



Assessing the Awareness and Usage of Artificial Intelligence Among General Users: Insights from Raipur District, Chhattisgarh

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ABSTRACT

The study focuses on a specific area within the Raipur district of Chhattisgarh and examines the perspectives of general users regarding Artificial Intelligence. The research paper highlights the significance of AI in users' daily lives and explores their attitudes toward its usage. The primary objective is to examine AI use and its advantages and disadvantages. Data were collected via questionnaires and Google Forms, with 293 respondents providing feedback, constituting the study's complete sample. The results reveal that the majority of users are knowledgeable about AI and employ various AI tools. The research emphasises the benefits of AI while also addressing concerns about employment, security, and privacy. Ultimately, it can be concluded that AI has proven to be a boon for society and the individuals within it.

INTRODUCTION

Today, the world is in the fifth generation of computers; as a result of these changing times, numerous inventions and discoveries have emerged, among which Artificial Intelligence (AI) stands out as highly significant. The rise of Artificial Intelligence officially began in 1956 at the Dartmouth Conference on Artificial Intelligence. During this event, computer scientist John McCarthy coined the term "Artificial Intelligence," thereby marking the inception of this field. This study endeavours to assess the impact of Artificial Intelligence tools on the general citizenry. For this research, the Raipur district of Chhattisgarh was selected as the study area. Ultimately, this study highlights the significance of Artificial Intelligence tools in citizens' daily lives and psychological well-being.

Nowadays, Artificial Intelligence (AI) has emerged as one of the most transformative technologies of the twenty-first century, revolutionizing the way individuals access

information, communicate, learn, work, and make decisions. The rapid proliferation of AI-powered applications, particularly generative AI tools such as ChatGPT, Google Gemini, and Microsoft Copilot, has significantly increased public interaction with intelligent systems across education, healthcare, business, governance, finance, and entertainment. As AI becomes deeply embedded in everyday digital services, understanding the level of awareness and patterns of AI usage among the general public has become increasingly important for promoting responsible adoption, digital literacy, and informed policymaking.

Despite the growing accessibility of AI technologies, disparities in awareness, frequency of use, and understanding of AI capabilities continue to exist across different demographic groups, influenced by factors such as education, occupation, age, and digital exposure. Existing studies have largely focused on students, professionals, or organizational settings, while empirical evidence concerning AI awareness and usage among the

general population, particularly in India, remains limited.

Against this backdrop, the present study investigates the awareness and usage of Artificial Intelligence among general users in Raipur District, Chhattisgarh. By examining respondents' familiarity with AI technologies, frequency and purpose of use, preferred AI tools, and perceived benefits and challenges, the study aims to provide valuable insights into the current state of AI adoption at the community level. The findings are expected to contribute to the growing body of literature on AI adoption and support policymakers, educators, and technology developers in designing strategies to enhance AI literacy, encourage responsible use, and bridge the digital divide in emerging digital societies.

OBJECTIVES

- i. To identify awareness of artificial intelligence (AI) in the Raipur district of Chhattisgarh.
- ii. To study which platforms are used for the utilisation of AI tools in users' daily lives.
- iii. To investigate the problems faced by users while using artificial intelligence.
- iv. To identify the impact on privacy and security concerns during the use of artificial intelligence.
- v. To identify the time spent by a user on artificial intelligence.

RESEARCH QUESTIONS

- i. Is there awareness among users regarding Artificial Intelligence (AI) in the Raipur district of Chhattisgarh?
- ii. Do Artificial Intelligence users utilise AI tools and platforms in their daily lives?
- iii. Is it safe to use Artificial Intelligence?

LITERATURE REVIEW

Mishra, Mishra, and Agarwal (2025) concluded that artificial intelligence is transforming society by impacting the economy, healthcare, education, governance, and social affairs. Key benefits of using Artificial Intelligence include automation, enhanced operational efficiency, personalisation, and evidence-based decision-making. This research examines several potential risks associated with the use of AI, including job losses due to automation, threats to personal privacy rights, bias, surveillance, misinformation, and cybersecurity issues. **Vieriu and Petrea (2025)** stated that artificial intelligence (AI) is transforming everyday life by enhancing learning experiences and personal development. This study involved ordinary citizens from the Raipur district of Chhattisgarh to understand their perspectives on AI in

