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Bachelor of Administrative Science (Hons.)

Awareness and Attitudes of students towards ChatGPT in UiTM Sarawak

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ABSTRACT

The purpose of the study was to examine the awareness and attitudes of students towards ChatGPT in UiTM Sarawak. This study was carried out between May 2023 until January 2024. This research utilized a method of stratified sampling, employing questionnaires to gather survey data. The study's outcomes unveiled four significant discoveries. Firstly, there is a significant relationship between awareness and perceptions of ChatGPT among students in UiTM Sarawak. Next, there is a significant relationship between attitudes and perceptions of ChatGPT among students in UiTM Sarawak. Thirdly, there are significant differences in perceptions of ChatGPT between male and female students in UiTM Sarawak. And the last finding is attitudes is the main predictor of perceptions towards ChatGPT among students in UiTM Sarawak.

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CHAPTER ONE

INTRODUCTION

1.1 Introduction

This section of the study focuses on the fundamental aspects of the research, which involves the use of Social Cognitive Theory (SCT) to evaluate the awareness and attitudes of students towards ChatGPT at UiTM Sarawak. The chapter begins with an overview of the research background, followed by the problem statement, research questions, research objectives, scope of the study, significance of the study, and finally, the explanation of the terms and concepts used in this research.

1.2 Research Background

The ChatGPT (Generative Pretrained Transformer) model, a Natural Language Processing (NLP) system, has attracted considerable notice recently due to its exceptional performance across various NLP tasks. With applications ranging from chatbots and virtual assistants to customer support, ChatGPT emerges as a versatile tool. Its primary objective is to generate responses that resemble human-like interactions in response to natural language inputs. According to Ortiz (2023), ChatGPT, driven by artificial intelligence, enables conversations with the chatbot that closely resemble those one would have with a human. Beyond conversation, this language model has the potential to assist in tasks such as writing emails, essays, code, and providing responses to inquiries.

Although ChatGPT's potential for use in education is generally recognized, limited information exists on students' understanding and views regarding this technology. Today's students are already accustomed to chatbots and virtual assistants, which have become prevalent in a variety of fields, including education. Though not particularly well-known, ChatGPT is also used in teaching. It is critical to know if students are aware of ChatGPT and its possible educational uses. Additionally, it is crucial to investigate how students feel about ChatGPT. While negative attitudes might impede the adoption and use of technology, positive attitudes can encourage it. Therefore, it is important to find out whether students have favourable or unfavourable attitudes towards ChatGPT and what variables may affect

CHAPTER 2

LITERATURE REVIEW & CONCEPTUAL FRAMEWORK

2.1 Introduction

This chapter provides a review of the awareness and attitudes of ChatGPT among students. The presentation of this chapter starts with attitudes towards ChatGPT, followed by awareness of ChatGPT. One of the demographic categories that will be used is student's gender to examine the gender differences in awareness and attitudes. The conceptual framework is presented after the literature review section. The conceptual definition is linked to the conceptual framework, which is covered in detail. Finally, to support the research objectives and research questions of this study, hypotheses are presented.

2.2 Literature Review

2.2.1 ChatGPT

OpenAI developed a natural language processing (NLP) system known as ChatGPT, with the goal of generating human-like interactions. This system understands the context of a conversation and generates appropriate responses. ChatGPT is based on the GPT-3 deep learning model, which was trained on a substantial chat dataset (Deng & Lin, 2022).

ChatGPT is a sophisticated language model created by OpenAI, utilizing the GPT-3.5 architecture. It utilizes deep learning techniques and large-scale training data to provide user replies that are human-like inputs in natural language. According to Wu et al. (2023), ChatGPT is an intelligent chatbot that can interpret and generate various tasks, including multilingual machine translation and code debugging. With OpenAI's GPT-4 release in March 2023, it now allows users to enter textual and visual images simultaneously, enabling more complex multimodal tasks like image captioning and chart reasoning. ChatGPT integrates deep learning, unsupervised learning, fine-tuning through instruction, multi-task learning, in-context learning, and reinforcement learning. Developed on the foundation of the initial GPT model, it has undergone successive updates from GPT-1 to GPT-4. In order to perform its powerful duties, ChatGPT combines deep learning, self-directed learning, refining instructions, multitasking, in-context learning, and

CHAPTER 3

RESEARCH METHOD

3.1 Introduction

This chapter outlines the research methodology implemented in this study, encompassing the research design, unit/level of analysis, sample size, sampling technique, measurement/instrumentation, data collection, and data analysis.

3.2 Research design

A cross-sectional survey will be conducted in order to analyze the research objectives, and the survey will be collected or gathered at a particular time. The survey includes inquiries about demographic information, awareness of ChatGPT, attitudes towards ChatGPT, and perceptions of ChatGPT. Due to the reliance on primary data from the questionnaire given to full-time Diploma and Degree students from UiTM Sarawak, the methodology chosen for this research is quantitative. The respondents will be given the questionnaire to complete in order to collect the data. The Statistical Package for Social Science (SPSS) will be used in this research's data analysis.

3.3 Unit/level of analysis

As emphasized by Zikmund et al. (2013), the unit of analysis is considered the most fundamental component of a study. Additionally, Sekaran and Bougie (2010), as cited in Qader & Albustanj (2022), define the unit of analysis as the level of aggregation of the data gathered during the subsequent stage of data analysis. In the context of this study, which aims to explore the determinants of Social Cognitive Theory (SCT) influencing the awareness and attitudes of students towards ChatGPT at UiTM Sarawak, the unit of analysis is the individual. Specifically, this refers to full-time Diploma and Degree students at UiTM Sarawak.