Title : Attitudes and Behaviors regarding the use of Artificial Intelligence among students of the Faculty of Science, Chiang Mai University, Academic year 2025.

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ABSTRACT

The study on "Attitudes and Usage Behaviors of Artificial Intelligence among Faculty of Science Students, Chiang Mai University, Academic Year 2025" aimed to investigate attitudes, usage behaviors, and factors influencing AI adoption among undergraduate students in the Faculty of Science at Chiang Mai University. Data were collected from a sample of 335 students using Simple Random Sampling through an online questionnaire (Google Form) divided into three sections: General Information, Attitudes, and AI Usage Behaviors. Data analysis was conducted using descriptive statistics (frequency and percentage) and inferential statistics, specifically the Likelihood-Ratio Test, to examine the relationships between variables.

The results revealed that most respondents were female (58.62%) and fourth-year students (28.16%). Most students held a positive attitude toward AI, particularly regarding its perceived usefulness in enhancing learning efficiency and its ease of use. In terms of behavior, AI is widely utilized for academic support, with the primary purposes being information searching and content summarization, followed by writing assistance, proofreading, and idea generation. The most popular AI tools were ChatGPT, followed by Google Gemini and Microsoft Copilot. Furthermore, the analysis of factors influencing AI usage behavior indicated that the year of study and the field of

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study significantly impacted usage patterns, such as applying AI for academic activities, brainstorming, and translation. Additionally, attitudes regarding perceived usefulness and ease of use were found to significantly influence specific usage behaviors, including problem-solving.

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