

Role of Artificial Intelligence in Daily Life and Its Ethical Considerations

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Abstract—Artificial Intelligence (AI) has quickly changed modern society and has become a key part of everyday life. From smartphones and virtual assistants to healthcare systems, financial services, and smart home technologies, AI is widely used to improve efficiency, accuracy, and convenience. This research paper looks at the role of AI in daily life and examines the ethical concerns that come with its increased use.

The study is based on primary data collected from 66 respondents through a structured questionnaire using Google Forms, along with a review of existing research. The findings show that most people interact with AI systems daily, especially through social media platforms, online shopping, and digital assistants. However, even with common usage, there is only moderate awareness of important ethical issues like data privacy, algorithmic bias, lack of transparency, and security risks.

The research also points out a significant gap between public perception and expert focus. While the general public mainly worries about job loss and privacy, experts focus more on technical problems such as bias in algorithms and system reliability. This mismatch shows the need for better communication and understanding among developers, policymakers, and users.

Although AI brings many benefits, such as automation, better decision-making, and personalized user experiences, it also raises serious ethical challenges. Concerns about personal data misuse, unfair decision-making, and lack of accountability are increasing.

The study stresses the need for responsible AI development, stronger data protection rules, more transparency, and greater public awareness. It concludes that balancing technological innovation with ethical considerations is vital for ensuring that AI is implemented in a sustainable, fair, and trustworthy manner in the future.

Keywords—Artificial Intelligence, AI Ethics, Daily Life, Privacy, Bias, Algorithmic Bias, Automation, Transparency, User Behavior, Public Perception

I. INTRODUCTION

Artificial Intelligence (AI) means that machines and computer systems can perform tasks usually

requiring human intelligence. These tasks include learning, reasoning, problem-solving, and making decisions. In the past decade, AI has changed a lot due to improvements in machine learning, access to large datasets, and more computing power. These factors have made AI systems more efficient, accurate, and available.

Today, AI is a key part of daily life. People interact with AI applications like social media, virtual assistants, navigation systems, and recommendation engines, often without realizing it.

For instance, platforms like YouTube and Instagram use AI to suggest content based on how users behave. Online shopping sites recommend products that fit individual preferences. Similarly, navigation apps offer real-time traffic updates and route optimization, while voice assistants help users complete tasks quickly and easily. These applications show how AI improves efficiency, saves time, and enhances user experience in everyday activities.

However, the broad use of AI brings up several important ethical concerns. Issues like data privacy, algorithmic bias, lack of transparency, and potential job loss are becoming more significant. Many users rely on AI systems without fully understanding their operation or how their personal data is collected, stored, and used. This lack of awareness can lead to risks, such as data misuse, unfair decision-making, and lower accountability in automated systems.

This research paper will explore the role and use of AI in daily life while examining the ethical implications of its adoption. The study focuses on understanding what users know, how they view AI, and their attitudes toward AI ethics through survey-based research. It aims to answer key questions, including:

- Where and how do people use AI in their daily routines?
- Are users aware of the risks and ethical challenges?
- What are the major concerns related to AI usage?

- How can AI systems be made safer, fairer, and more transparent?

By combining insights from existing research with data from public surveys, this paper seeks to provide a complete understanding of AI's impact on society. It also suggests ways to encourage responsible, ethical, and sustainable use of AI technologies in the future.

II. MOTIVATION BEHIND RESEARCH

The motivation for this research is to understand the growing impact of Artificial Intelligence (AI) on daily human activities and to identify the ethical challenges that come with its widespread use. As AI technologies develop quickly, it's important to look at both their benefits and the risks they present, particularly concerning privacy, security, and fairness.

The main goals of this study are:

- To explore how often people use AI in their daily lives
- To identify the most popular AI applications and platforms
- To assess user awareness of ethical issues related to AI
- To investigate concerns about privacy, data security, and transparency
- To determine the level of trust users have in AI systems
- To propose practical solutions for ethical and responsible AI use

Understanding these factors will help connect the widespread use of AI with the limited awareness of its ethical implications. This study also aims to support the development of responsible AI practices by encouraging better user understanding, greater transparency, and more reliable AI systems in the future.

