

A STUDY ON ARTIFICIAL INTELLIGENCE IN SHAPING YOUTH DECISION- MAKING IN EDUCATION, CAREER AND DAILY-LIFE

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ABSTRACT

Artificial Intelligence (AI) is one of the most significant areas of technology development that is affecting lives. It is changing their thinking, learning and decision, making process. AI is becoming more influential in guiding youth choices through various application areas like education, career planning, and daily activities. Examples include recommendation systems, virtual assistants, chatbots, educational platforms, and career guidance tools, among others. This paper investigates the impact of AI on decision, making among young people. Firstly, in education, AI allows students to learn at their own pace, get instant help with their studies, and receive course recommendations that will help improve their academic performance. Secondly, the use of AI in career planning through job portals and skill, matching platforms is helping young people identify professions that suit their interests and capabilities. Thirdly, in daily life, AI is transforming behaviours including shopping, entertainment, social media usage, and information consumption by providing targeted recommendations and using algorithms. The study not only points out the advantages that AI brings but also the disadvantages. On the other hand, there is a temptation of too much reliance on AI, lowering of critical thinking skills, algorithmic bias, and data privacy issues. This study employs a descriptive research design that includes data from surveys and secondary sources.

INTRODUCTION

Artificial Intelligence (AI) is a broad term that covers the development of computer systems and technologies that can perform tasks that normally require human intelligence, such as learning, information processing, problem solving, and decision making. In the last ten years, AI has become a natural part of everyday digital platforms that we use, e.g., search engines, social media, online learning applications, e-commerce websites, career guidance systems, etc. Because of this, AI has ceased to be merely a technological breakthrough and has become a significant factor influencing human behavior as well as decision making processes, particularly among the youth. Young people, especially those between 16 and 25 years old, are the ones that use digital technologies and AI, powered devices the most. In educational settings, students employ AI for various purposes, including customized learning, getting help with assignments, research, and recommending courses. AI-based platforms interact with students in such a way that they can understand subjects more thoroughly and make decisions regarding their studies based on their abilities and interests. AI-driven job portals, resume screening systems, and skill assessment tools facilitate career planning by helping youth choose the most suitable professions through the analysis of data patterns, qualifications, and market trends. This in turn changes how young people perceive career opportunities and make professional decisions. Besides that, AI influences the youth's decision making in their day-to-day lives. The recommendation algorithms on social media, streaming platforms, and online shopping sites determine what youth will watch, read, buy, and even think. Such systems which can influence preferences, opinions, and lifestyles. AI, on the one hand, provides benefits like convenience, speed, and easy access to information; on the other hand, there are concerns about over-reliance, a decrease in critical thinking, privacy violations, and prejudice in algorithms. Hence, it is crucial to explore how AI affects young people's decision making in order to comprehend the ways in which technology is changing the mental patterns, decisions, and self-reliance of individuals in today's world.

Research Gap

- Most research examines AI tools or learning outcomes, but there is limited focus on how AI shapes everyday decisions of young people, such as academic choices, career planning, and lifestyle habits.
- Many studies analyse AI literacy and technological adoption, yet few explore the psychological and behavioural impact of AI on youth decision-making processes.
- Research is often conducted in developed countries, while there is limited research focusing on developing countries like India, especially among college students.
- There is also limited research studying AI influence across multiple areas simultaneously (education, career, and daily life), as most studies focus on only one sector.
- Further research is needed to understand whether AI supports independent decision making or increases dependence on automated systems among youth.

OBJECTIVE

- To study on AI influencing youth in decision making, education, and daily life.

HYPOTHESES

- H0: There is no significance between the study on AI influencing youth in decision making, education and daily life.
- H1: There is significance between the study on AI influencing youth in decision making, education and daily life.

RESEARCH METHODOLOGY

The research methodology for this paper is aimed at a thorough study of the impact of Artificial Intelligence on the choices made by young people in education, career, and everyday life. To get a clear picture of the manifestations, attitudes, and opinions of the youth towards the use of AI, a descriptive research design is adopted. The work utilizes primary as well as secondary data. The primary data is obtained from the respondents by means of a structured survey questionnaire. Secondary data, on the other hand, comes from journals, research articles, books, websites, and other reports related to AI and youth behavior. The research subject comprises the youth population aged 16, 25 years, including school and college students as well as fresh job seekers, because these groups are the most frequent users of AI technologies. A sample of 80, 120 respondents is drawn to reveal the main directions and insights. The study employs a simple random sampling method, which means that every member of the population has an equal chance of being selected, thereby minimizing the bias. Data is gathered through a Google Forms survey consisting of multiple, choice, yes/no, and opinion questions. The obtained data are then processed by the percentage method, explanatory charts, and interpretation devices to be effectively communicated. The rights of the participants such as voluntary participation and anonymity are respected. Some limitations are a restricted sample size, the rapid changes in AI tools,

