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Youth in the Age of AI: Examining the Role of Digitalization in Shaping Daily Life

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Abstract: ***In today's rapidly advancing digital landscape, Artificial Intelligence (AI) has emerged as a transformative force, significantly influencing multiple sectors and profoundly impacting youth how isthe most dynamic segment of society. This study investigates the integration of AI into the daily lives of young people, focusing on its usage in education, banking, social media, entertainment and marketing. The findings indicate a moderate to high level of AI engagement among youth. However, AI usage remains relatively limited in specialized areas such as risk management, personal assistance and automotive technology highlighting gaps in awareness, accessibility and utilization. The study emphasizes the importance of promoting responsible and balanced AI adoption through enhanced digital literacy, targeted skill development and sector-specific AI initiatives. By fostering critical thinking and empowering youth with the necessary skills, AI can serve as a catalyst for productivity, innovation and sustainable development. The study concludes that, in the digital era, AI-driven automation threatens jobs, making skill enhancement crucial. Prioritizing digital literacy for youth can bridge the unemployment gap. Empowering them with tech skills ensures adaptability, fostering a future where AI complements human potential.***
Keywords: Artificial intelligence, digitalization, youth

I. INTRODUCTION

In the dynamic landscape of the 21st century, global integration and rapid development have significantly impacted different sectors of the economy like trade, healthcare and education while reshaping the way people live. This transformation driven by the unstoppable wave of digitalization has facilitated effortless knowledge sharing; open exchange of ideas and global connectivity by effectively dissolving geographical barriers (Klopov, et al., 2023)and as a part of digital advancement, Artificial Intelligence (AI) has becoming an integral part of our daily lives. Yet, only a small portion of the population fully grasps the underlying technology and to address this gap, governments are actively implementing initiatives focused on improving digital literacy, fostering skill development and ensuring inclusive growth(Technology). The swift integration of AI is revolutionizing every aspect of our lives, redefining the way we interact with technology. This evolving relationship between humans and machines offers remarkable opportunities, while also presenting significant challenges (Pandurang, Balram, Bhaskar, Pramod, & Radhakrishna, 2023)and for addressing these issues promoting digital literacy and encouraging balanced technology use is required.AI is a multidisciplinary field dedicated to automating tasks that currently require human intelligence. Intelligence itself is defined as the ability to think, imagine, remember, understand, make decisions, adapt to change and learn from experience. AI aims to enable computers to perform these functions in a more human-like manner, often accomplishing tasks much faster than humans (Singh & Haju, 2022).
Various studies have indicated that AI holds the potential to reinvent business models, alter the future of work, drive performance improvements and enhance human capabilities (Collins, Dennehy, Conboy, & Mikalef, 2021)and with the rapid advancement of cybernetic technologies in recent years, AI has become deeply embedded in nearly every aspect of our daily lives. In fact, some applications are so common that they are no longer even recognized as AI, such as optical character recognition (OCR) or virtual assistants like Siri, which handle speech interpretation and information retrieval on computers (Tai, 2020).

II. CONCEPTUAL FRAMEWORK

Youth represent the most energetic and productive segment of society. A country with a large youth population that invests in their education, healthcare and the protection of their rights will reap significant returns in the form of national development and the growth of all economic sectors. Today's youth are the innovators, builders and leaders of tomorrow. According to the National Youth Policy, 2014, 'youth' are defined as individuals between the ages of 15 and 29. Notably, India has the largest youth population in the world, making this segment the most dynamic and vibrant part of its society(GOI, 2022).The youth hold the key to the future and their capacity to adapt, lead, and innovate will shape the speed and direction of global progress.

