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# READINESS IN THE INTEGRATION AND UTILIZATION OF ARTIFICIAL INTELLIGENCE IN CREATIVE COURSES

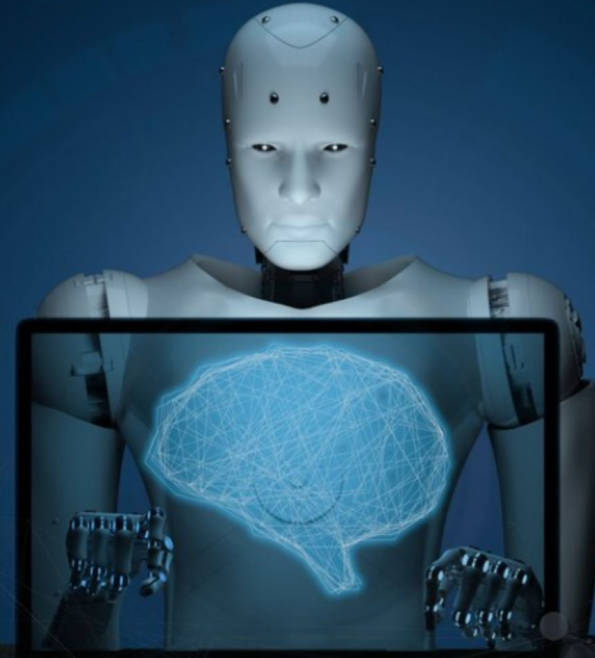
*Hamil Buyco & **Jay R San Pedro***

*Information and Communications Technology Academy*

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# INTRODUCTION

## THE THREAT OF AI ON THE CREATIVE INDUSTRY



# RESEARCH OBJECTIVES

**This inquiry aimed to assess the readiness among creative students in the integration and utilization of artificial intelligence (AI) in the course offering of a Philippine Private Higher Education Institution. Specifically, it aims to establish:**

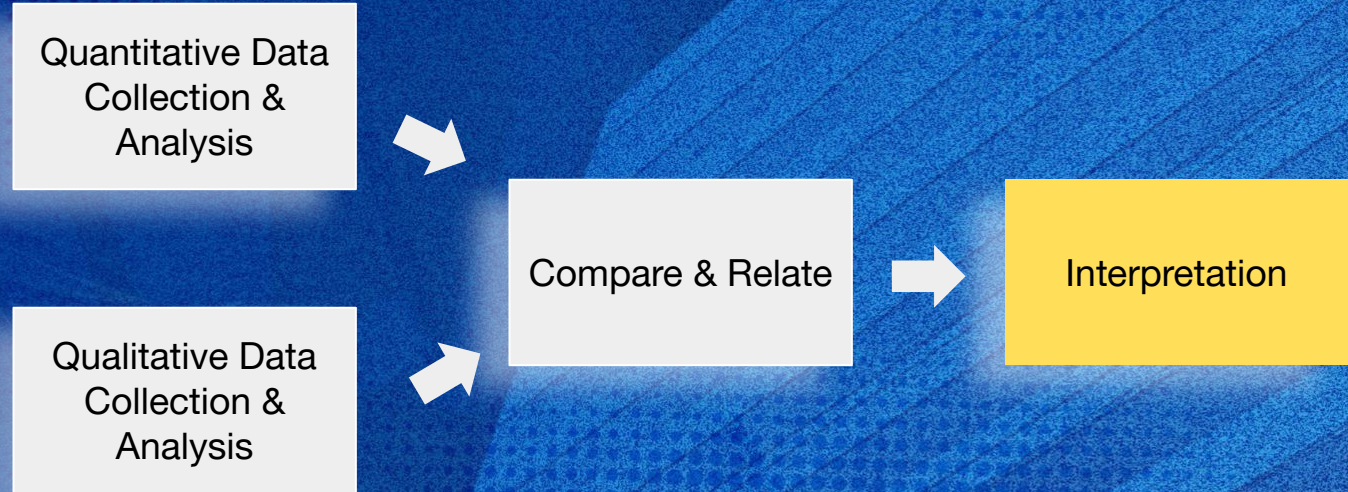
- 1. the level of awareness and understanding toward AI;**
- 2. how AI is being integrated in some creative courses; and**
- 3. provided institutional support toward AI usage?**

# METHODS & DESIGN

## Convergent Parallel Design (Creswell, 2014; Asirit & Hua, 2023)



Animation Students  
in AY 2023-24  
(n = 118)