III. OBJECTIVES OF THE STUDY

The main objectives of this study are as follows:

1. To identify the areas and applications where Artificial Intelligence (AI) is used in daily life.
2. To measure the level of public awareness, understanding, and trust in AI technologies.
3. To identify and analyze the major ethical risks associated with AI, including privacy, bias, and security concerns.

4. To compare findings from existing research studies with public survey results.
5. To suggest effective strategies and recommendations for the responsible and ethical use of AI.

These objectives aim to provide a comprehensive understanding of AI usage and its ethical implications, while also helping to bridge the gap between technological advancement and public awareness.

IV. LITERATURE REVIEW

Growth and Development of Artificial Intelligence

Artificial Intelligence (AI) has grown quickly over the past ten years. This growth comes from improvements in machine learning, access to big data, and better computing power. AI allows machines to do tasks that typically need human intelligence, like learning, reasoning, and making decisions. A fundamental idea in AI is machine learning, where systems learn from data and get better over time. For instance, AI systems trained on large datasets can find patterns, like recognizing images, understanding speech, or predicting what users prefer.

Research shows that AI is changing industries and altering the global economy. A report from the International Monetary Fund (IMF) states that nearly 40% of jobs worldwide are impacted by AI, a figure that could rise to 60% in the future. The Organisation for Economic Co-operation and Development (OECD) estimates that around 14% of jobs are at high risk of being automated, while 32% will likely undergo significant changes. These findings underscore AI's growing impact on employment and the need for ongoing skill development.

AI in Daily Life and Industry Applications

AI is now embedded in our daily lives and across various industries. People interact with AI through apps like social media platforms, virtual assistants, recommendation systems, and navigation tools. For example, platforms like YouTube and Instagram use AI algorithms to suggest content based on user behavior, while online shopping sites recommend products tailored to individual preferences.

AI also plays an important role in many sectors. In healthcare, AI helps doctors analyze medical images and identify diseases early. In banking and finance, AI monitors transactions to spot fraud. In education, AI-powered apps provide personalized learning based on student performance. Smart home devices, like voice assistants, allow users to perform tasks conveniently with voice commands.

Studies from the Harvard Business Review reveal that AI's impact varies by industry and region, with more advanced areas experiencing faster growth and change. Instead of completely replacing jobs, AI often automates specific tasks. This lets workers focus on more complex and creative responsibilities.

Ethical Concerns and Challenges in AI

Despite its many advantages, AI raises several ethical issues. One major concern is data privacy because AI systems collect and process large amounts of personal information. Users often do not know how their data is stored, shared, or used. Another significant issue is algorithmic bias, where AI systems might produce unfair or biased results, especially in hiring, lending, and law enforcement.

The lack of transparency in AI decision-making adds to these concerns. Many systems operate as "black boxes," making it hard for users to understand how decisions are made. Moreover, the increasing use of AI has led to worries about job displacement, particularly in low-skill and repetitive roles. Reports from the World Economic Forum (2023) indicate that while AI might eliminate certain jobs, it will also create new opportunities, changing skill requirements.

To tackle these concerns, organizations like UNESCO have suggested ethical guidelines for AI development. Key principles include fairness, transparency, and accountability. Technology companies are working on solutions like bias detection systems and explainable AI to ensure that AI systems are more reliable and trustworthy.

Impact on Employment and Workforce Transformation

AI is significantly changing the global workforce. The AI-Enabled ICT Workforce Consortium led by Cisco predicts that about 92% of jobs will

experience some level of change due to AI. Routine tasks like data entry, bookkeeping, and administrative tasks can be easily automated, while areas like transportation may be influenced by self-driving vehicles and robotics.

On the flip side, AI is also creating new job opportunities in fields like data science, AI development, and system management. High-skill roles that involve big data, robotics, and advanced technologies will still need human expertise. This shift emphasizes the need to reskill and upskill workers to meet changing job demands. Governments and organizations should invest in education and training programs to prepare the workforce for the future.