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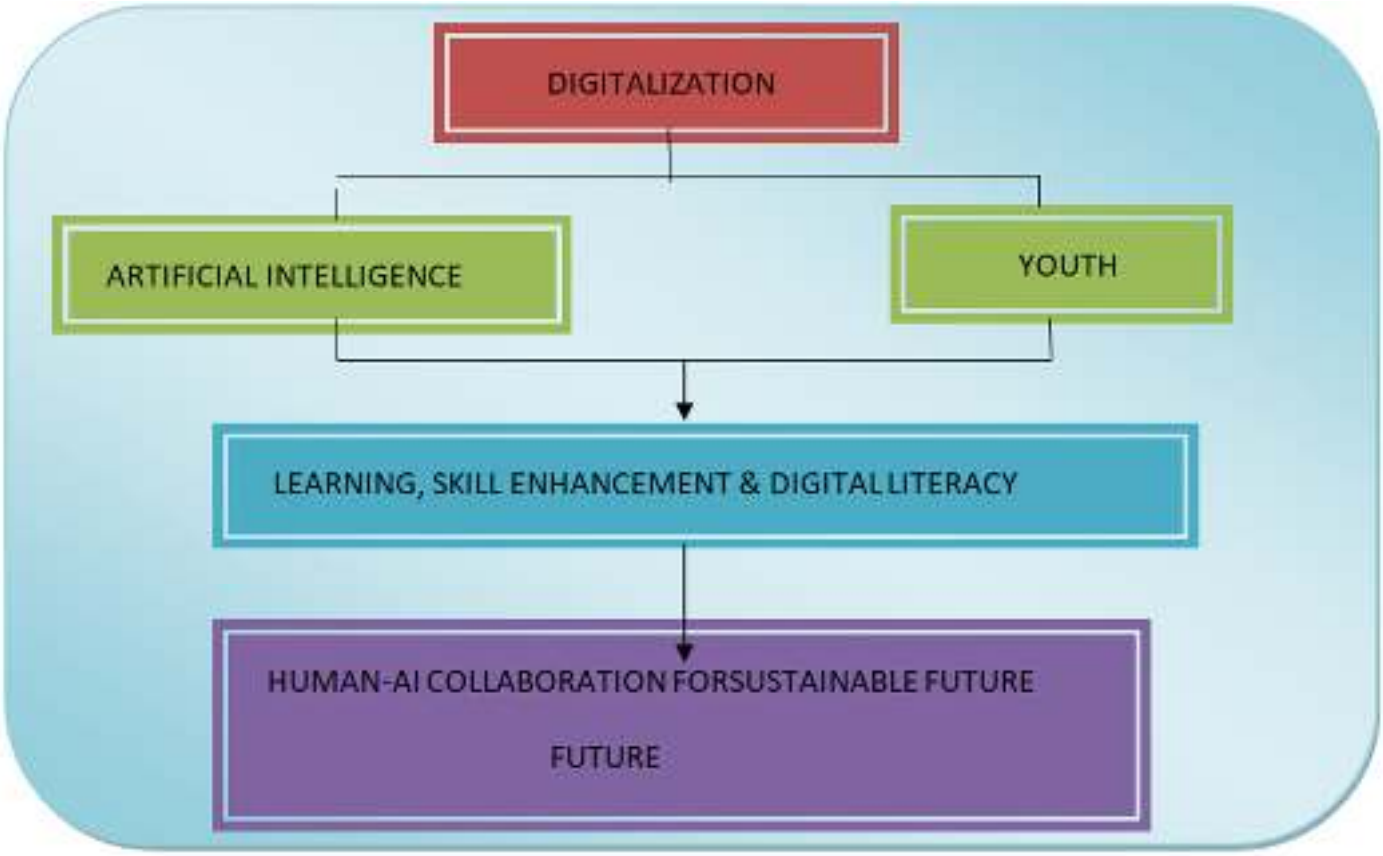
Artificial Intelligence is a scientific and technical field dedicated to creating engineered systems that produce outputs like content, forecasts, recommendations or decisions, aligned with specific human-defined goals (International organization for standardization).It also helps in solving problems using advanced technologies, including machine learning and neural networks (Yang, 2022). Thus, its highlighting the significance of AI in the present scenario.

