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INTRODUCTION

77% Mobile phones and other devices operate AI platforms (National University, 2025)

Rising conversation about: Academic Integrity and Critical Thinking Skills (Alasadi & Biaz, 2023)

Need for Critical AI Literacy (Hornsberger et al., 2023)

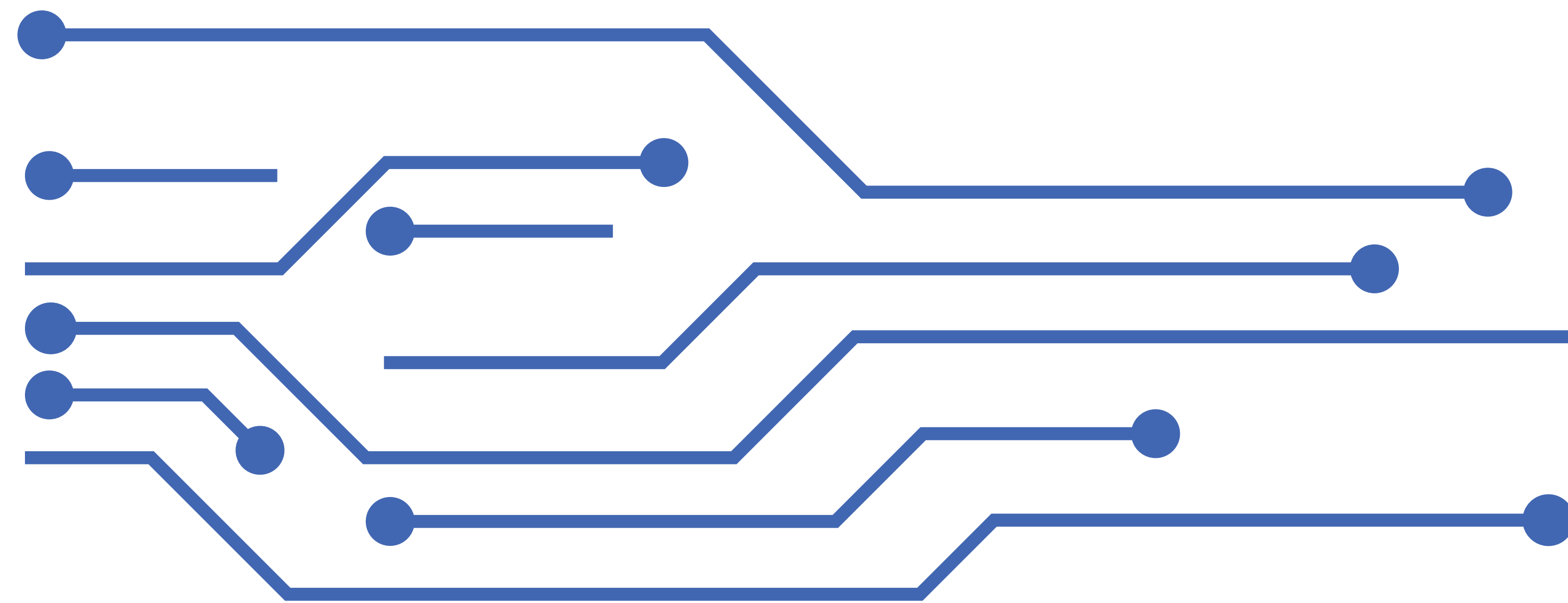
Students' and Educators' Ability to Use AI (Knoth et al., 2024)

Generation Z is the most predominant generation enrolled in higher education institutions, and also the most willing to adopt AI (CLRN Team, 2024; Mittal et al., 2024)

FRAMEWORK

This study's theoretical framework was guided by Venkatesh et al.'s (2003) UTAUT. This theory consist of **four key factors**.

- Performance Expectancy**
Perceived benefits of using the technology
- Effort Expectancy**
Ease of Use
- Social Influence**
The impact of others' opinions
- Facilitating Conditions**
The availability of support and resources



RESULTS/FINDINGS

PLATFORM FREQUENCIES

- Instagram: 54 Messages (47.4%)
- YouTube: 52 Messages (45.6%)
- Global: 4 Messages (3.5%)
- Reddit: 3 Messages (2.6%)
- X: 1 Messages (0.9%)
- Tumblr: 0 Messages

	UTAUT FREQUENCIES	ENGAGEMENT METRICS	GENERAL DISCUSSION
FACILITATING CONDITIONS	44	891	Academic integrity, AI Effects, AI Literacy, Presentations and conferences on AI, Institutions leading in AI use
SOCIAL INFLUENCE	42	406	Educator and student use, Educational Tools, Personalized Learning, College Choice, Everyday Life, AI Assistance, Capabilities of AI, Potential for AI
PERFORMANCE EXPECTANCY	20	204	
EFFORT EXPECTANCY	8	43	

Q NOW LOADING

EXPLORING CONVERSATIONS ABOUT AI IN EDUCATION ONE POST AT A TIME

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CONCLUSION

- Instagram and YouTube were the primary platforms with voices on AI (Schaefer, 2025).
- Themes emerging for each UTAUT factor align with literature discussing benefits and concerns of AI in an educational setting (Strong et al., 2013; Mittal et al., 2024).
- With UTAUT, much of the online discussion and engagement focuses on **facilitating conditions** and **social influence**.

RECOMMENDATIONS

- As the use of this technology grows, there is a need to **establish curriculum covering critical AI literacy**.
- Continue to evaluate **attitudes** and **ideas** surrounding AI, while also making students aware of the **potential implications**.
- Future research should dive into **critical AI literacy** among students and educators alike.

METHODOLOGY

- Used Sprout Social to analyze online conversation
- Made keyword list using literature and UTAUT
- Listened to conversations on Instagram, YouTube, X, Reddit, Tumblr, and the internet.
- 9,772 messages were collected
- Used a stratified proportion sample resulting in **10% of messages**
- Messages were checked for relevancy leaving **114 messages**
- Researchers used a codebook they created to analyze messages
- Intercoder reliability was used resulting in Cohen's kappa of 0.96
- Data were analyzed using descriptive statistics using frequency evaluating Pivot Tables in Microsoft Excel

Scan this QR Code to read the full Abstract