Research Gap

Despite extensive research on AI, several important gaps still exist. First, most studies focus on the technical side of AI instead of user awareness and day-to-day experiences. Research examining how people understand and perceive AI in their lives, particularly among students and young adults, is limited.

Second, there is a clear divide between expert concerns and public concerns. Experts often focus on technical issues like algorithmic bias and system performance, while the general public prioritizes practical matters like data privacy and job security. This mismatch highlights the need for research that connects both viewpoints.

Third, many studies identify problems but do not provide clear, actionable solutions. There is a lack of straightforward guidelines that can help users protect their privacy, use AI safely, and comprehend its functioning. Addressing these gaps is crucial to ensure that AI systems are not just technologically advanced but also socially acceptable and trustworthy.

Justification for the Study

Choosing this research topic is important because AI is increasingly present in daily life, and we need to understand its ethical implications. While AI is used widely, many people are unaware of how it operates and how their data is being used. This lack of awareness raises risks related to privacy, security, and fairness.

Additionally, the gap between expert concerns and public worries makes it essential to conduct research that takes real user experiences into account. If we don't bridge this gap, AI systems may continue to evolve in ways that don't align with user expectations.

This study seeks to contribute by examining user awareness, identifying key ethical issues, and proposing practical solutions for using AI responsibly. By blending theoretical insights with survey-based data, the research aims to provide a balanced view of AI's benefits and challenges in today's society.

V. RESEARCH METHODOLOGY

Research Design

This study follows a quantitative research approach using survey data. A descriptive research design is adopted to understand how individuals interact with Artificial Intelligence (AI) systems and to assess their awareness of related ethical issues. The aim is to describe the current situation without making any changes or conducting experiments.

Data Collection

Data was collected using a structured questionnaire created through Google Forms. The survey was designed to be simple and easy to understand for participants. It included questions related to:

- Frequency of AI usage
- Types of AI applications used
- Awareness of ethical issues
- Privacy and data security concerns
- Level of trust in AI systems

Sample Size and Sampling Method

A total of 66 respondents participated in the survey. The study used convenience sampling, where participants were selected based on availability and

willingness to respond. The respondents belonged to different age groups and backgrounds, providing a diverse dataset for analysis.

Tools Used

The following tools were used in this study:

- Google Forms – for data collection
- Microsoft Excel / Google Sheets – for data organization and analysis
- Charts and graphs – for visualizing the results

Data Analysis Method

The collected data was analyzed using basic quantitative techniques such as percentage calculations, tables, and graphical representations. These methods helped in identifying patterns, trends, and relationships in the responses, making the findings easier to interpret.

VI. RESULT & ANALYSIS

Q. How often do you use AI tools

5. How often do you use AI tools
66 responses

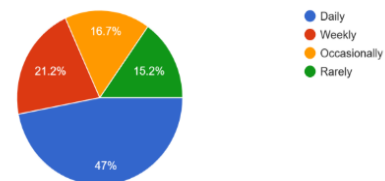


Figure 1 shows how often respondents use Artificial Intelligence (AI). The data reveals that 47% of users interact with AI daily, meaning it is a regular part of their routine. About 21.2% use AI weekly, indicating moderate usage, while 15.2% use it rarely, showing limited interaction.

Overall, the figure highlights that AI adoption is strong, with most users engaging with AI regularly. This confirms that AI has become an important part of daily life.

Q. For what purposes do you mainly use AI

6. For what purposes do you mainly use AI
66 responses

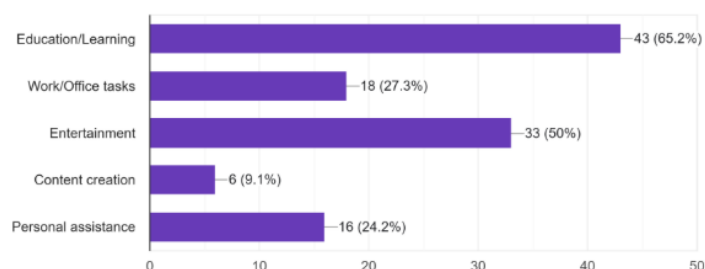


Figure 2 shows the main reasons respondents use Artificial Intelligence (AI). The data reveals that 65.2% of users turn to AI for education and learning, making it the most common purpose. 50% use AI for entertainment, while 27.3% use it for work or office tasks. Additionally, 24.2% use AI for

personal assistance, and only 9.1% use it for content creation.