The history of AI can traced back to ancient Greece with it roots embedded in science and philosophy. However, its modern development is largely attributed to the contributions of Alan Turing (Collins, Dennehy, Conboy, & Mikalef, 2021)and its modern era began with the Dartmouth Conference in 1956, where John McCarthy coined the term 'Artificial Intelligence', establishing it as a branch of computer science focused on making computers behave like humans (Patil, Patel, & Lawand, 2023). In today's world, technology is taking the lead across multiple sectors, gradually reducing the reliance on human involvement. AI is driving this transformation, reshaping industries such as education, e-commerce, banking, and many others(Klopov, et al., 2023). As the world moves toward complete digital transformation, AI education plays a crucial role by integrating interdisciplinary knowledge, enriching children's learning experiences and improving their digital literacy. Early exposure to AI helps develop adaptability, critical thinking and decision-making skills. According to embodied learning theory, combining AI literacy with hands-on activities enhances students' understanding of machine learning concepts and the ethical considerations surrounding them (Yang, 2022).

CONCEPTUAL FRAMEWORK



III. APPLICATION OF ARTIFICIAL INTELLIGENCE

AI algorithms are designed to make decisions, often based on real-time data. Unlike passive machines that operate solely through mechanical or pre-programmed responses, AI systems actively gather information from multiple sources — such as sensors, digital inputs, or remote data — instantly analyze it, and take actions based on the insights they generate (West & Allen, 2018)**.**With its diverse applications, AI is becoming indispensable in the modern world. By solving complex problems efficiently across industries such as healthcare, entertainment, finance, and education, AI not only drives progress but also enhances the speed and comfort of our daily lives (Saini, 2023). The rapid advancement of artificial intelligence is having a profound impact on both the economy and society as a whole.

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AI innovations have the potential to directly affect the production and features of a wide array of products and services, carrying significant implications for employment, productivity, and competition(Pujari, Sharma, & Burate, 2021). The primary goals of AI are twofold. First, to develop expert systems that exhibit intelligent behavior by learning, demonstrating, explaining and advising users. Second, to replicate human intelligence in machines by creating systems capable of recognizing, thinking, learning and behaving like humans.(Haripriya & Manikandan, 2020).AI is a revolutionary milestone in computer science, destined to serve as a core component of modern software for years and decades ahead(Singh V. , 2025). Overall, AI will play a pivotal role in shaping future societies, addressing complex global challenges, improving quality of life and driving sustainable development.

IV. OBJECTIVE

To present study focus the engagement and usage of AI by youth of Jhansi district of Uttar Pradesh, India, revelling the dependency of youth on AI in the present scenario.

V. METHODOLOGY

1) *Descriptive Study*: This study is based on describing the already existing data.
2) *Area of the Study*: The study deals with youth of Jhansi district of Uttar Pradesh, India. Who reveals their time spends and usage on AI.
3) *Targeted Population*: Youth age between18-29 which categories into 3 groups that are 18-21, 22-25 and 26-29.
4) *Sampling Strategy*: Reaching the target, youngsters are from different places so for finding the respondents simple Random Sampling was considered as a sampling technique because the population was known.
5) *Sample size*: In this study the sample comprise of 100 young respondents from Jhansi district of Uttar Pradesh.
6) *Tools of data collection*: In order to collect the data a structured questionnaire was designed according to the objectives and the primary data was collected from the youngsters of Jhansi City.
7) *Techniques for data analysis*: The study used both mathematical and statistical tools for the purpose of analysis.
8) *Software*: The data collection through the questionnaire was first entered into an excel spread sheet and then transferred to SPSS data sheet for further processing. The SPSS version 2016 was used for analyzing the data.

DIFFERENT AGE GROUP WITH TIME SPENT ON AI

AGE GROUP	TIME SPENT WITH AI			TOTAL
	1-3 hours (LOW)	4-6 hours (MEDIUM)	More than 6 hours (HIGH)	
18-21	09	20	16	45
22-25	06	14	12	32
26-29	04	11	08	23
TOTAL	19	45	36	100

Table: 1

The above table shows the association betweendifferent age group and times they spend with Artificial Intelligence (AI) on a daily basis. The usage is categorized into three levels: Low (1-3 hours), Medium (4-6 hours), and High (More than 6 hours).Total 100 individuals were surveyed divided into three age groups: 18-21 years, 22-25 years, and 26-29 years, out of which 45%spend medium hours on AI activities, making it the most common duration.The data reveals that medium usage is the most common across all age groups, while high usage shows a slight decrease among older respondents. Overall, AI engagement remains consistent, with a clear preference for moderate to high usage.