daily life and the challenges associated with its use. However, concerns such as over-reliance on AI, a decline in critical thinking skills, data privacy issues, and academic dishonesty have also emerged. Nevertheless, using AI responsibly and correctly is essential to harness its full potential. **Goyal and Kherani (2024)** examined the impact of Artificial Intelligence (AI) on various aspects of people's daily lives—specifically society, education, work, healthcare, and automation. While AI technology offers numerous benefits in key areas of everyday life—such as education, healthcare, security, and automation—it also presents certain downsides, including unemployment, mental health issues, and security-related concerns. **Machado, Meghanandha, and Naik (2024)** provided a comprehensive overview of the growing role of Artificial Intelligence (AI) in transforming library and information services. Authors also examined how AI technologies such as machine learning, natural language processing, chatbots, recommendation systems, and predictive analytics are enhancing library operations, improving information retrieval, and personalising user services. The study highlights that AI supports efficient cataloguing, resource management, research assistance, and data-driven decision-making, enabling libraries to evolve into dynamic knowledge hubs. The authors also discuss critical challenges associated with AI adoption, including ethical concerns, data privacy, algorithmic bias, financial constraints, and the need for staff training. **Hussain (2023)** explored the integration of artificial intelligence (AI) in library services, highlighting its potential to transform operations and foster intelligent decision-making. Using a qualitative content analysis of existing literature, it examines both the advantages and challenges of AI deployment, such as funding shortages, technical skill gaps, and staff attitudes. Ultimately, the paper provides actionable insights for policymakers and librarians, offering cost-effective solutions to successfully implement AI and accelerate library modernization. **Suman, Patel, and Vijesh (2023)** highlighted that emerging technologies such as cloud computing and artificial intelligence are transforming modern libraries by enabling intelligent, cost-effective, and user-centric services. The study emphasized that AI, when integrated with cloud-based infrastructure, enhances library automation, digital resource management, and information retrieval while improving accessibility and operational efficiency. However, the authors also identified challenges related to data security, privacy, and trust that require careful consideration for successful implementation. **Yuskovych-Zhukovska et al. (2022)** examine the integration of artificial intelligence (AI) within the educational ecosystem, focusing on its potential

to catalyze sustainable development. By categorizing prominent instructional AI technologies—such as cognitive services, virtual reality, and metacognitive scaffolding—the authors demonstrate how these tools successfully foster personalized and individualized learning trajectories. The study highlights key institutional benefits, including enhanced decision-making transparency and resource efficiency, which directly support global sustainability initiatives. However, the authors also address critical vulnerabilities surrounding data privacy and student digital footprints, ultimately recommending that institutions implement corporate standards and differentiated data-handling responsibilities to mitigate cybersecurity risks. **Makridakis (2017)** stated that Industrialization and the digital world have rapidly transformed how citizens, businesses, and the workforce operate. This study also emphasises that while ordinary citizens are swiftly integrating AI technologies into their lifestyles and seeking to leverage their benefits, the greatest challenge facing society is striking a viable balance between the advantages and potential downsides of these technologies.

RESEARCH METHODOLOGY

This study will be conducted using quantitative research and survey methodologies. Both primary data sources have been used in this research. The questionnaire method used in this study is Google Forms and a printed form. The collected data have been analyzed and presented using software tools such as SPSS and MS Excel, incorporating charts, graphs, and percentages. The scope of this research is limited to the Raipur district of Chhattisgarh.

SCOPE AND LIMITATIONS OF THE RESEARCH

This study covers a limited scope, specifically encompassing the Raipur district- the capital of Chhattisgarh. The research is confined to this geographical area and involves a general sample of users to assess their awareness of Artificial Intelligence. The subject matter of this research is strictly limited to Artificial Intelligence, with a focus on analyzing users' attitudes and sentiments toward it.

DATA ANALYSIS AND INTERPRETATION

This study examines user awareness of Artificial Intelligence in the Raipur district of Chhattisgarh, aiming to understand how users utilize AI in their daily lives and to assess their attitudes towards it.

Table 1: Percentage of participation among men and women

This data shows the participation percentages of men and women in Artificial Intelligence (AI) in the Raipur region of Chhattisgarh, indicating that 63.70% of participants are men and 36.30% are women. This confirms that men's participation in this field is significantly higher than women's.

Table 2: Age and occupation-wise distribution of respondents

This research is not limited to users from any specific community; rather, it encompasses users across all age groups and varying educational qualifications. The highest levels of participation were observed among the 26–36 age group (66.6%) and the employed workforce (50%), both of whom demonstrate a keen interest in Artificial Intelligence.

