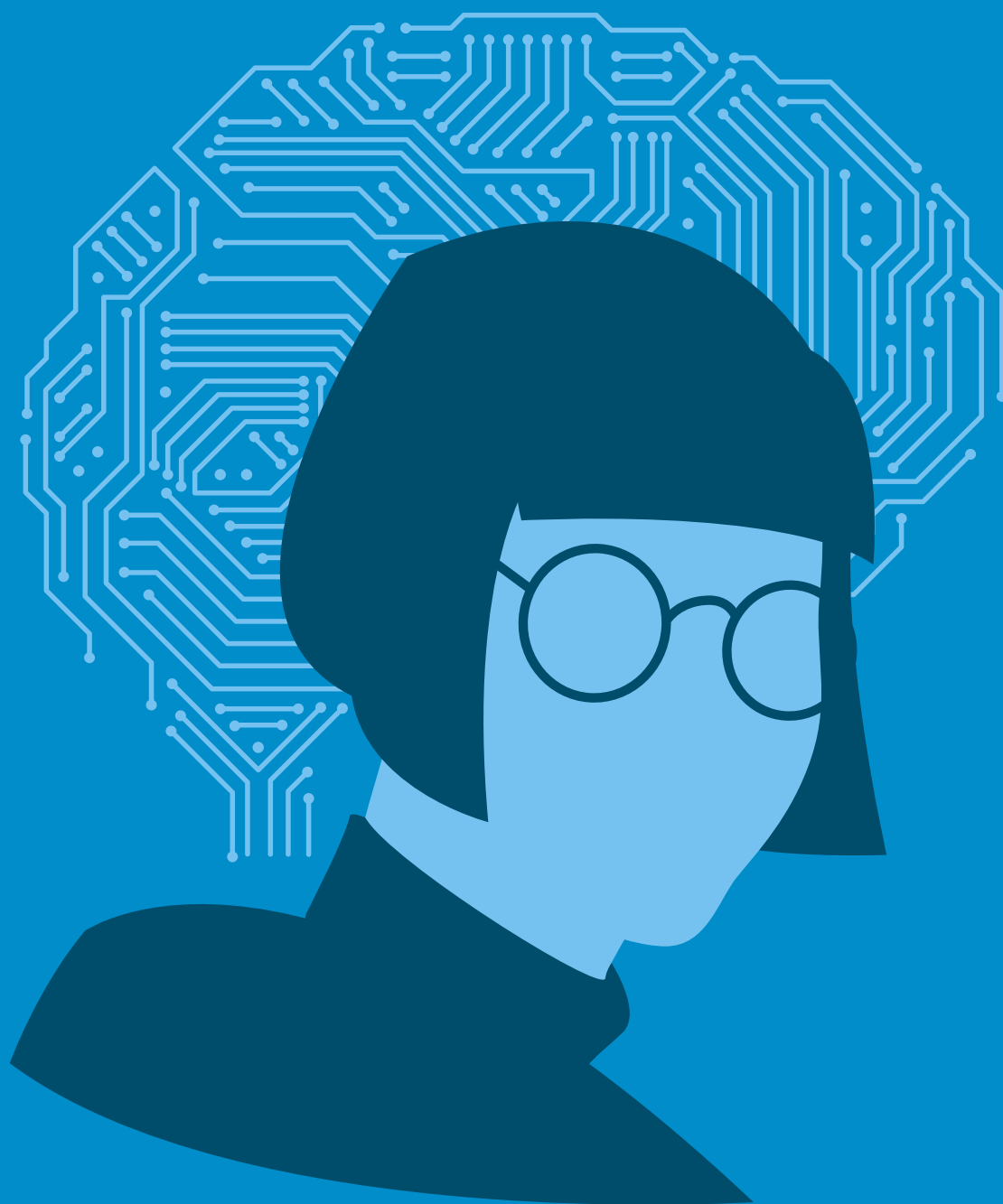


THE ROLE OF AI IN STUDENT INTERNET USE

SURVEY



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INTRODUCTION

For this fourth meeting dedicated to understanding the needs and expectations of students, we have chosen to tackle a subject that is now impossible to ignore: artificial intelligence (AI).

AI is an integral part of students' daily lives. In 2024, it manifests in a multitude of tools, ranging from learning platforms and virtual assistants to algorithms that personalise their digital experiences. Often unknowingly, students rely on AI-based services, such as intelligent search engines or automatic proofreaders, which have become indispensable for their studies.

At the same time, concerns about the impact of AI on society continue to grow. Today's students are increasingly aware of the ethical issues raised by these technologies: protection of personal data, algorithmic biases and repercussions on the job market. These issues, which are at the heart of academic debates, are fuelling reflections on how AI is influencing our future.

The ubiquity of AI also presents an economic challenge for students, who are compelled to invest in sometimes expensive tools or seek alternatives that are not always aligned with the principles of responsible digital technology.

In this context, the role of institutions is essential. By offering AI-based digital solutions at affordable rates, raising awareness among students of the responsible use of these technologies and promoting ethical and transparent AI, they can help build a more inclusive and sustainable digital environment.

METHODOLOGY

A total of 3,125 students living in a Wifirst-equipped student residence answered a 40-question online questionnaire.

A qualitative section completes this survey: 6 students in the Bachelor of Communication programme at PPA business school agreed to comment on the results of the questionnaire, to provide us with a more personal perspective, necessary for a full understanding of the issues addressed in this study.

The study was carried out between 4 and 18 October 2024.

01

Student Profile

In the first part of this survey, we examine the profile of students and explore how digital technology integrates into their daily lives.