UTILIZATION OF AI IN DIFFERENT SECTORS

AI USE IN PARTICULAR FIELD	RESPONSES	FREQUENCY	MEAN
PERSONALISE SHOPPING	YES	64	1.36
	NO	36	

EDUCATION CONTENT	YES NO	100 00	1.00
PERSONAL ASSISTANCE	YES NO	15 85	1.85
JOBS & CARRER	YES NO	46 54	1.54
RISK MANAGEMENT	YES NO	06 94	1.94
ENTERTAINMENT PURPOSE	YES NO	60 40	1.40
ONLINE GAMING	YES NO	36 64	1.64
TRANSPORT BOOKING	YES NO	51 49	1.51
CHATBOTS	YES NO	55 45	1.47
PERSONALISED MARKETING	YES NO	78 22	1.91
IMAGE RECOGNITION	YES NO	73 27	1.73
SOCIAL MEDIA ALGORITHMS	YES NO	67 33	1.41
SMART-INPUTS KEYBOARDS (AUTO-CORRECT)	YES NO	32 68	1.70
SECUIRTY (FINGERPRINT-FACIAL RECOGNITION)	YES NO	45 55	1.55
TRAVELLING& NAVIGATION (MAPS)	YES NO	72 28	1.72
SURVEILLANCE (CCTV CAMERA)	YES NO	60 40	1.81
WEATHER PREDICTION	YES NO	56 44	1.62
HEALTHCARE	YES NO	59 41	1.44
BANKING& FINANCE	YES NO	71 29	1.29
AUTOMATIC CARS	YES NO	09 91	1.91

The table shows that respondents' usage of Artificial Intelligence across various fields, along with frequency and mean values indicating the level of adoption. The data reveals that usage is highest in Education Content, with 100% of respondents reporting usage.

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Other fields like personalized marketing, travelling, image recognition, banking and social media reflecting significant AI integration.On the contrast, section such as personal assistance, risk management and automatic cars indicates the low adoptionamong respondents and fields like entertainment, healthcare and transport booking exhibit moderate usage.

The mean values further clarify adoption levels—values closer to 1.00 indicate higher usage in field of education, banking and personalized Shopping, while values nearer to 2.00 reflect lower usage risk management, personal assistance and automatic cars. Overall, the data highlights that AI adoption is more prevalent in fields related to education, marketing, banking, entertainment and social media, whereas its usage remains limited inspecialized areas like risk management, personal assistance and automobiles.

VI. FINDINGS AND CONCLUSION

Findings of the study reveal that, there is atrend of consistent and active engagement with AI among the respondents. Across all age groups, there is a strong preference for moderate to high usage of AI in daily activities. Although younger age groups 18-25 years exhibit slightly higher engagement, the pattern indicates a steady rise in AI adoption across all categories. This reflects the growing integration of AI technology into the daily lives of individuals, especially among youth and young adults.AI adoption is significantly higher in commonly used and accessible sectors such as education, marketing, banking, social media and entertainment, where integration of AI has led to increased user engagement.

In contrast, AI usage is comparatively limited in specializedareas like risk management, personal assistance and automobile technology, indicating a gap in awareness, accessibility or perceived need. Promote responsible and balanced AI usage through awareness programs, enhance digital literacy with age and specialized sector focused AI training and workshops, encourage productive use of AI for learning and skill development, regularly monitor AI usage patterns to prevent over-dependence, develop age-specific AI applications to meet diverse user needs, Encourage Development of User-Friendly AI Applications by Simplify and improve AI tools in underutilized sectors to make them more accessible and appealing to the general public.

In the digital era, our increasing dependence on digitalization and AI raises concerns about job displacement. Some studies suggest that AI may replace human roles, leading to structural and frictional unemployment. To mitigate this threat, it is crucial to focus on skill enhancement and up-skilling for youth in both rural and urban areas. To bridge the unemployment gap, rapid digital literacy initiatives must be prioritized in which education plays a key role. This is especially important for rural youth, who face greater challenges in accessing opportunities. Since our economy is still largely rural, empowering young people with digital skills will ensure they remain competitive and adaptable in the evolving job market. By fostering a balance between digitalization, AI, and human capabilities, we can create a future where technology complements human potential rather than replacing it.

