

**The Psychological and Social Drivers Behind
Students' Intentions to Use AI**

By

Syuan-Sin Mei 梅瑄馨

Cheng-Ying Li 李丞穎

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DEPARTMENT OF INTERNATIONAL AFFAIRS

This senior paper was presented

by

Syuan-Sin Mei 梅瑄馨

Cheng-Ying Li 李丞穎

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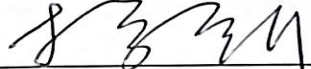
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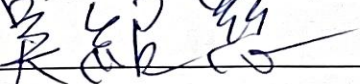
Reviewer 1: Ren-Her Hsieh, Associate Professor, Department of International Affairs

Signature:  Date: 2025.1.7

Reviewer 2: Yu-Hsuan Lee, Assistant Professor, Department of International Affairs

Signature:  Date: 2025.1.6

Adviser: Shao-Tzu Wu, Assistant Professor, Department of International Affairs

Signature:  Date: 2025.1.8

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The Psychological and Social Drivers Behind

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Syuan-Sin Mei, Cheng-Ying Li, B.A.

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Abstract

The 21st century is an era of information explosion, and various technologies are developing vigorously. In recent years, AI has become a hot topic with the introduction of various software. Students are the fastest learners in our society, and they can quickly grasp new knowledge, ideas, and technologies. Artificial intelligence (AI) has revolutionized the way students learn, especially in the acquisition and creation of knowledge. Generative AI technologies such as ChatGPT, for example, have significantly improved the efficiency of students in searching for information and generating content. However, seldom comprehensive research has been conducted on students' reliance on AI, their intention to use it, and its impact on learning outcomes. Therefore, exploring students' intention to use AI will not only help us understand how they face technological changes, but also has important implications for enhancing educational efficiency. The purpose of this study is to investigate whether internal and external factors have a positive effect on intention to use. This study is based on a questionnaire survey and quantitative analysis, the main target is Taiwan's university students, a total of 107 questionnaires were distributed, 106 valid questionnaires were obtained after shaving off the invalid questionnaires, after the study and analysis of the main findings are as follows:

1. Anxiety about being replaced by AI positively influences the intention to use AI.
2. Trust in AI positively influences students' intention to use AI.

3. Performance improvement positively influences students' intention to use AI.
4. Hedonic motivation positively influences students' intention to use AI.
5. Bandwagon effect positively influences students' intention to use AI.
6. Social influence positively influences students' intention to use AI.
7. Students' intention to use AI positively influences Self-efficacy.

Keywords: AI, AI Awareness, Personal Performance Improvement, AI Anxiety, AI Trust, Intention to Use, Social Influence, Bandwagon Effect

學生使用 AI 意圖的心理與社會驅動因素探討

梅瑄馨、李丞穎，學士

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摘要

21 世紀是資訊爆炸的時代，各種技術都在蓬勃發展。近年來，隨著各種軟體的推出，人工智慧已成為一個熱門話題。學生是我們社會中學習最快的人，他們可以快速掌握新的知識、想法和技術。人工智慧（AI）徹底改變了學生的學習方式，尤其是在知識的獲取和創造方面。例如，ChatGPT 等生成式 AI 技術顯著提高了學生搜索資訊和生成內容的效率。然而，很少有人對學生對人工智慧的依賴、他們使用人工智慧的意圖及其對學習成果的影響進行全面研究。因此，探索學生使用 AI 的意圖不僅有助於我們了解他們如何面對技術變革，而且對提高教育效率具有重要意義。本研究的目的是調查內部和外部因素是否對使用意向有積極影響。本研究以問卷調查與量化分析為基礎，主要對象為臺灣大學生，共發放 107 份問卷，將無效問卷剔除後獲得 106 份有效問卷，經研究與分析後主要發現如下：

1. 對被 AI 取代的焦慮會對使用 AI 的意圖產生正向影響。
2. 對 AI 的信任會對學生使用 AI 的意願產生正向影響。
3. 成績提升對學生使用 AI 的意願產生正向影響。
4. 享樂動機對學生使用 AI 的意願產生正向影響。
5. 從眾對學生使用 AI 的意願產生正向影響。
6. 社會影響力對學生使用 AI 的意願產生正向影響。
7. 學生使用 AI 的意圖對自我效能感產生正向影響。

關鍵詞：AI，AI 意識，個人績效提升，AI 焦慮，AI 信任，使用意向，社會影響力，從眾效應