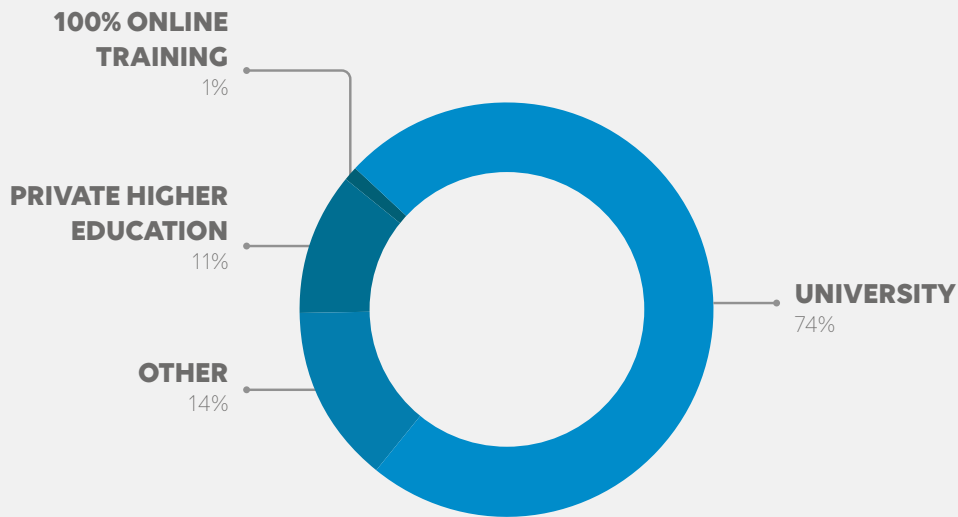
KEY POINTS

- 89% of respondents believe that Internet access should be considered a fundamental right
- 56% of students spend between 3 and 9 hours a day on the internet
- Instagram is still the top network for 71% of students, ahead of LinkedIn at 20%

1/ IDENTITY AND SCHOOLING

The average age of respondents to our survey is **22 years**. They are 53% male and 47% female, with the majority studying at university. Most respondents are **French (79%)** and live in Crous halls of residence **(68%)**.

74% OF STUDENTS SURVEYED STUDY AT UNIVERSITY



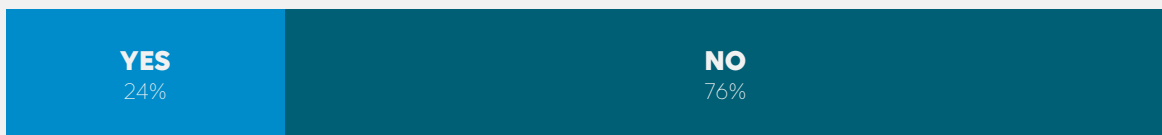
WHAT TYPE OF SCHOOL DO YOU ATTEND ?

21% of students questioned are foreign, so we can assume that they will make even greater use of AI to overcome language barriers, access resources more easily or facilitate their integration into a new educational environment.

2/ DAILY LIFE AND DIGITAL BEHAVIOUR

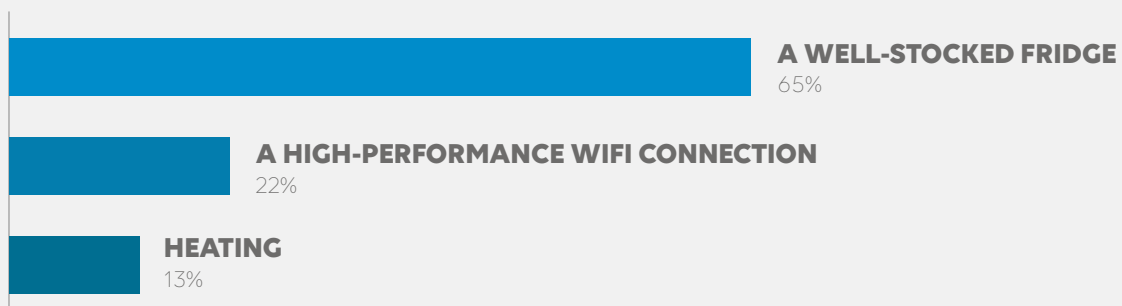
When asked about their daily lives, 76% of students reported not having a job while studying, a figure close to last year's 80%. This may explain why 65% of students prioritise having a well-stocked fridge over a reliable WiFi connection (22%) or heating (13%).

24% HAVE A JOB OUTSIDE THEIR STUDIES



DO YOU HAVE A JOB OUTSIDE OF YOUR STUDIES?

22% PREFER A HIGH-PERFORMANCE WIFI CONNECTION TO A FRIDGE IN 2024

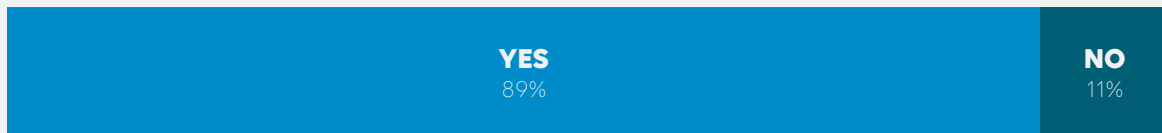


IN 2024, IT'S BETTER TO BE AT HOME...

The last survey by the Observatoire national de la vie étudiante (OVE) reveals that a large proportion of the student population is living precarious conditions, with the issue of food at the heart of the debate. On the other hand, students living in university or private halls of residence all have high-quality WiFi access included in their charges.

Internet access remains a significant concern for students: nearly 90% believe it should be considered a fundamental right.

89% THINK INTERNET ACCESS SHOULD BE CONSIDERED A FUNDAMENTAL RIGHT



DO YOU THINK THAT ACCESS TO THE INTERNET SHOULD BE CONSIDERED A FUNDAMENTAL RIGHT?



