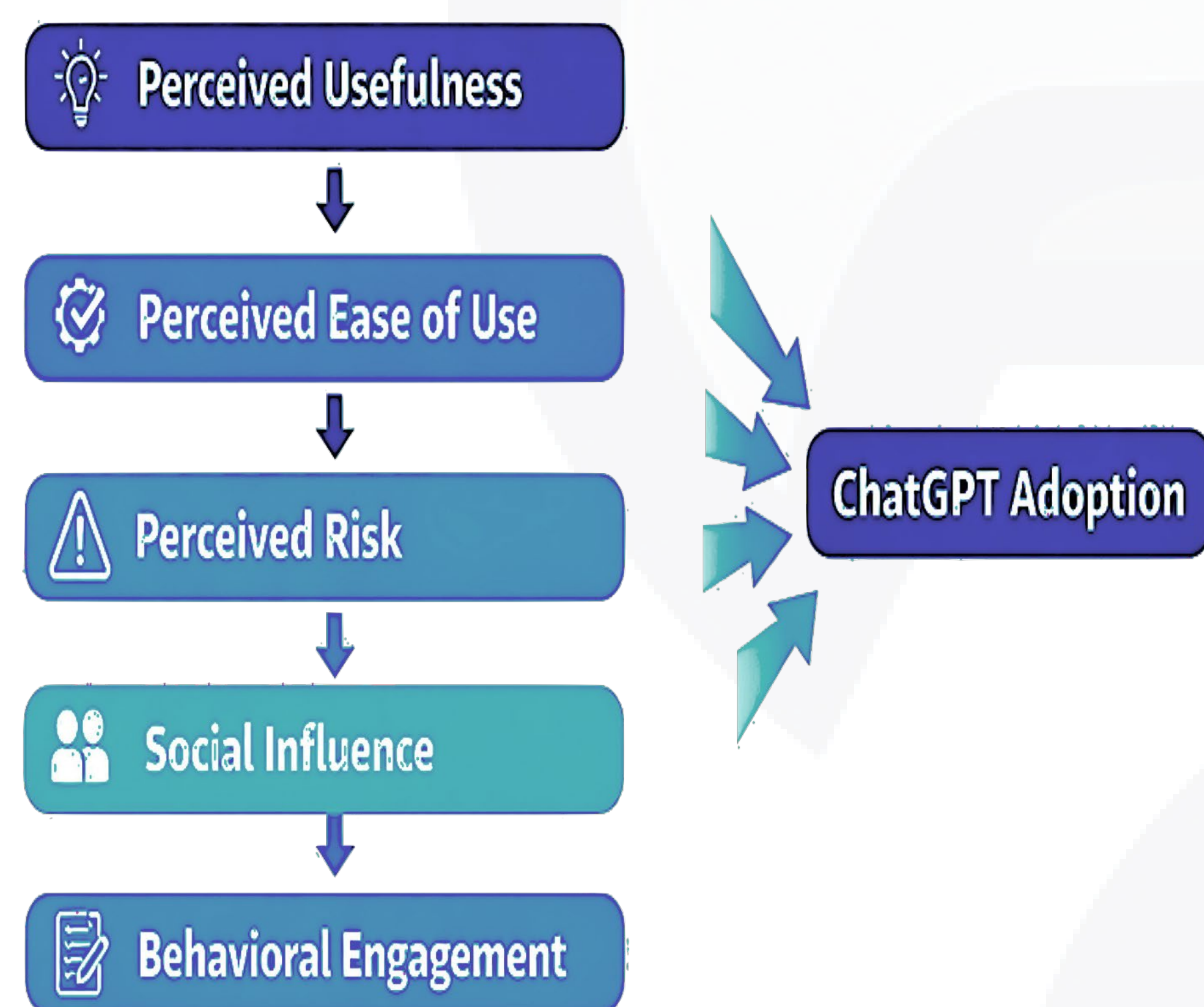


INTRODUCTION

- ChatGPT is rapidly transforming higher education.
- Used for learning support, academic assistance, and information retrieval.
- Raises concerns about plagiarism, misinformation, and overreliance.
- Understanding ChatGPT adoption helps guide responsible AI integration.

THEORETICAL FRAMEWORK

Technology Acceptance Model (TAM) explains technology adoption through key constructs including:



Explains why students decide to adopt or reject emerging technologies.