LIMITATIONS

- **Over-Dependence on Technology**

Youth may start relying too heavily on AI tools for answers, suggestions, and guidance in studies, career choices,

and daily decisions. This can reduce their ability to think independently, solve problems on their own, and develop strong decision-making skills

- **Reduced Critical Thinking Skills**

AI provides quick solutions and ready-made information, which can make youth less likely to analyse situations deeply. In education and career planning, this may lead to accepting AI suggestions without questioning accuracy or suitability.

- **Algorithmic Bias**

AI systems work on data, and if that data is biased, the recommendations can also be biased. This may influence youth career options, educational opportunities, or even opinions in daily life in an unfair or limited way.

- **Privacy and Data Security Risks**

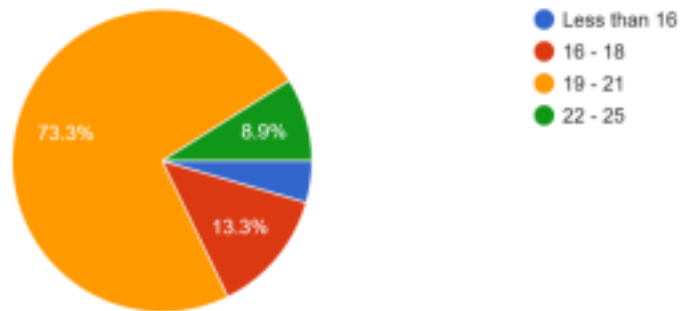
AI platforms collect personal data such as interests, search history, academic records, and career preferences. Youth may unknowingly share sensitive information, which can lead to privacy issues or misuse of data.

- **Limited Human Understanding**

AI cannot fully understand emotions, personal struggles, or unique life situations. Career or educational advice given by AI may lack empathy and may not suit individual needs as well as human guidance.

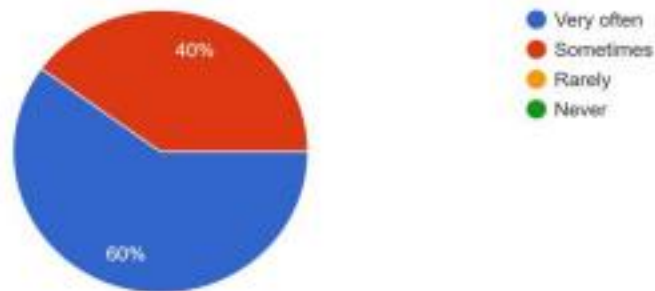
DATA INTERPRETATION

AGE
45 responses



This finding is quite relevant to the study objective, since the study is basically about the way young people make decisions in different areas like education, career, and everyday life. Young people of age 19, 21 are generally at a crucial stage of transition, where they decide on matters of higher education, career selection, skills acquisition, and ways of living. Generally, in terms of age, the distribution is well aligned with the research focus on youth, hence, the study successfully attracted the responses from the segment of demographic that was intended. One of the ways youth can influence data interpretations is by sharing their data.

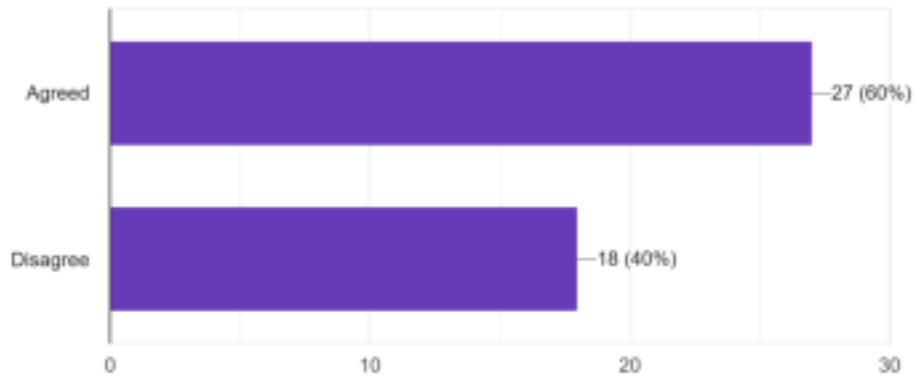
Do you use AI tools for your studies (Assignment , research)
45 responses