« I couldn't imagine my life without the internet. It's indispensable, I have 60 applications on my smartphone that I use for almost everything! »

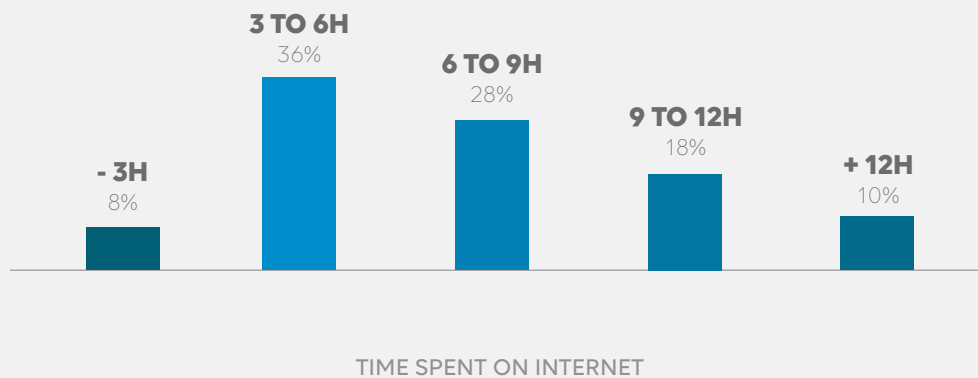
Viera, 22

¹ https://www.wifirst.com/hubfs/Ressources/Enquete_vis_ma_vie_d_etudiant_2023.pdf

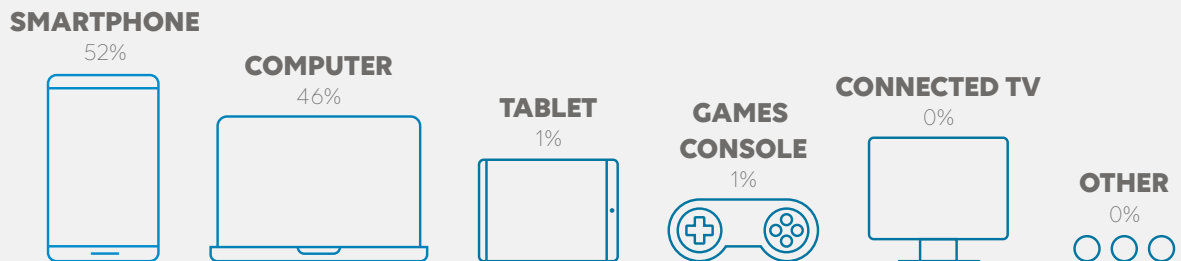
² <https://www.vie-publique.fr/eclairage/273517-etudiants-quelles-conditions-de-vie>

Students continue to spend a significant amount of time online, with over 70% spending more than 3 hours a day online. They primarily use their smartphones (52% of respondents) and computers (46%) for internet access, while tablets and connected televisions are becoming less appealing—if at all—to this segment of the population.

56% OF STUDENTS SPEND MORE THAN SIX HOURS A DAY ON INTERNET



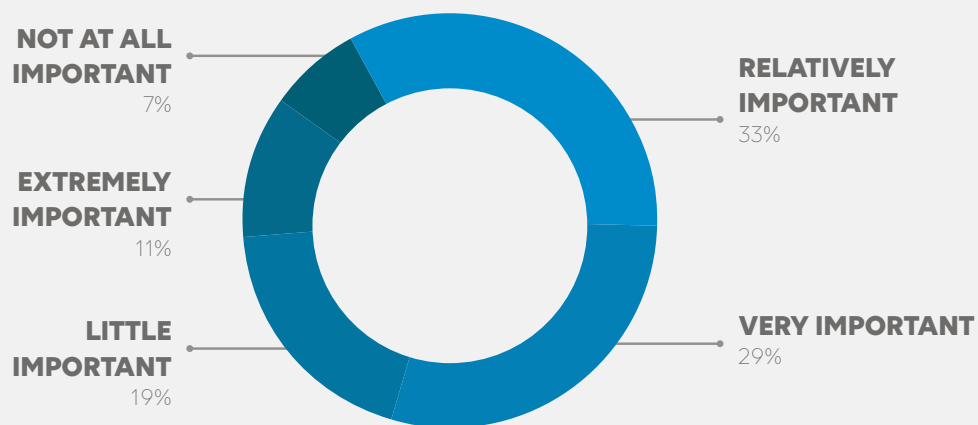
THE SMARTPHONE IS THE MOST USED TO ACCESS INTERNET



MOST USED DEVICES TO ACCESS THE INTERNET

The importance of social networks is evident, with only 7% of respondents stating they are «not at all important,» aligning with global trends.

29% OF STUDENTS CONSIDER SOCIAL NETWORKS AND MESSAGING PLATFORMS TO BE VERY IMPORTANT



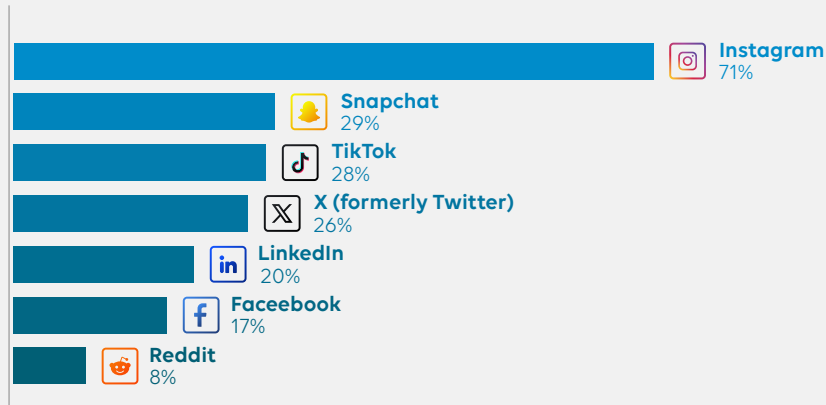
HOW IMPORTANT ARE SOCIAL NETWORKS AND MESSAGING PLATFORMS IN YOUR LIFE?

