

## Supporting the Ethical Use of Artificial Intelligence Applications in Universities - A Research Based on Students Opinions

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### Abstract

**Purpose:** The purpose of the research was to identify a feasible way to support the ethical use of AI in universities based on identifying how the AI software application ChatGPT is used in education, at the level of higher education institutions and with students in different majors of study.

**Study design/methodology/approach:** The research methodology consisted of the following stages: (1) a survey based on a questionnaire designed considering the Technology Acceptance Model (TAM) framework to collect students' opinions on the use of AI ChatGPT; (2) The results of the survey were used to design the materials of the AI Transmedia Campaign, but also to identify the best distribution channels of them; (3) After implementing the AI Transmedia Campaign, a feedback survey was developed, ascertaining the effectiveness of the approach to create an ethical behavior towards the AI software application in general, and on AI ChatGPT, in particular.

**Findings:** Research shows a gap in regulating the ethical use of AI applications in higher education. Thus, the the AI Transmedia Campaign has been well received and appreciated by all categories of students.

**Originality/value:** The research is an international one carried out in higher education institutions from Romania, Greece and Slovenia (the size of the research sample 2942 proves the scope of the study). The research results have demonstrated and characterized the students' behavior (the cognitive response and the intention on using) towards the use of AI ChatGPT and the utility of AI Transmedia Campaign realized in the context of the implementation of the RespectNET project (2021-1-IT02-KA220-HED-000027578, <https://respectnet.eu/>).

**Keywords:** artificial intelligence (AI), ChatGPT, AI software applications, university, AI campaign, students, survey, RespectNET, Erasmus+