Survey: AI and Higher Education

Project coordinated by:
Aya Kachi, Umberto Michelucci, Tabea Baumgartner*

Project website:
https://www.ayakachi.org/ai

Survey designed by:
Aya Kachi, together with a group of master's students in the colloquium "Survey Research Methodology (Spring 2019)": Tabea Baumgartner, Res Bosshard, Julie Brodbeck, Santal Chamberlin, Christian Heinis, Nikola Jevremovic, Fathima Abdul Rahman, Sara Vulovic, Emma Wink, Melanie Wyss, Leila Zimmerli

* For inquiry about the survey, please contact Prof. Aya Kachi (Faculty of Business and Economics, University of Basel) at aya.kachi@unibas.ch.

List of survey items

This is a list of survey items included in the online survey "AI in Swiss Higher Education". The original survey was designed and fielded by Prof. Aya Kachi, Tabea Baumgartner and a group of master's students (in the colloquium "Survey Research Methodology 2019") at the University of Basel.

Question Id	Welcome	
Q1_Welcome	Welcome to our survey... This survey is carried out for...	
Question Id	**Introduction**	
Q2_Intro	Thank you for participating. We greatly appreciate your valuable contribution to this scientific project. If you feel unsure about the topic, please do not worry. There is no right or wrong answer and we encourage you to select the response that comes closest to your own views.	
	Perceptions about AI	
	General opinions	
Q3_Heardof	Have you ever heard about "Artificial Intelligence" or "AI" before this survey?	Not at all / I think so / Definitely
Q4_Popup	What pops into your mind when you hear AI? Please describe your thoughts in a few words.	
Q5_RiskAI	When you hear AI, do you think first about the risks or the benefits?	Risks first / Benefits first
Q6_Feelings	Select what best represent how you feel about AI. (Multiple answers possible)	Concerned / Unconcerned / Overstrained / Afraid / Excited / Optimistic / Pessimistic / Hopeful / Angry
	Salience of, knowledge about, and exposure to AI	
Q7_CurrentInfluence_1 Q7_CurrentInfluence_2	How much do you feel AI is currently influencing your (1) Personal Life, (2) Professional Life	(Matrix) Not at all / A little / Somewhat / A lot
Q8_FutureInfluence_1 Q8_FutureInfluence_2	In 10 years how much do you feel AI will be influencing you (1) Personal Life, (2) Professional Life	(Matrix) Not at all/ A little / Somewhat / A lot
Q9_SelfKnow	How much do you think you know about AI?	(Slider) Nothing at all — A lot
Q10_Conversation	In the last year, how often was AI part of your conversation?	Every day / A few times a week / A few times a month / A few times a year / Never

Q11_Talkto	–If Never was selected– Who did you talk about AI with? (Multiple answers possible)	Friends / Family / Colleagues (at work) / Fellow students in class / Other: Please specify
Q12_Source	Imagine that you want to know more about AI, what source of information would you use? (Multiple answers possible)	Newspapers (online and offline) / Social media / Films / documentaries / Ask someone / Scientific journals or Books / Participation in events / courses / Other; please specify
Q13_Motivation	Overall, how motivated are you to learn more about AI?	A lot / Somewhat / Not so much / Not at all

Perceptions about AI: Specific applications in transport and medicine

Application in transport: Autonomous driving of passenger cars

Q14_Transport	As you might know, AI is used or might be used in many different areas of our life. AI is changing the transport sector. An autonomous, also known as self-driving car is capable of sensing its environment and moving with little or no human input. This brings benefits but also presents challenges. Now we would like you to think specifically about autonomous driving in the transport sector. Many things are said about this technology and people have different opinions on it. Do you agree or disagree on the following statements?	Strongly agree / Somewhat agree / Neither agree nor disagree / Somewhat disagree / Strongly disagree
Q15_TTech	Autonomous cars make individual transportation safer by reducing human induced accidents.	
Q16_TEth	In a critical situation, when compared to a human, I think that an autonomous car will avoid irrational decisions, which leads to an overall better outcome.	
Q17_TEco	Autonomous driving optimizes traffic flow and therefore reduces costly traffic jams for the economy and society.	
Q18_TLeg	In case of a traffic accident involving an autonomous car, judging legal responsibilities will be easier.	

Application in medicine

Q19_Medicine	Now we would like you to think specifically about the use of AI in the medical sector. AI is changing the medical sector. It can diagnose patients and perform surgery. This brings benefits but also presents challenges. Many things are said about this technology and people have different opinions on it. Do you agree or disagree on the following statements?	Strongly agree / Somewhat agree / Neither agree nor disagree / Somewhat disagree / Strongly disagree
Q20_MTech	Medical AI technology makes diagnosis more accurate and surgery safer by reducing human induced errors.	
Q21_MEth	In a critical situation, when compared to a human, I think that medical AI technology will avoid emotional decisions, which leads to an overall better outcome.	
Q22_MEco	AI technology makes medical procedures and treatments more efficient and therefore reduces costs for the economy and society.	
Q23_MLeg	In case of failures in surgical procedures using medical AI technology, judging legal responsibilities will be easier.	