Of the world's 8 billion use social networks, representing 60.6% of the global population. This figure comes from the [Digital 2023 July Global Statshot³](#), which highlights the major trends in digital usage worldwide. According to this study, the five main reasons for using social networks are: to communicate with friends and family (48.6%), to pass the time (37.3%), to read stories (nearly 35%), to search for content such as specific photos or videos (30%), and to keep up to date the latest trends (28.4 %)

These uses should be seen in the context of the networks most used by students.

³ <https://wearesocial.com/fr/blog/2023/07/les-derniers-chiffres-du-numerique-juillet-2023/>

INSTAGRAM IS THE SOCIAL NETWORK MOST USED BY STUDENTS



THE SOCIAL NETWORKS MOST USED BY STUDENTS



« I spend all my free time on Instagram because I can chat with friends, follow their lives through stories, and watch real people. That's what I love about this platform. »

Alice, 22

« Personally, I only use LinkedIn since I'm on a work-study course. I use it to check out new job offers, stay updated on certain companies, and even share my friends' job searches. »

Clarisse, 21

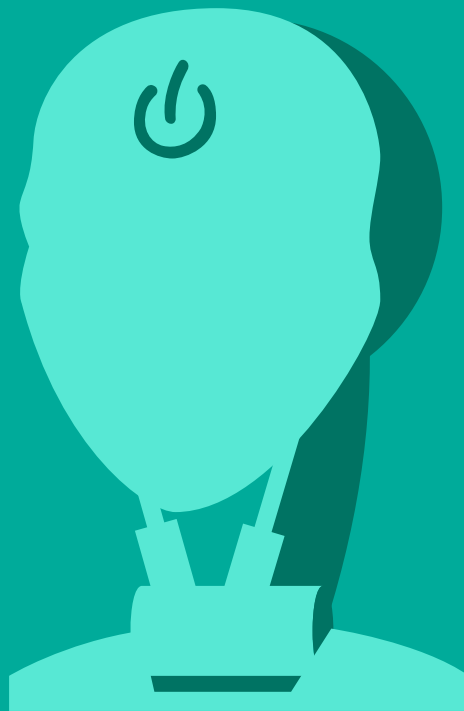
« TikTok is a platform I think everyone should have. Personally, I'd say I'm practically addicted! I spend hours watching funny videos and tutorials, and I never notice the time passing. »

Léo, 21

02

Knowledge and use of AI

Students use the internet extensively, whether for studying, socialising, or entertainment. Familiar with leveraging artificial intelligence, they naturally integrate tools such as content recommendations or text generation to optimise their time and streamline various tasks.

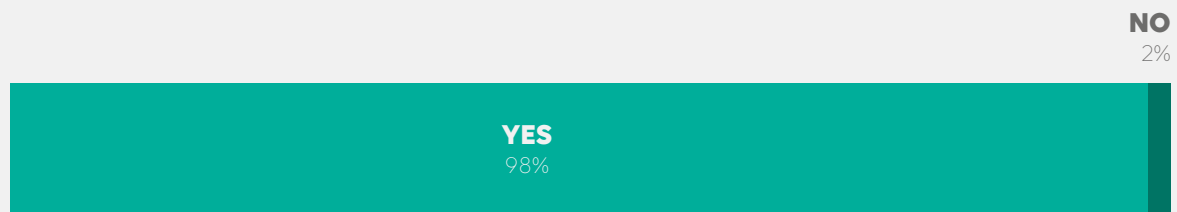


KEY POINTS

- 2% of students are still unfamiliar with AI
- 27% say they use AI several times a week, but only 8% pay for it
- Although 60% of students say they use technology for their studies, 82% have not received any training in how to use it

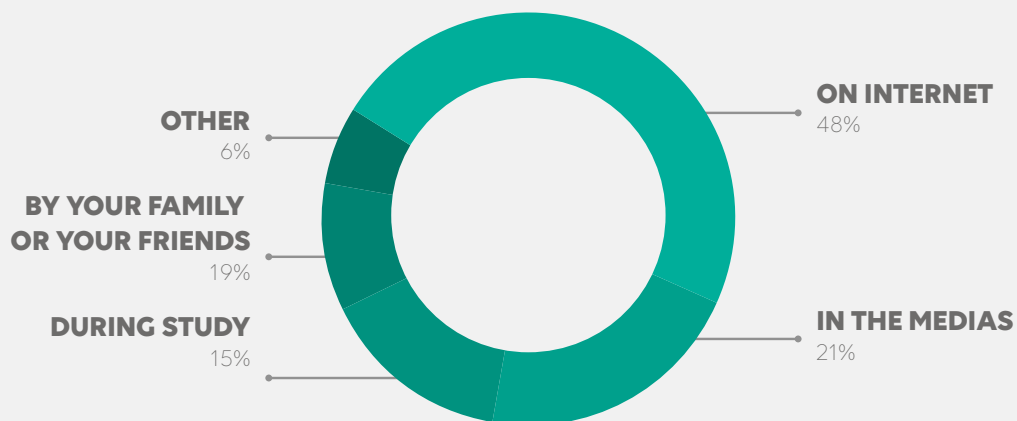
1/ ADOPTION AND USE OF AI-BASED TOOLS

98% OF STUDENTS SURVEYED KNOW ABOUT IA



KNOWLEDGE OF IA

48% FIND OUT ABOUT IA ON INTERNET



HOW DID YOU DISCOVER AI?