# RESULTS

**Table 1. Awareness and Understanding of AI Technologies**

Indicators	Weighted Mean	Standard Deviation	Verbal Interpretation	Rank
Understanding of basics AI concepts	3.09	0.57	High	7
Familiarity with specific AI applications in daily life	2.97	0.55	High	9
Awareness of the ethical considerations related to AI	3.23	0.72	High	3
Knowledge of the impact of AI on various industries	3.22	0.68	High	4
Familiarity with the role of AI in my field of interest	3.16	0.69	High	5
Awareness of AI's impact on job markets and employment	3.29	0.72	Very High	2
Understanding of the limitations and challenges of AI	3.15	0.78	High	6
Knowledge of AI's role in addressing societal issues	2.89	0.80	High	10
Familiarity with AI-driven innovations in my field of study	2.98	0.76	High	8
Awareness of the potential risks associated with AI technologies	3.48	0.66	Very High	1
Overall Statistic	3.15	0.52	High	

# RESULTS

**Table 2. Integration of AI in Curriculum**

Indicators	Weighted Mean	Standard Deviation	Verbal Interpretation	Rank
Incorporation of AI-related topics in classes	2.22	0.82	Low	4
Hands-on Application of AI Technologies	2.21	0.78	Low	5
Ai-driven assessments	2.01	0.77	Low	10
Ethical considerations in AI curriculum	2.30	0.88	Low	1
Integration of AI concepts in core subjects	2.16	0.78	Low	7
AI cases studies and real-world applications	2.25	0.91	Low	3
Enhancing learning with AI technologies	2.14	0.93	Low	8
AI competencies and skills in assessments	2.12	0.87	Low	9
Preparation for leveraging AI in student's future career	2.26	0.85	Low	2
Overall Statistic	2.18	0.64	Low	

# RESULTS

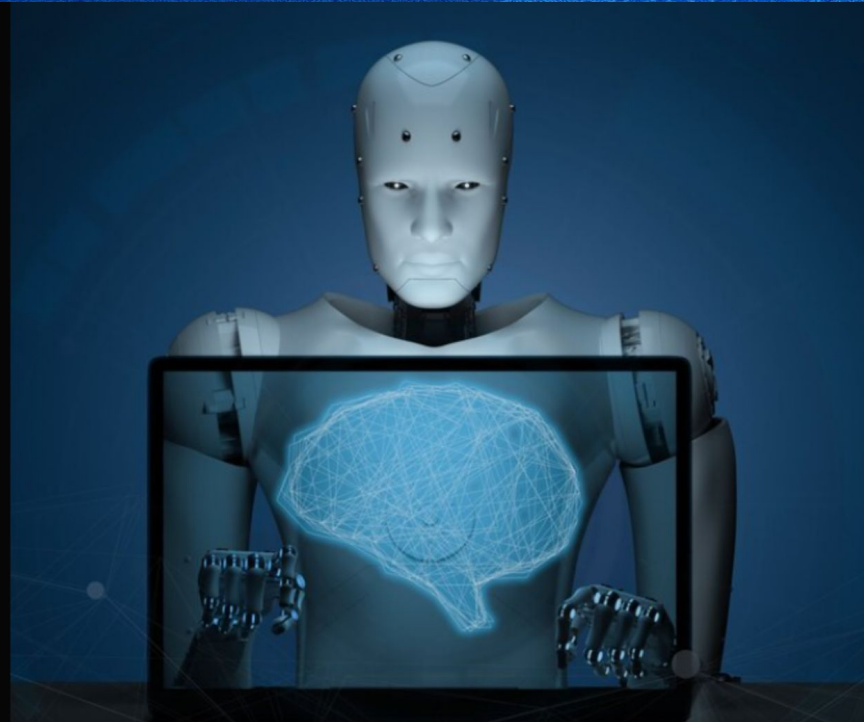
## Table 3. Institutional Support

Indicators	Weighted Mean	Standard Deviation	Verbal Interpretation	Rank
Availability of AI-related resources	2.18	0.83	Low	5
Institutional support for AI integration in academic courses	2.54	0.88	High	1
Access to AI training and workshops for students and faculty members	2.18	0.84	Low	5
Satisfaction with institutional initiatives for AI research and projects	1.92	0.87	Low	9
Effectiveness in promoting AI collaboration and networking opportunities	2.20	0.84	Low	4
Financial support or incentives for AI-related research and development	1.91	0.77	Low	10
Support for establishing AI-related industry partnerships	2.30	0.92	Low	2
Communication of AI-related opportunities and advancements	2.21	0.86	Low	3
Receptiveness to feedback on AI-related support improvements	2.09	0.82	Low	8
Overall Statistic	2.17	0.62	Low	



# CONCLUSION & RECOMMENDATIONS

**THE THREAT  
OF AI ON THE  
CREATIVE  
INDUSTRY**







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