing environmental impact. It can also analyze historical data to identify trends, insights, and patterns that inform decision-making in various fields, including economics and archaeology. AI algorithms can create news

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articles, videos, and other content based on individual preferences, reducing information overload. AI tools can optimize digital advertising campaigns by targeting the right audience with relevant content, improving return on investment for businesses. On the other hand, The different aspects of the working patterns of media reporters in the Indian context are newsroom dynamics, mobile reporting, travel at remote locations, political reporting and its challenges, gender diversity and safety, regulatory compliance, media ownership and independence, media ethics and accountability, continuous training and skill development, crisis reporting, community engagement and feedback, story development, video reporting, interview, deadlines of tight schedules, beat reporting, investigative reporting, ethical considerations and etc. The working pattern of media reporters in India, as in other countries, can be demanding and fast-paced, with a focus on providing accurate and timely information to the public while upholding journalistic standards and ethics. It is a dynamic field that requires adaptability and a commitment to the principles of journalism. In this research paper researcher will try to search out how AI can become an opportunity for the media world in shaping the future of communication. The Vivek Vihar Colony, Roorkee Road, Meerut, UP-250001 is situated 70 km away from the national capital Delhi in western UP and Northern India. This colony consists of a total of 105 houses with all the advanced facilities in today's scenario.

## Literature Review

Uygun, Gujrati, R. (2022), in "Role of Artificial Intelligence & Machine Learning in Social Media" told that, "Artificial intelligence (AI) is rapidly becoming a big part of our daily lives and is making a real impact. Businesses are using advanced technology to improve how they appear online, run marketing campaigns, and provide customer service. Social media, in particular, has been greatly affected by AI. It's getting better at attracting consumers with the help of algorithms and machine learning. In this new digital age, AI is continuously changing the way markets work. Social media platforms are using AI to show us content that we find interesting based on our past actions. When we search for something online, AI notices and then gives us advertisements and content that match our interests. All of this is made possible because AI is constantly watching and learning from what we do online".

Guzman, A. L., & Lewis, S. C. (2020) in "Artificial Intelligence and communication," explained that "The advancement of AI technology, particularly in communication, presents both challenges and opportunities for scholars in the field. One major challenge is that AI, as communicative technology, disrupts traditional communication theories that have been largely centered around human-centric definitions of communication. Communication scholars are grappling with this challenge by exploring how technology can be seen as a communicator in its own right. This approach allows scholars to ask new questions about communicative AI:

### *Functional Dimensions*

How do people perceive and make sense of AI devices and applications as communicators? What functions do these technologies serve in communication?

### *Relational Dynamics*

How do individuals connect with these technologies, and how does this affect their relationships with themselves and others?

### *Metaphysical Implications*

What are the broader philosophical and ontological implications of blurring the boundaries between humans, machines, and communication?

The goal of this discussion has been twofold: first, to provide communication scholars with a starting point for understanding the differences between communicative AI and previous communication technologies, and second, to introduce a theoretical foundation for addressing these differences in the field of human-machine communication (HMC). This includes outlining a research agenda to further explore the implications of communication between people and AI".

"While each aspect of this agenda—the functional, relational, and metaphysical—could be explored in more depth individually, the aim has been to provide scholars with a comprehensive overview of how communicative AI is changing the study of communication. It's important to note that these aspects are interconnected, just as they are in human communication. Scholars will need to grapple not only with specific questions within each area but also with the larger questions about their interplay. This research agenda is based on the current state of AI technologies in communication, and it will likely evolve as technology advances. As AI increasingly takes on roles traditionally associated with humans in communication, communication scholars will need to delve deeper into understanding the nature of these interactions and their broader societal implications. This will require a multidisciplinary approach, drawing from various theories and concepts to comprehensively explain this complex phenomenon".

Belanche, D., Casaló, L. V., & Flavián, C. (2019), in "Artificial Intelligence in FinTech" told that, "The factors that influence people's decision to use robo-advisors are their attitudes towards these automated systems, along with what they hear from the media and what their friends and family think about them. Suppose someone is already familiar with robots and technology. In that case, they're more likely to be influenced by whether they find robo-advisors useful and whether they have a positive attitude towards them. On the other hand, for people who aren't as familiar with robots and come from countries like the

United States or the United Kingdom, the opinions of their friends and family play a bigger role in their decision to use robo-advisors."