98% of students report being familiar with artificial intelligence, a topic most discovered online. This familiarity is likely due to the abundance of online content about AI, including articles, educational videos, and discussions on social networks, where AI is often presented in accessible and interactive formats.

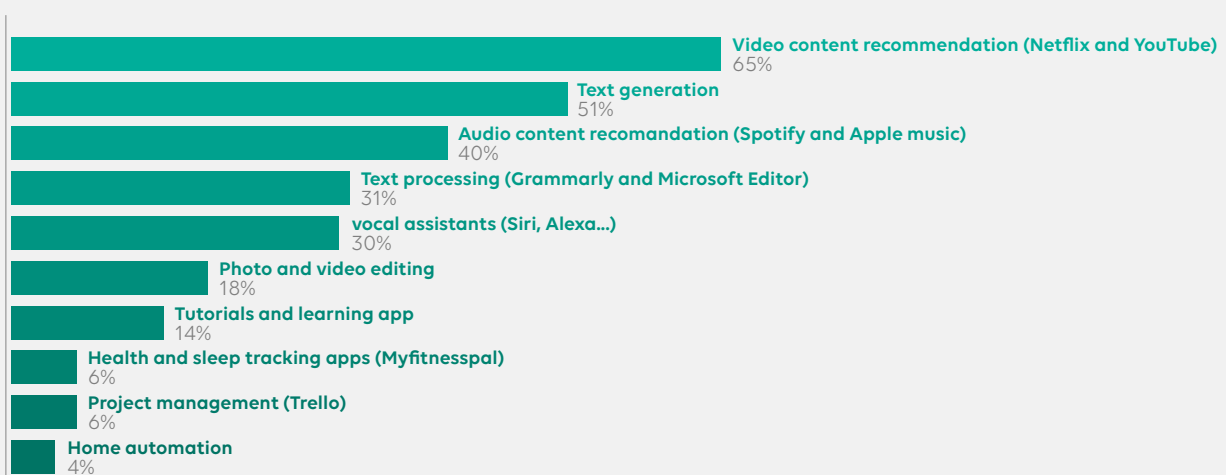
Institutional education is another important vector of knowledge, with the gradual integration of artificial intelligence into school and university curricula. Courses dedicated to computer science or technological innovation enable young people to acquire a deeper understanding of AI, beyond its simple day-to-day uses.

Lastly, while discussions with family and friends are a less common source of information, they demonstrate a broader social dissemination of these topics, sparking curiosity and offering personal perspectives on the implications of AI.

So how are they using AI?

Generative tools, particularly ChatGPT, have become essential for activities such as finding information, writing content, and even leisure pursuits like creating recipes or cultural recommendations. **Could this star tool be on its way to replacing Google among young people?**

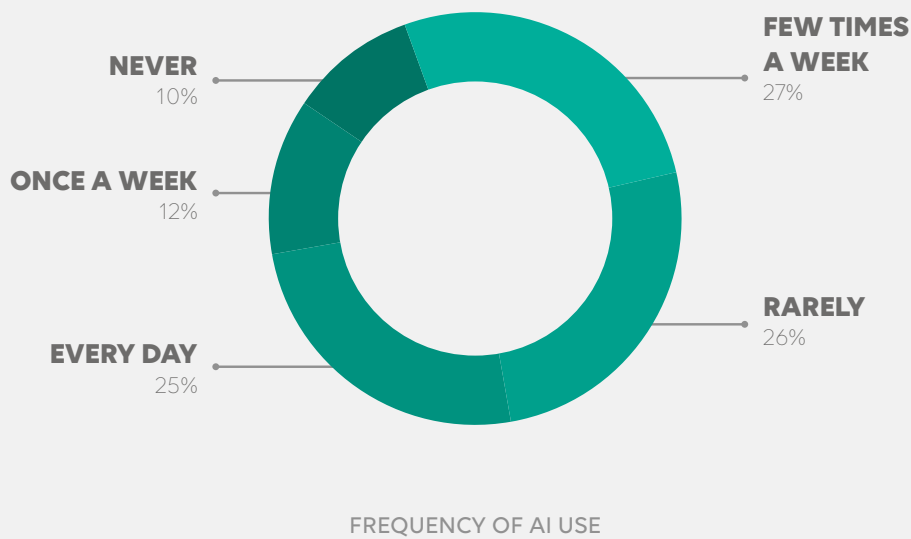
AI IS PRIMARILY USED TO OBTAIN VIDEO CONTENT RECOMMENDATIONS



THE MOST USED ARTIFICIAL INTELLIGENCE APPLICATIONS

⁴ <https://www.devinci.fr/le-pole-leonard-de-vinci-et-talan-publient-une-etude-edifiante-autour-de-limpact-des-ia-generatives-sur-les-etudiants/>

27% USE AI SEVERAL TIMES A WEEK



Content platforms such as Netflix or YouTube remain the most used applications among students, likely due to their combination of accessible entertainment, informal learning opportunities, personalised content, and relatively low costs.

92% USE FREE APPLICATIONS

PAY AT
8%



YOU MAINLY USE APPLICATIONS...

Even so, 27% use the technology several times a week, **but only 8% chose the paid versions.**

In summary, although most students know about and use AI, the depth of this knowledge varies considerably.