Overall, the figure highlights that AI is mainly used for educational and entertainment reasons, showing its importance in learning and daily life.

Q. Which AI-powered tools or features do you regularly use in your daily life ?

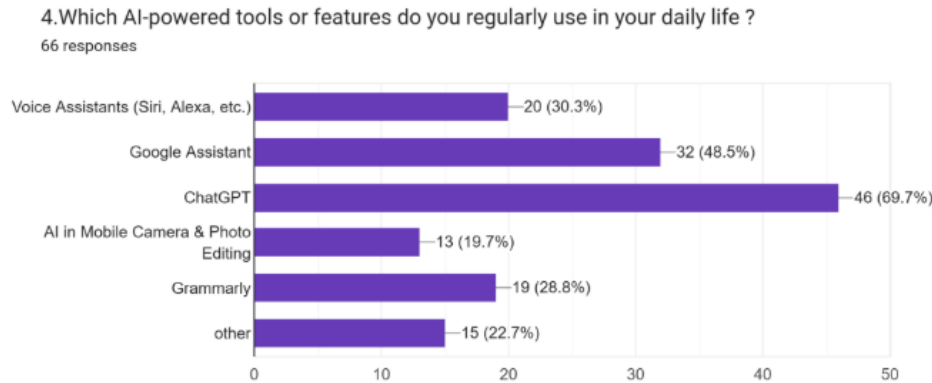


Figure 3 shows the AI tools or features that respondents regularly use in their daily lives. The data reveals that 69.7% of users rely on ChatGPT, making it the most popular AI tool. 48.5% use Google Assistant, and 30.3% use voice assistants like Siri and Alexa. Additionally, 28.8% use Grammarly, 22.7% use other AI tools, and 19.7% use AI in mobile cameras and photo editing.

Overall, the figure highlights that conversational AI tools and virtual assistants are widely used, indicating the growing importance of AI in daily tasks.

Q. Are you concerned about data privacy when using AI tools

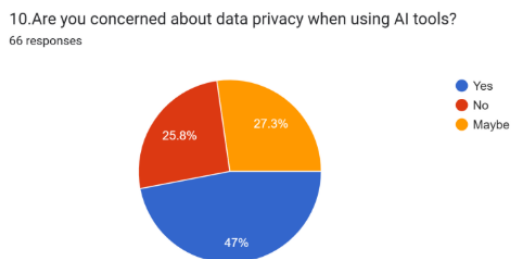


Figure 4 shows if respondents are concerned about data privacy when using AI tools. The data reveals that 47% of users are concerned about data privacy. Meanwhile, 27.3% are unsure, and 25.8% are not concerned.

Overall, the figure highlights that many users worry about their personal data. This indicates that privacy is a major concern in using AI.

Q. Do you trust AI systems to make fair and unbiased decisions?

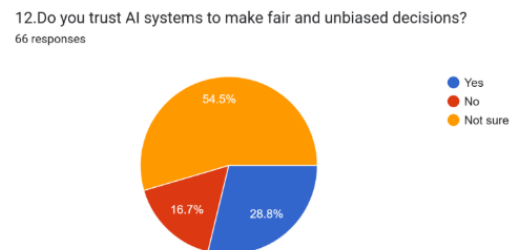


Figure 5 shows whether respondents trust AI systems to make fair and unbiased decisions. The data reveals that 28.8% of users trust AI, 54.5% are not sure, and 16.7% do not trust AI systems.

Overall, the figure highlights that most users are uncertain about trusting AI. This indicates that confidence in AI systems is moderate and needs improvement.

VII. LIMITATIONS

While this research offers valuable insights into the use of Artificial Intelligence (AI) in daily life and its ethical implications, we should consider certain limitations:

Limited Sample Size

The study relies on responses from 66 participants, which may not fully represent the entire population. A larger sample would improve the accuracy and generalizability of the findings.