RESEARCH QUESTIONS

1. What demographic factors (age, gender, GPA, academic stage, first-generation status) influence students' use of ChatGPT?
2. Which psychological factors predict ChatGPT adoption among students who use the tool?
3. What explains attitudes among students who have heard of ChatGPT but do not use it?

METHODS

- Survey administered via Qualtrics
- Assessed ChatGPT use, attitudes, demographics
- N = 343 university students
- Majority female (~80%)
- Undergraduate and graduate students
- Various disciplines

MEASURES

1. ChatGPT Use Scale
2. TAME-ChatGPT (Technology Acceptance Model-based instrument)

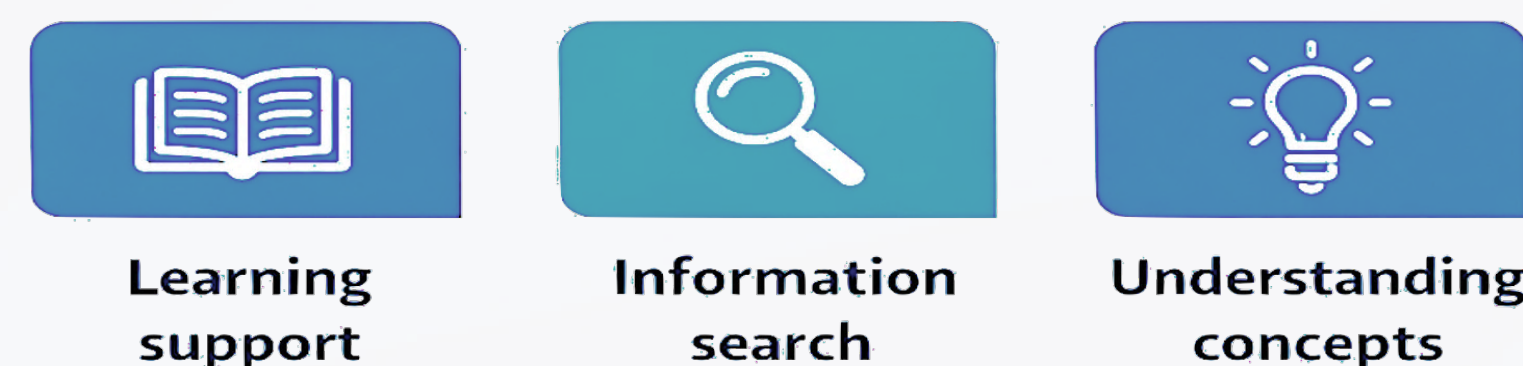
PROCEDURE

- IRB approval obtained
- Survey administered via Qualtrics
- Recruitment through listserv and social media
- \$20 Amazon gift card raffle

RESULTS

ChatGPT Adoption

81% of students used ChatGPT



Students rarely used ChatGPT for:

- Quizzes or exams
- Major assignments

Strongest Predictors of ChatGPT Adoption



Perceived **ease of use** → **NOT significant**

ADDITIONAL FINDINGS

Male Students

- Higher perceived usefulness
- Higher perceived risk
- Stronger social influence



Female Students

- Greater anxiety related to ChatGPT use



ATTITUDES AMONG NON-USERS

- Most demographic variables did not influence attitudes
- First-generation students perceived lower risk

DISCUSSION

- ChatGPT adoption is widespread among students.
- **Usefulness > ease of use.**
- Behavioral engagement strongly drives adoption.
- Gender differences exist in risk perception and anxiety.

IMPLICATIONS

These findings highlight the importance of:

- Developing **clear institutional AI policies.**
- Supporting **ethical and responsible AI use.**
- Addressing **technology-related anxiety among students.**
- Integrating discussions of AI into classes.
- Counselors and educators can play a key role in guiding students toward **balanced and responsible AI use.**

LIMITATIONS

- Single-institution sample
- Self-reported survey data
- Cross-sectional design
- Uneven gender distribution
- Future studies should examine **longitudinal adoption patterns and institutional influences**

FUTURE RESEARCH

- Include **multi-institution samples**
- Examine **longitudinal changes in AI adoption**
- Explore **qualitative experiences with AI tools**
- Investigate **faculty and institutional policy influence**

CONCLUSION

ChatGPT adoption among Monmouth University students is widespread and influenced by both **demographic and psychological factors**. Perceived usefulness, behavioral engagement, and social influence significantly drive adoption. Understanding these patterns can help institutions develop **equitable and responsible strategies for integrating AI into higher education.**

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