2/ IMPACT DE L'IA SUR L'ÉDUCATION ET L'APPRENTISSAGE

60% OF STUDENTS USE AI FOR THEIR STUDIES



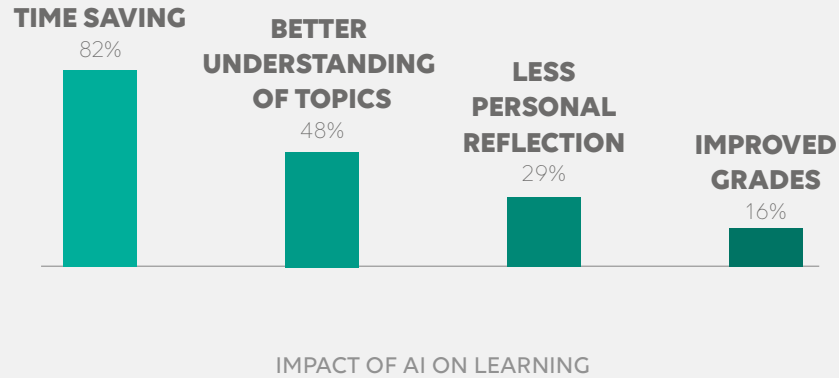
DO YOU USE AI-BASED TOOLS OR APPLICATIONS FOR YOUR STUDIES?

18% RECEIVED TRAINING IN THE USE OF AI



DO YOU USE AI-BASED TOOLS OR APPLICATIONS FOR YOUR STUDIES?

THE MAIN BENEFIT OF AI IS TIME SAVINGS



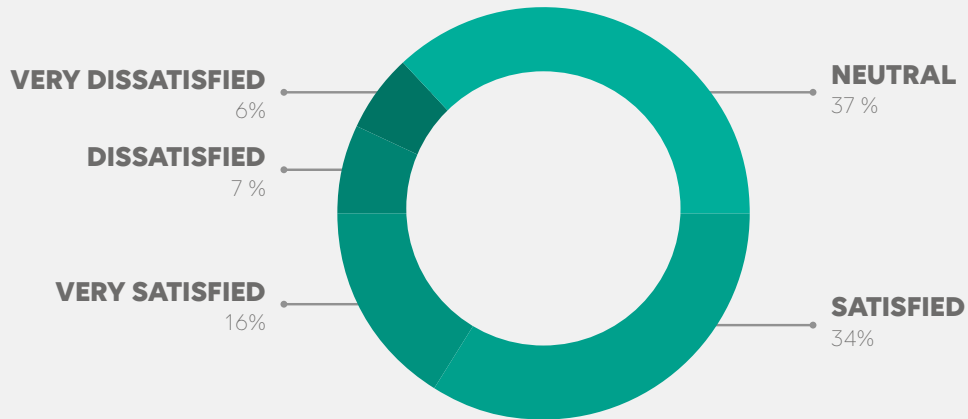
Students use AI as a tool to enhance efficiency (48%) and save time (80%). Technology is regarded as an aid for revision and exam preparation. Surprisingly, while 60% of respondents state they use technology for their studies, **82% have not received any formal training on how to use it effectively.**



«I find that AI does more than just save time; it makes studying easier. For example, when searching for information, we use ChatGPT, and it provides the answer directly. I find it even more practical than some websites.»

Viera, 22 ans

34% ARE SATISFIED WITH THE HELP PROVIDED BY THE AI IN THEIR STUDIES



ARE YOU SATISFIED WITH THE HELP PROVIDED BY AI?

It is also interesting to note that 37% of students do not have a specific opinion on how artificial intelligence can assist them in their studies. This figure may indicate a lack of information about the real capabilities of AI among some students, while others may not have integrated these tools significantly into their academic routines.

In an article⁵ by Christine Chirat, lecturer and researcher at Grenoble INP, on the uses and impact of generative AI on student training, Florence Maraninchi, professor at Grenoble INP – Ensimag et researcher at the laboratoire VERIMAG (CNRS/UGA/Grenoble INP – UGA) highlights the likely use of ChatGPT by students to write assignments. « It would be pointless to ban these tools, but we need to think about what we expect from engineering students when we ask for a written text on a scientific or technical subject. "Is it the form that counts, or the logical argumentation and precise factual technical elements? "

⁵ <https://www.mondedesgrandesecoles.fr/ia-generative-quels-impacts-et-quels-usages-dans-la-formation-des-etudiants/>

03

Perspectives on AI

While artificial intelligence has considerable potential, its use also raises and practical questions. Students are concerned about the potentially negative consequences of its mass adoption: effects on the future of employment and the risk of dependency.

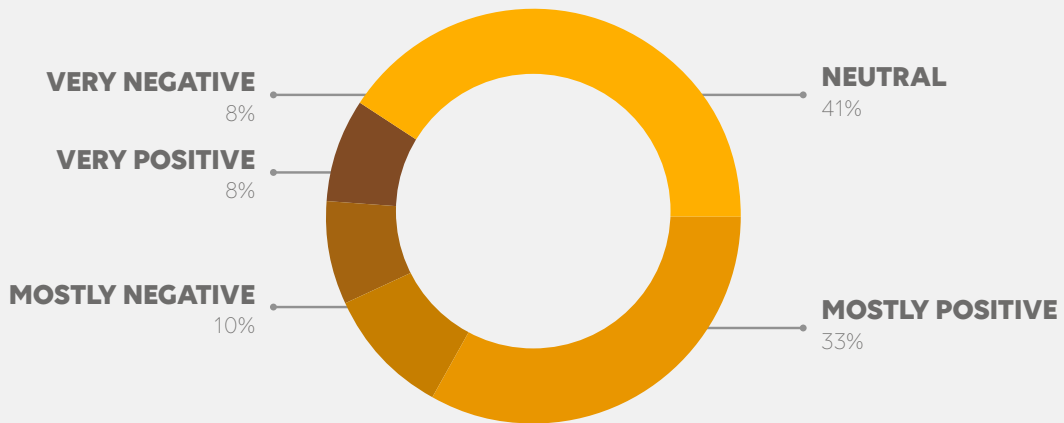


KEY POINTS

- 28% of respondents are considering a career in AI or new technologies
- Yet 70% of them say they are worried about data security and confidentiality with the use of AI
- 78% of them say they do not use any tools to limit the amount of time they spend on the Internet, although 92% say they are ready to do something about this addiction