Limited Diversity of Respondents

Most respondents were students and young adults aged 18 to 24. The views of older adults, working professionals, and people from different socio-economic backgrounds are underrepresented. This may affect the overall conclusions.

Restricted Geographical Coverage

The survey mainly included participants from one region. As a result, the findings may not reflect the opinions and experiences of people from other regions or countries.

Dependence on Self-Reported Data

The study relies on participants' self-reported responses. These may be influenced by personal bias, misunderstanding of questions, or inaccurate reporting.

Time Constraints

The research was conducted within a limited time frame. A longer study could provide deeper insights and track changes in user perceptions over time.

Limited Analytical Depth

The data analysis used basic methods like percentages and charts. More advanced statistical techniques were not applied, which may limit the depth of interpretation.

VIII. FUTURE SCOPE

There are many exciting ways future researchers could build on our work:

Long-term studies: Most existing research looks at a single point in time. Conducting longitudinal studies would help us understand changes over time and establish cause-and-effect relationships.

Experimental designs: Future studies can test interventions, such as reducing AI use or providing training, to see if the effects of AI on users can be reversed or managed.

Broader age representation: Older adults are often left out of research. Future work should include participants from all age groups to provide a more balanced perspective.

Cross-cultural research: Most studies focus on specific regions. More research is needed in countries like India, taking into account diverse languages, cultures, and economic backgrounds.

IX. DISCUSSION AND FINDINGS

The findings of this study emphasize the important role of Artificial Intelligence (AI) in everyday life. The results show that AI has become a key part of daily activities. Most users interact with AI systems through social media, recommendation services, and digital assistants. These technologies have improved convenience, efficiency, and the overall user experience, making AI essential in modern living.

One major observation from the analysis is the trust gap among users. Even though people often use AI applications, their trust in these systems is moderate. Users rely on AI for daily tasks, but they often feel unsure about the reliability, fairness, and transparency of AI decision-making. This suggests that using AI more frequently does not necessarily build higher trust.

The study also highlights that employment is the biggest concern related to AI. A large number of respondents worry that AI could lead to job losses in the future. This issue seems more urgent than other ethical problems because it directly impacts economic stability and livelihoods. The findings are consistent with previous research, which indicates that while AI may take away certain jobs, it can also create new ones that need different skills and training.

Another key finding is the difference between what experts focus on and what the public is concerned about. Experts often stress technical issues like algorithm bias, privacy, and system security. In contrast, users are more focused on practical matters such as job loss, the need for retraining, and financial stability. This disconnect shows that better communication and understanding between technology developers and users is necessary.

Despite these worries, the study confirms that users keep adopting AI technologies because of their significant benefits. AI systems save time, offer personalized experiences, and make complex tasks easier. As a result, users often prioritize convenience over potential risks, leading them to rely on AI even when they feel uncertain.

Overall, the discussion suggests that while AI provides many advantages, it is crucial to address user concerns through better transparency, ethical practices, and awareness. Closing the gap between AI usage and trust, as well as aligning expert focuses with public expectations, is vital for ensuring responsible and effective use of AI in society.

X. CONCLUSION

Artificial Intelligence (AI) has become a crucial part of daily life. It offers many benefits, such as improved efficiency, automation, and personalized user experiences. From recommendation systems to navigation tools, AI helps simplify tasks and improve convenience. This makes it a vital part of modern society.

However, this study shows that even though many people use AI regularly, their awareness of its ethical issues is only moderate. Many users interact with AI systems but do not fully understand how these systems work or how their personal data is collected and used. Job security is the biggest concern, along with issues of privacy and fairness in AI decision-making.

The findings stress the need for responsible development and use of AI. It is crucial to establish clear ethical guidelines, improve transparency in AI systems, and educate users about how AI technologies work, their benefits, and their risks. Tackling these issues will help build trust and ensure that AI is used fairly and responsibly.

In summary, while AI brings significant opportunities and benefits, its long-term success relies on balancing technological progress with ethical responsibility. By prioritizing awareness, transparency, and collaboration among all involved, we can develop AI that is safe, trustworthy, and beneficial for society.

This helped us understand current ethical challenges with AI.

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