Kalyanakrishnan, S., Panicker, R. A., Natarajan, S., & Rao, S. (2018, December), in "Opportunities and challenges for artificial intelligence in India" that, "This is the first step in defining how artificial intelligence (AI) is shaping India. We've noticed that AI offers exciting opportunities that are quite clear, but it also carries risks that may take time to become evident. However, with careful planning and management, we believe AI can have a positive impact on India's development and even help overcome traditional obstacles to progress. Given the high stakes, it's crucial to thoroughly study the emergence of AI in India. Our main goal with this paper is to inspire academic research in this area. We hope the information and references we've provided will assist researchers in exploring AI's impact in more depth. We must admit that our coverage, which briefly touches on healthcare, is not comprehensive. For a broader view of AI in various sectors like agriculture, education, security, and more, we recommend referring to other recent reports".

Shah, V., & Patel, K. Generative AI (2021), in "Challenges and Opportunities in the Context of India" told that, "India's diverse languages, cultures, and the growing demand for content in local languages pose significant challenges for generative AI. Overcoming these challenges will require a joint effort from researchers and developers to create AI models that can accurately understand and reflect the perspectives and values of India's various communities. This way, we can fully utilize the potential of generative AI to contribute to India's cultural and linguistic richness. Moreover, since a large number of generative AI users are in India, it makes sense to address these challenges in the Indian context, which could serve as a model for resolving similar issues in other cultures worldwide. As part of our future work, we plan to conduct in-depth technical analyses of generative AI models in the Indian context and carry out experiments to gather real-world evidence that supports the challenges we've discussed".

Gao, S., He, L., Chen, Y., Li, D., & Lai, K. (2020), in "Public perception of artificial intelligence in medical care" told that, "Most people are worried about AI technology and how it's used. Surprisingly, many people have a positive view of AI doctors and think they might replace or work alongside human doctors in the future. This is different from what previous studies found about human doctors. However, some folks are still skeptical about medical AI because they don't fully trust it, and they feel it lacks the human touch that doctors provide. This is why they have a negative opinion of it. We suggest that those working with AI in medicine should work on building trust in the technology companies that create AI and also focus on addressing patients' emotional needs. It's not just about the technical side; it's also about making people feel cared for and understood".

Karnouskos, S. (2020), in "Artificial intelligence in digital media" told that, "It's essential to fully understand the impact of the combination of digital media and AI, especially when it comes to deepfakes, on our modern society. If we want to tackle the challenges posed by this technology effectively, we must place it in the right context. From our discussions, it's clear that the convergence of digital media and deepfakes has significant effects on individuals and society as a whole. However, grasping the concept of deepfakes in today's digital world, along with the processes they affect and their broader consequences, is quite complex. To address this, we need to approach it from various angles, including how it evolves over time. To do this properly, we should define the relevant aspects and dimensions, which is something that's currently lacking. These dimensions should cover all the factors involved in the interaction between deepfakes and society. So far, our discussions have only touched on some high-level aspects, and we need to dig much deeper into this subject. One major concern is that as deepfake technology advances, society might struggle to distinguish between what's real and what's fake. This could lead to a decline in trust in various aspects of life, including the credibility of stakeholders, processes, and journalism, possibly resulting in a widespread belief that "everything is fake." While it's important to develop technical solutions to identify, verify, and remove deepfakes, the issue isn't solely a technological one. It also requires regulatory measures and educating users about the risks and challenges associated with deepfakes."

Pataranutaporn, P., Danry, V., Leong, J., Punpongsanon, P., Novy, D., Maes, P., & Sra, M. (2021), in "AI-generated characters for supporting personalized learning and well-being" describe that, "In this perspective, the authors discuss the positive applications of AI-generated characters in education and well-being. They also introduce an easy-to-use method for integrating these characters into various fields. However, they emphasize that the widespread use of generative AI in our daily lives poses challenges. Beyond education and well-being, AI-generated characters have potential applications in entertainment, creativity, and security. For instance, they can enable cost-effective and creative opportunities in filmmaking, replacing traditional CGI. As these AI characters become more common, they could also interact with robotics, synthetic biology, and manufacturing, becoming part of the physical world. However, the authors caution that with these opportunities come risks. AI-generated characters raise concerns related to privacy, freedom of speech, and human identity. They could be used to misrepresent individuals and events, encourage harmful behavior, create dependence through overuse, replace real social connections, and even perpetuate the digital existence of the deceased. To integrate this technology responsibly, there's a need for cooperation between governments, industries, researchers, and academic institutions to

establish regulatory measures and safeguards addressing technical, ethical, and legal challenges. Ultimately, our future with AI-generated characters will require a re-evaluation of human identity, its protection, and its role in society."