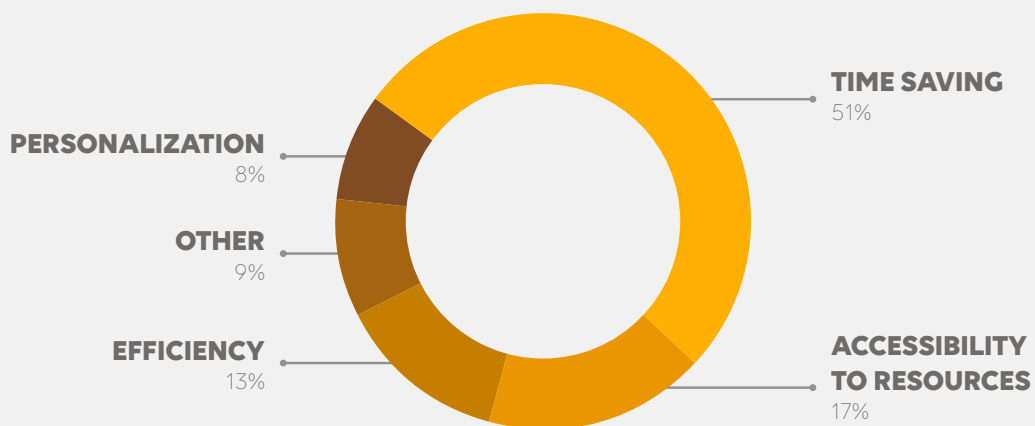
1/ PERCEPTIONS AND CONCERNS ABOUT AI

33% CONSIDER THE IMPACT OF AI TO BE FAIRLY POSITIVE ON THEIR DAILY LIVES



IMPACT OF AI ON DAILY DAYLIGHTS

THE MAIN ADVANTAGE OF AI IS THAT IT SAVES TIME



KEY BENEFITS OF USING AI

The majority of students believe that AI has no impact on their daily lives (41%) or a somewhat positive one (33%). This aligns logically with how they use AI: it may not be revolutionary, but it is highly effective at simplifying daily tasks.



«Honestly, I'm not afraid of using AI. If it saves me time and ensures I deliver quality work, I'll use it without hesitation.»

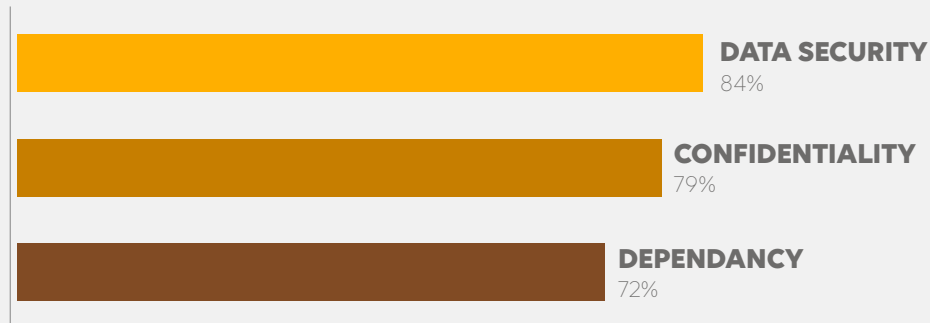
Julia, 21

71% OF STUDENTS HAVE CONCERNS ABOUT IA



DO YOU HAVE ANY CONCERNS ABOUT AI?

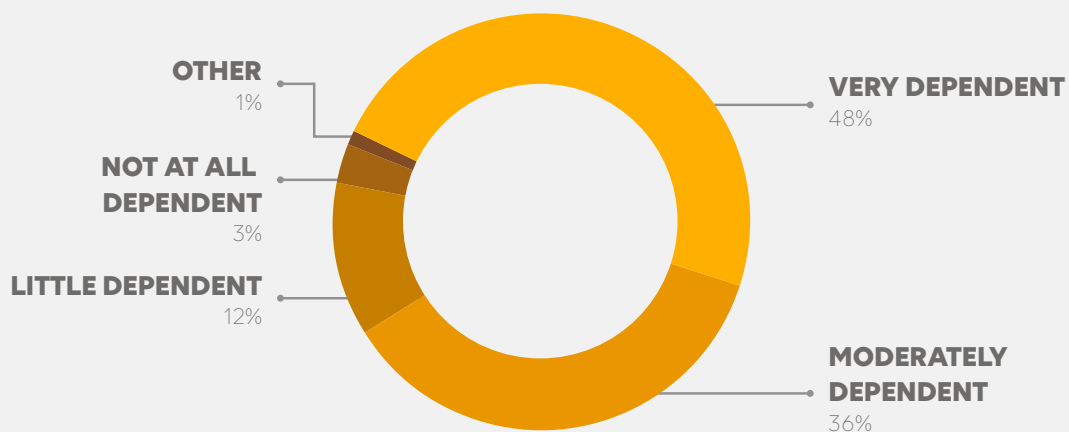
84% ARE CONCERNED ABOUT THE SECURITY OF AI RELATED DATA



CONCERNS RELATED TO THE USE OF AI

When asked if they have concerns about AI, 71% of students responded affirmatively. Their concerns include data security, confidentiality, and the risk of dependence. Security and confidentiality are key issues due to AI's access to sensitive data, often stored in the cloud, which could lead to breaches or unauthorised use. Additionally, 72% of respondents identified dependence on AI as a threat. These concerns highlight the growing awareness among young people of the risks associated with the intensive use of these technologies.