Information need on AI by purposes: (i) social, (ii) professional, (iii) personal

Q24_Interest	Talking about AI, different aspects can be considered such as the technical, ethical, economic and legal ones. In this survey block, we would like to know which aspects you are interested in.	
Q25_Aspect	Which aspects would you like to know more about, in regard to each purpose? (1) To hold opinions about AI and to discuss within my social environment, (2) To advance professionally, (3) To satisfy my personal interest on the issue	(Matrix) Technical Aspects / Ethical Aspects / Economic Aspects / Legal Aspects

Desired learning format for the 4 aspects of AI: (i) technical, (ii) ethical, (iii) economic, (iv) legal

Q26_Format	Now we are interested in which learning formats you prefer, in order to learn about these different aspects (technical, ethical, economic and legal) of AI. Please think for yourself which learning format would be suitable for you, not what is good for the average citizen. Assume that the costs/fees for participating in these courses are exactly the same.	

Q27_Course	Please choose your preferred learning format. (1) For technical Aspects , (2) For ethical Aspects, (3) For economic Aspects, (4) For legal Aspects	(Matrix) Semester-long university course (13-14 weeks) / 3-day intensive course / Half a day course / Informal learning strategies (e.g. Youtube tutorials, Instagram, journals) / No interest in learning more about these aspects of AI.
Education		
Q28_HighEd	Since you are studying or working at the university, we want to know your view on AI in higher education.	
Q29_Teaching	Imagine that a professor pre-defines the course contents that every student receives, but AI can personalize the presentation and the sequence of the contents based on your learning style and transmit it to you via a computerized teaching system. Up to what percentage can such "computerized teaching" potentially replace our current form of teaching in your view?	(Slider) 0-100%
General attitudes, political views: Politics, Technology and Innovation		
Q30_TechInPol	In a further step we would like to know more about your general attitude towards technology, innovations and politics.	
Q31_KTech	Do you consider yourself knowledgeable in technology?	A lot / Somewhat / Not so much / Not at all
Q32_RiskIn	When you hear 'innovation', do you think first about the risks or the benefits?	Risks first / Benefits first
Q33_Politic	In general, how would you describe your political orientation?	(Slider) Left — Right
Q34_City	Do you see yourself rather as a city person or a rural person?	City / Rural / Both / Don't know
Q35_Trust	Do you trust in scientists and their research reports?	A lot / Somewhat / Not so much / Not at all
Demographic items		
Q36_LastBlock	You have now reached the last block of our survey in which we would like to ask you a little bit about yourself.	
Q37_Age	What is your age?	(Dropdown menu) 15-99
Q38_Sex	What is your sex?	Male / Female / Other / Prefer not to say
Q39_Level	What is your current level of study?	Bachelor / Master / Doctoral / Postdoctoral / Other: Please specify
Q40_Fac	In which faculty are you studying or doing research?	Faculty of Business and Economics / Faculty of Humanities and Social Sciences (With subcategories) / Faculty of Law / Faculty of Medicine / Faculty of Psychology / Faculty of Science (With subcategories) / Faculty of Theology / Other: Please specify
Q41_FacMA	–If the person is in a master's stage. (2 questions above.)– You indicated that you are doing a master's degree. What was your focus for your bachelor's degree? Please choose the closest to what you mainly studied.	
Q42_ProgramDoc	–If the person is in a doctoral stage. (2 questions above.)– You indicated that you are currently a doctoral student. Have you ever studied in another program which is not related to your current field of research?	No, I haven't / Yes, I have
Q42_FacDoc	–If: "yes, I have" chosen– Please choose the closest to what you studied besides your current field.	(Use same drop-down as above.)
Q43_ProgramPost	–If the person is in a postdoc stage. (2 questions above.)– You indicated that you are currently a postdoc. Have you ever studied in another program which is not related to your current field of research?	No, I haven't / Yes, I have
Q43_FacPost	–If: "yes I have" chosen– Please choose the closest to what you studied besides your current field.	(Use same drop-down as above.)
Q44_Significance	Is the topic AI a significant part of your current study or research?	Yes / No
Q45_Job	Do you currently work regularly? If so, what percentage of appointment do you have? By work, we mean any work that generates regular incomes. It can be in or outside of the university.	No, I do not work currently. / 1-20% appointment / 21 - 40% appointment / 41 - 60% appointment / 61- 80% appointment / More than 80% appointment
Q46_Advert	Now we come to our last question. Imagine there is a big advertisement that says "AI is the Future!" on a street or in a station. With your best guess, what percentage of the Swiss population do you think actually knows what "AI" stands for in the advertisement?	(Slider) 0-100%
Comment		