Srivastava, S. K. (2018), in "Artificial Intelligence: Way Forward for India," explained that, "India has a unique opportunity to address its major challenges like healthcare shortages and low-quality education by leveraging artificial intelligence (AI) technology. Traditional methods alone cannot meet these goals due to their scale. While AI has the potential to boost economic growth, it may also impact job opportunities negatively. The report reviews the global and national adoption of AI and suggests a way forward for India, focusing on infrastructure development, policies, research, and human resource development. It emphasizes the need for collaboration among stakeholders, with the government playing a significant role in areas like infrastructure and regulation. The report also stresses the importance of conducting studies to gather precise data for informed decision-making and calls for a review of existing regulations."

Ozbay, F. A., & Alatas, B. (2020), in "Fake news detection within online social media using supervised artificial intelligence algorithms," told that, "In recent years, it has become increasingly challenging for people to find accurate and trustworthy information on social media due to the overwhelming amount of content. To tackle this issue, a study has proposed a method that combines text analysis and artificial intelligence to detect fake news on social media. They first used text analysis to analyze the content of social media posts, and then they applied various artificial intelligence algorithms to identify fake news. They tested this combined approach on three real-world datasets and measured its performance using metrics like accuracy, recall, precision, and F-measure. The results showed that the Decision Tree algorithm performed the best in terms of accuracy, precision, and F-measure. The algorithms called ZeroR, CVPS, and WIHW with a value of 1,000 were found to be the best for recall. In future research, they plan to improve this work by exploring new algorithms, combining existing ones, and using intelligent optimization techniques. They also aim to enhance the models by incorporating ensemble methods and different ways of extracting features from the data to make them more effective in identifying fake news."

### Research Gap

No such research has been done yet on the general views of the people of Vivek Vihar colony regarding the usage of AI tools in their day-to-day work with its results and outputs in their lives. Also to know the opinion of the people of Vivek Vihar regarding any new changes they have observed in the news they use to watch or read on a daily basis after the invention of AI tools.

### Objective

- To check the importance of AI for the students in their daily study work in today's scenario.
- To check the opportunities for AI tools like Chat GPT in the media sector.

### Hypothesis

- By knowing about the results and outputs of AI Tools in the daily routine work of all age people in different sectors.
- By knowing about the usage of AI tools like Chat GPT in different media sectors in today's scenario.

## Research Methodology

To fulfill the above objectives, the researcher is going to apply the following steps which are as follows:

- Method used to explain this research: Descriptive Method.
- Tool used for data collection: Survey with the help of a questionnaire.
- Total number of samples in each age group: 34
- Total number of samples in all three age groups combinedly: 102 (as the minimum number of samples for any research is 100. So to maintain the balance of equality in all three age groups, the researcher has taken 34 samples in a single age group. In this way total number of samples for this research is 34x3=102).
- Unit of sample: All the working people of all three age groups.
- Categories of age groups: Total three categories, i.e., A, B, and C, which are as follows:

Group A: Include samples of the age between 15 to 40 years.

Group B: Include samples of the age between 41 to 65 years.

Group C: Includes samples of the age 66 and above.

- Area of data collection: Vivek Vihar Colony, Roorkee road, Meerut, UP- 250001.
- Type of sampling: systematic random sampling.

The procedure of collecting the data: to collect the data from the samples, the researcher did the survey among targeted samples by using a questionnaire. For this researcher selected a systematic random sampling process and applied it in the particular area of sampling among the people of all three groups respectively. Each age group consists of a total of 34 samples and each particular group is formed on the basis of their age factor, which somehow reflects the people's maturity level as well as their grasping power along with their knowledge and experiences.

### Vivek Vihar Colony

Vivek Vihar Colony, located on Roorkee Road in Meerut, Uttar Pradesh, with pin code 250001, lies approximately 70 kilometers away from India's bustling capital Delhi, in the heart of Western UP and Northern India. Boasting a total of 105 houses, this vibrant community offers residents

the epitome of modern living, equipped with advanced facilities tailored to meet the demands of contemporary life. Nestled amidst picturesque surroundings, Vivek Vihar Colony provides a serene and secure environment for its residents, making it an ideal choice for those seeking a harmonious blend of comfort, convenience, and connectivity in this thriving region.

### Importance of this particular research

This research is very much important due to its high relevance in today's scenario. The output of this research will help the present generation to implement its results for a better and more advanced life. It will also help to do further researches ahead on this particular topic so that more advances can come in the society to make the people more innovative and creative.