This chart illustrates that AI tools are quite popular among young people, although there is some variation in how frequently they are being used. A considerable number of students rely on AI almost all the time, which implies that these tools have deeply penetrated academic activities such as assignment preparation, research assistance, idea generation, and content structuring. The existence of strong responses in both categories lends to a balanced result, implying that youth, although clearly influenced by AI, are not entirely dependent on it for their academic work. In fact, AI is mainly used as a tool of support to enhance creativity, save time, and elevate the quality of academic output. All in all, the findings reaffirm that AI substantially influences youth study

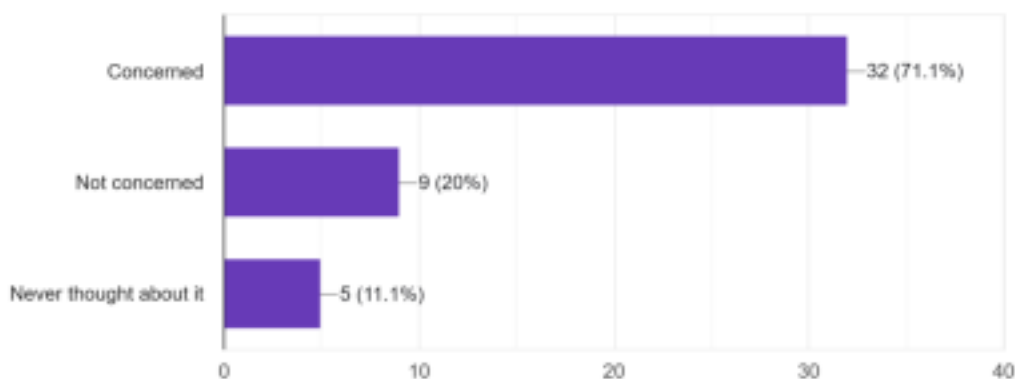
practices, particularly in assignments.

AI influence my career decisions .
45 responses



This majority response emphasizes that artificial intelligence is a great factor in determining the professions of young people. AI influence is visible in the areas of career exploration, skill selection, job role awareness, online career guidance, and future planning. A large number of youngsters depend on AI instruments to gather data on how the world of work is changing, what skills are necessary, and what market trends are, thus their choice of professions is influenced directly. The findings generally indicate that youth career decisions are significantly influenced by and increasingly dependent on AI, thus it is in agreement with the main goal of the present investigation of technology shaping decision, making patterns of young people.

Are you concerned about your personal data being used by AI systems ?
45 responses



The chart shows responses from **45 participants** to the question about concern regarding personal data being used by AI systems. A majority of **32 respondents (71.1%)** stated that they are concerned about their personal data being used by AI, indicating that most youth are aware of privacy and data security risks related to AI technologies. Meanwhile, **9 respondents (20%)** reported that they are not concerned, which may suggest trust in AI platforms or limited

awareness of potential risks. Additionally, **5 respondents (11.1%)** said they have never thought about the issue, showing that some youth still lack awareness about data privacy. Overall, the result indicates that while AI plays an important role in youth decision-making, concerns about **data privacy and security** are also significant among young users.

CONCLUSION

Artificial Intelligence has become an influential tool in shaping youth decision-making in education, career choices, and everyday activities. AI-powered platforms provide easy access to information, personalized recommendations, and career guidance, enabling young individuals to make faster and more informed decisions. In the educational sector, AI supports learning through smart tutoring systems and study assistance tools, while in career planning it helps youth explore opportunities based on skills and interests. In conclusion, when used ethically and wisely, Artificial Intelligence has the potential to positively influence youth decision-making and contribute to their academic, professional, and personal growth in the digital age.

Suggestions and Recommendations

1. Promote AI Literacy Among Youth

Educational institutions should introduce workshops and training programs that help students understand how to use AI tools effectively and responsibly.

2. Encourage Critical Thinking

Students should be encouraged to verify AI-generated information and develop analytical thinking rather than depending completely on AI for decisions.

3. Integrate AI in Educational Systems

Schools and colleges can integrate AI-based learning platforms to provide personalized learning experiences and better academic guidance.

4. Career Guidance with AI Support

AI-driven career counselling platforms can help students explore career opportunities based on their skills, interests, and market demand.

6 Government and Institutional Policies

Policymakers should develop guidelines for safe AI usage in education and digital platforms to protect youth from misinformation and biased recommendations.

7 . Encourage Digital Well-being

Young individuals should maintain a balance between digital tools and real-life interactions to avoid excessive dependence on AI technologies.

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