Age			Occupation		
Age	Frequency of User	Percentage	Occupation	Frequency of User	Percentage
18-25	82	28.10%	Student	73	25%
26-35	192	65.60%	Researcher	55	18.80%
36-45	19	6.30%	Employee	147	50.00%
Above 45	0	0%	Business	0	0.00%
Total	293	100%	Homemaker	18	6.30%
			Other	0	0%
			Total	293	100%

Table 3: Awareness about Artificial Intelligence (AI) And Uses AI tools.				
Awareness about Artificial Intelligence (AI)			Uses AI tools	
Yes/No	Frequency of User	Percentage	Frequency of User	Percentage
Yes	284	97%	248	84.80%

No	9	3%	45	15.20%
Total	293	100%	293	100.00%

This table illustrates the level of user awareness regarding the use of AI. It indicates that users have a high level of

awareness of Artificial Intelligence, and the vast majority use it.

Table 4: Daily Usage Time for Artificial Intelligence and Level of Knowledge about AI					
Daily Usage Time for Artificial Intelligence			Level of Knowledge about AI		
Time (Hr.)	Frequency of User	Percentage	Level	Frequency of User	Percentage
1-2 hr.	133	45.50%	High	27	9.10%
2-4 hr.	98	33.30%	Medium	240	81.80%
4-6 hr.	35	12.10%	Low	26	9.10%
6-8 hr.	18	6.10%	No Knowledge	0	0.00%
More than 8 hours	9	3%	Total	293	100.00%
Total	293	100.00%			

This table illustrates users' AI knowledge levels and usage duration, revealing that 80.81% of users have a good understanding of AI. The largest segment of users, 45.50%, utilize it for 1 to 2 hours at work.

This table shows the educational backgrounds of the users, with the largest share (60.60%) holding a postgraduate degree

Table 5: Educational Qualification

Table 5.1: Knowledge of Learning About AI

Table 6.1: Demographic Characteristics in the Field of Artificial Intelligence.			
The Most Useful and Popular AI Tools			
AI Tools	Number	Frequency	Percentage
ChatGPT	293	231	78.80%
Google Gemini	293	186	63.60%
Microsoft Copilot	293	45	15.20%
Siri	293	9	3%
Alexa	293	45	15.20%
Other	293	27	9.10%
The Most Useful Field of Artificial Intelligence			
Fields	Number	Frequency	Percentage
Education/Study	293	213	72.70%
Entertainment	293	80	27.30%
Online Shopping	293	62	21.20%
Communication	293	98	33.30%
Office / Work	293	115	39.40%
Healthcare	293	27	9.10%
Banking / Finance	293	53	18.20%
Other	293	9	3%
AI Impacted Areas			
Areas	Number	Frequency	Percentage
Education/Study	293	231	78.80%

Healthcare	293	107	36.40%
Employment	293	115	39.40%
Communication	293	124	42.40%
Entertainment	293	133	45.50%
Online Shopping	293	53	18.20%
Other	293	35	12.10%

This table presents many useful and popular AI tools, along with the sectors most significantly impacted by AI.

Table 6.2: Usage of AI in everyday life

AI has made everyday life easier				Does AI save time		
Parameters	Yes	No	May be	Yes	No	Sometime
Number	293	293	293	293	293	293
Percentage	60.60%	9.10%	30.30%	69.70%	3%	27.30%
Frequency	178	27	89	204	9	80

Has AI increased work efficiency				Will AI be beneficial for society in the future?		
Parameters	Yes	No	Partially	Yes	No	May be
Number	293	293	293	293	293	293
Percentage	66.70%	6.10%	27.30%	69.70%	12.10%	18.20%
Frequency	195	18	80	204	35	53

Do you think AI may reduce jobs in the future				Does AI help users obtain information faster		
Parameters	Yes	No	Not Sure	Yes	No	Sometime
Number	293	293	293	293	293	293
Percentage	63.60%	15.20%	21.20%	87.90%	0%	12.10%
Frequency	186	45	62	258	0	35

This table illustrates the role of AI in daily life, its impact on users' time and work efficiency, and the benefits it offers to a future-oriented society.

Table 6.3: Control Usage and Censorship of AI

Should AI usage be controlled				Should the government make rules for AI	
Parameters	Yes	No	Partially	Yes	No
Number	293	293	293	293	293
Percentage	63.60%	12.10%	24.2	93.90%	6.10%
Frequency	186	35	71	275	18

Do you want AI usage to increase in the future			Do you trust AI-based services		
Parameters	Yes	No	Yes	No	May be
Number	293	293	293	293	293
Percentage	87.90%	12.10%	51.50%	12.10%	36.40%
Frequency	258	35	151	35	107

Is AI a threat to privacy?