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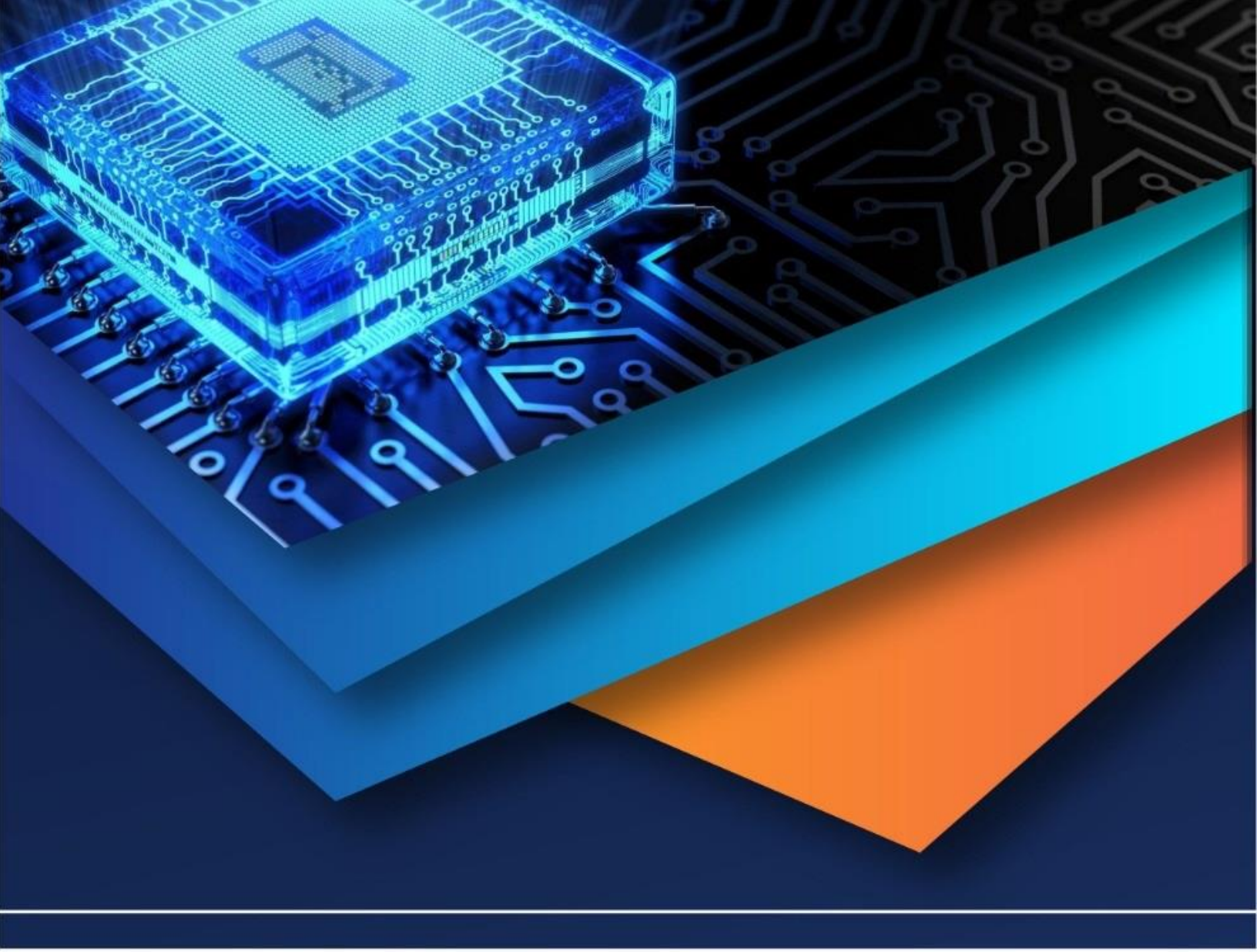

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