48% RATE THEMSELVES AS VERY DEPENDENT ON INTERNET



HOW WOULD YOU EVALUATE YOUR LEVEL OF DEPENDENCE ON THE INTERNET?

This is a significant issue, as 48% of students consider themselves «very dependent» and 36% «moderately dependent» on the internet. When asked about their future habits, 78% admitted they do not use tools to limit their time online, although 92% expressed a willingness to take steps to address this dependency.

It's a question of benefit versus risk, as the Internet appears to be an essential tool in all aspects of their lives.



« Well, that's for sure! These days, everyone uses the internet. In my opinion, it would be dishonest to say we're not dependent on it. »

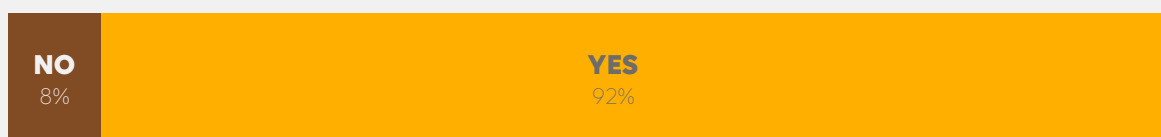
Arthur, 21

ONLY 22% USE TOOLS TO LIMIT THEIR INTERNET CONSUMPTION



DO YOU USE TOOLS TO LIMIT YOUR INTERNET CONSUMPTION?

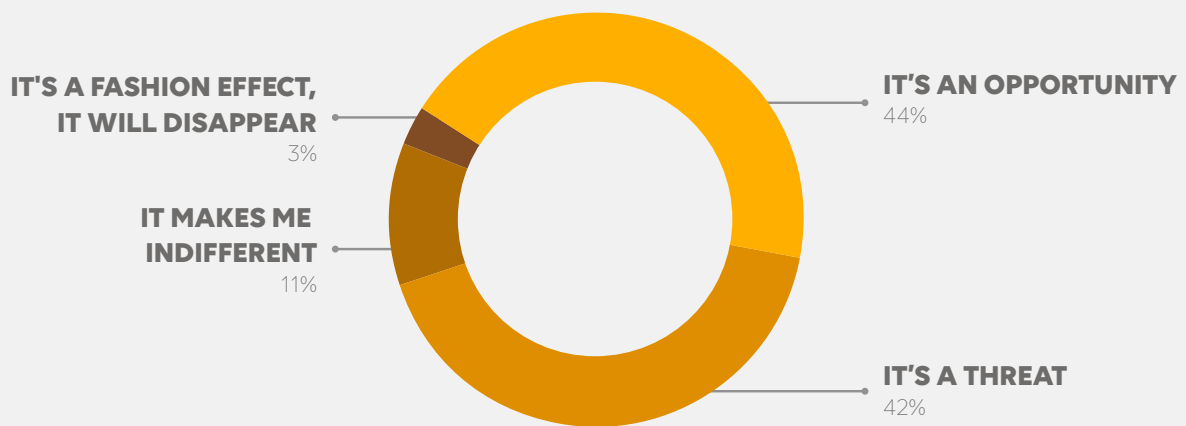
92% WOULD BE PREPARES TO DO SO



ARE YOU READY TO DO THIS?

2/ FUTURS DEVELOPMENTS AND OPPORTUNITIES

44% SEE THE EVOLUTION OF AI AS AN OPPORTUNITY IN THE COMING YEARS



VIEWPOINT ON THE AI PHENOMENON

28% ARE CONSIDERING A CAREER IN AI TECHNOLOGY



ARE YOU CONSIDERING A CAREER IN AI OR TECHNOLOGY?

44% of students believe that AI represents an opportunity, with 28% considering a career in AI or technology. However, 42% also view it as a threat. This ambivalence may stem from the pressure young people feel due to the increasing digitalisation of society. While they are among the first to use it for «a bit of everything,» many also feel threatened by technology, particularly in the context of job searching.

Finally, we asked students for suggestions on how AI could improve society. Their spontaneous responses included:

- Combatting global warming, particularly by using analytical tools to optimise resources and reduce emissions.
- Advancing AI in the medical sector, where it could facilitate diagnoses, address complex problems, or support scientific research.
- Enforcing strict regulations on AI, including protecting artists' rights, ensuring transparency in the data used to train AI models, and banning certain practices like deepfakes or excessive surveillance.

CONCLUSION

One of the main aims of our survey was to understand how AI -beyond recreational use- is helping to create the 'ideal working' increasingly focus on personalised AI-based experiences, tailored to individual profiles of learners. It is clear that the future lies in the cloud, where optimised data collection will ensure that everyone benefits from tailored content and learning tools.

We also recognise that generative artificial intelligence technologies are not intended to replace human thought. Students need time to cultivate their critical thinking skills while considering the importance of personal interactions and authentic connections with teachers.

In theory, AI should enable the automation of repetitive tasks, allowing students to focus on what truly matters: thinking and deepening their knowledge.

AI and robotics will undoubtedly become integral tools in the learning environment; however, they will still require human supervision to ensure a genuinely personalised and enriching educational experience. In the future, we can anticipate advancements that will enhance access to educational resources through a single, intuitive interface.

This harmonious blend of technology and human interaction, combined with innovative solutions, will undoubtedly shape the future of education, creating memorable experiences for every student and paving the way for a new era of personalised, inclusive learning.