Parameters	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
Number	293	293	293	293	293
Percentage	6.10%	9.10%	51.50%	27.30%	6.10%
Frequency	18	27	151	80	18

RESEARCH FINDINGS

i. In this study, 293 respondents participated, comprising 185 men (63%) and 108 women (37%), who recorded their responses regarding Artificial Intelligence.

ii. Users across various age groups and professions have demonstrated an interest in AI. Specifically, regarding age demographics, 192 users (65.60%) aged 26–35 showed interest; by occupation, employees were the largest group, with 147 users (50%) providing the most feedback on AI.

iii. 284 (97%) respondents are aware of Artificial Intelligence; 248 respondents (84.80%) currently use AI, while 45 respondents (15.20%) do not yet use it.

iv. In this study, users spend 1–2 hours utilising Artificial Intelligence tools. Furthermore, their level of knowledge in the field of AI is moderate, comprising 240 respondents (81.80% of the total).

v. In this study, the highest proportion of users- postgraduates (61%) demonstrated their participation and interest.

vi. Most users, specifically 178 individuals (or 60.63%), gained awareness of AI through mobile devices and the internet.

vii. According to Table 6.1, among the AI tools most frequently utilized by users, ChatGPT is used by 231 individuals, accounting for 78.80% of users. This is followed by the second-most-useful tool, Google Gemini, which is utilized by 186 users (63.60%). Furthermore, the impact of AI has been most pronounced in the field of education, affecting 78.80% of users, specifically 231 individuals, which represents the highest figure recorded.

viii. In this study, 178 users (60.60%) acknowledged that AI has made their daily lives easier, while 204 respondents (69.70%) regarded it as a time-saving and future-oriented tool for society.

ix. Regarding Artificial Intelligence privacy, 151 users (51.50%) preferred to remain neutral, while 27.30% (80 users) expressed views that perceived it as a threat.

x. 186 users believe that AI should be regulated, and 275 respondents support the development of government regulations on AI.

ESSENTIAL SUGGESTIONS

Artificial Intelligence is a necessity of the modern era.

Whenever a new invention emerges, a primary challenge is how to harmonize it with existing systems and practices. AI is no different; it is neither entirely good nor entirely bad. In this study, we provide a detailed description of the suggestions offered by users:

i. Workshops, conferences, and training programs should be organized at both the government and private levels to build awareness and knowledge of AI among users.

ii. AI-related curricula and activities should be integrated across all levels of society, and information on the risks and safety measures associated with AI use should be widely disseminated.

iii. Special initiatives should be launched to bring AI technology to residents of particularly backward and rural areas, enabling as many users as possible to become familiar with AI and contribute to societal development.

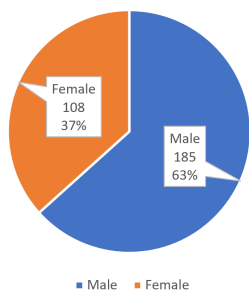
iv. Stakeholders in the public sector, educational institutions, and at the regional level should collaborate to make informed decisions and monitor whether users are adequately informed about the benefits, drawbacks, and risks of AI.

v. AI-related training and reading materials should be made available in local languages so that average users can easily understand AI and incorporate it into their daily lives.

CONCLUSION

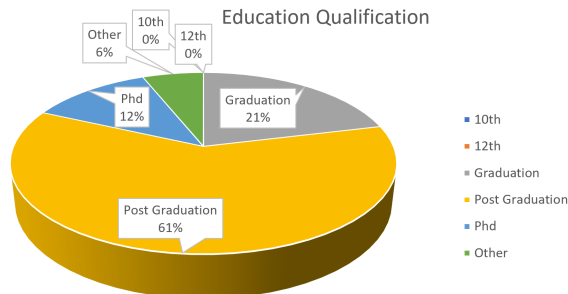
This research concludes that user knowledge and awareness regarding Artificial Intelligence are steadily increasing. Most users are informed about AI use, continuously employ it across various aspects of their daily lives, and are becoming increasingly engaged with the technology. Rather than focusing on a single aspect, this study gathered insights from general users regarding various domains- such as education, work, time spent with AI, duration of daily AI usage, and the associated challenges and risks. While AI has established a significant presence in society, it has also created various risks for users, including threats to personal data privacy and unemployment. The study also reveals that a large number of users remain excluded from using AI, which is a matter of concern.

Percentage of participation among men and women



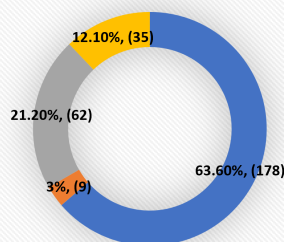
■ Male ■ Female

Education Qualification



■ 10th
 ■ 12th
 ■ Graduation
 ■ Post Graduation
 ■ Phd
 ■ Other

Percentage and Frequency



■ Internet/ Mobile ■ School / College ■ Friends / Family ■ Social Media

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