### Data interpretation and Analysis

*Views of group A (15-40 years of age) samples on AI as an opportunity for Media*

According to the people of this group they feel that AI provides us opportunity in their upcoming life. It has a wide range of opportunities to provide the chances to learn different and advanced software of AI it also gives us an opportunity to think creatively which can give better results in any sector whether it is media or anything. According to this age group people, it will bring a great revolution in the media industry by providing these two unique opportunities for creative thinking and learning. According to them, they are very excited about this new technology for the better future. For them this will not create any challenges, hurdles, or threats in front of them in the future, instead, it will make their life more innovative, creative, and attractive.

*Views Of Group B (41–65 Years Of Age) Samples On Ai As An Opportunity For Media*

According to the samples of this age group, AI has huge opportunities for learning different tools and creative thinking but along with this, it will also create challenges in front of those people who are not aware and updated with AI tools. So it will increase the competition among young working people and can create difficulties or challenges on different platforms like media etc According to them, due to this reason this thing will also happen in the media industry on one hand AI will give opportunities to the media employees to work creatively and smartly through creative thinking and smart learning. On the other hand, AI will increase the competition among the employees in the industry which will create challenges in front of them to sustain there in the competitive environment.

*Views of group C (66 and above age) samples on AI as an opportunity for Media*

According to the samples of this age group, AI Although is a time, energy, and money-saving tool that gives us the opportunity to learn about new software and technologies related to AI and also provides us the opportunity to think creatively in a wide range of areas which increases the scope of any particular field like media and etc. But still, this software will act as a threat to our future generations from a cyber security point of view, and also it can create threats by reducing manpower by replacing them with AI tools. If such a thing happens in the future due to such technologies then it can create a problem for the survival of livelihood in society for a large number of people who are less aware of such advanced technologies. According to the people of this age group, such AI tools instead of having their benefits have more disadvantages for the life of the people in the society.

## Findings

On the basis of the above data analysis the findings of this research are as follows:

### For group A (15–40 years old) people

- AI is more beneficial for people
- It gives the opportunity to think creatively with new ideas and innovations.
- It gives the opportunity to learn different AI tools and software.
- People of this age group feel less challenged and no threat from AI tools in the coming future.

### For group B (41–65 years old) people

- AI gives us an opportunity to learn new AI technologies.
- Provides us the opportunity on a broader scale to think creatively which again gives us a new opportunity to spread the area or scope of any particular field to think creatively and innovatively in that particular field for much better results.
- Along with this it also creates challenges in front of the employees by increasing the competition in the industry which may create problems for those who are less aware of these advanced technologies. So it is also a challenging thing.

### For Group C (66 and above years old) people

- AI provides the opportunity to learn different software along with the opportunity to think creatively and to increase the scope in any particular field just by thinking creatively.
- Along with this AI technology can prove as a threat to a large number of people who do not have much knowledge of the technical sector for such a huge amount of population AI can create so many difficulties like the scarcity of jobs for nontechnical people which will be a huge hurdle for those who are not aware and do not know about how to operate different AI tools like 4 GB t bard and etc. So such AI tools can also become a threat for a large mass of people who are less technically sound.

## Conclusion

So, on the basis of the above findings, we can conclude that people between 15-40 years of age prefer more to AI tools. According to them AI tools are more useful for them. It gives them more opportunities for better growth in life by learning new AI tools and also by having the freedom of creative thinking and to apply this in their daily lives. For the people of the age group between 41 and 65 years, although AI tools are more time, money, and energy-savvy still, it can become a challenge for those who are less technically sound and hence it can create trouble for them. Lastly, for people who are 66 and more years of age, for them, AI is a little bit beneficial. Moreover, it is very harmful to them as it can act as a threat to the employees for their employment as AI can replace the manpower physically. So it can act as a threat to those who are not aware of such AI tools and do not have such facilities with them. So, we can say that AI gives the opportunity to all age groups people to learn new AI tools and also the opportunity to think creatively with new ideas and thoughts, which again gives us a new opportunity to increase the wider area or scope for any particular field for better results on the basis of creative thinking and learning of AI tools only. On the basis of this fact of AI tools, we can surely say that if we apply these two positive formulas in our media industry, then a great revolution can come in our media sector because by following such positive things, firstly, the bias in news will automatically be stopped. Secondly, it will provide the new creative and attractive knowledge of AI tools to the media persons who can make their work easy and sophisticated by using them. Lastly and most importantly, it can provide such facility to all the media persons that media persons can only think creatively and on the basis of their creative thinking, they can give command to the AI tools and the rest of the work of writing and presenting the news can be done by AI tools itself. This facilitates them to think about more news, which increases the area or scope of different news agendas that can be covered by them more creatively through AI tools. In short we can say that AI gives a platform to the media industry to 'learn, think and act' creatively and attractively.

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