Designing Critical AI Literacy for University Students

Community: University Students

Artefact: Educational Poster Campaign

Group 12

MEET THE TEAM

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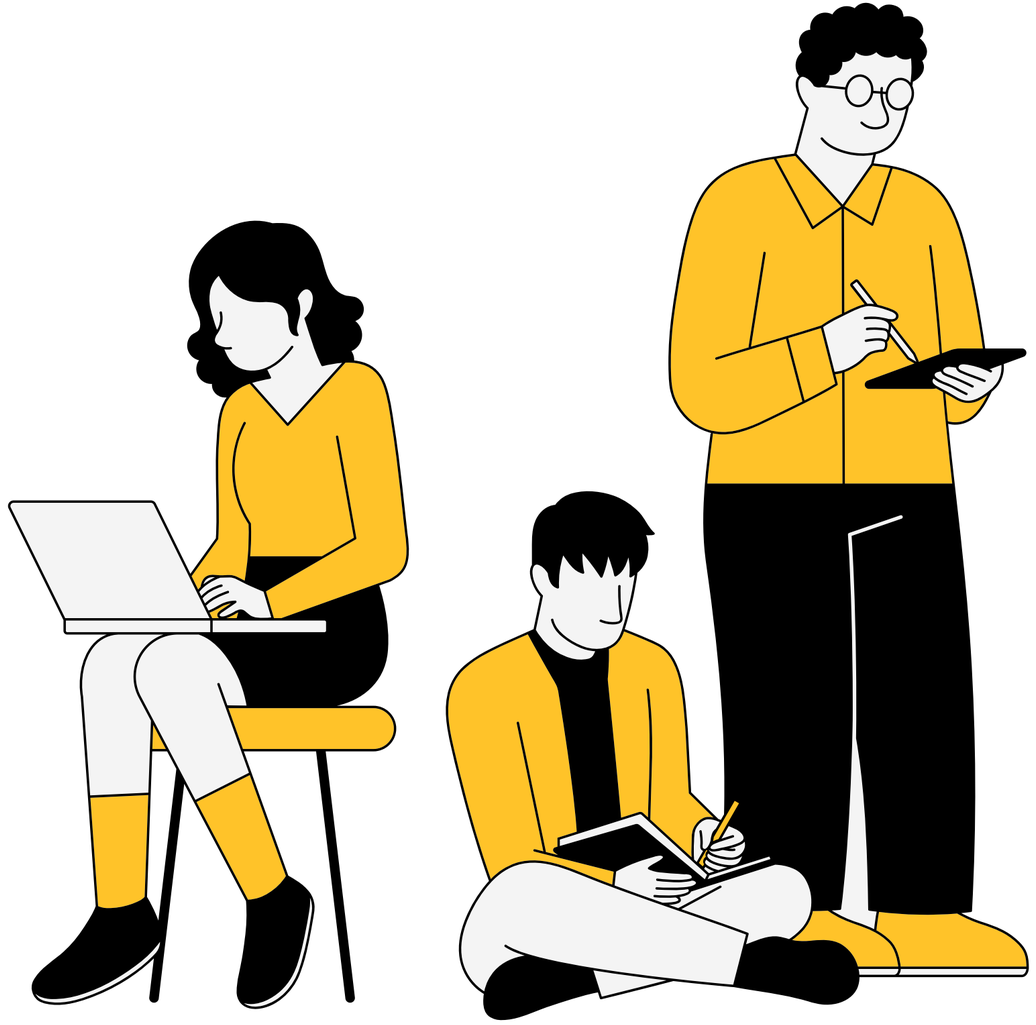
Our Community

Why University Students?

- University students are among the most active users of Artificial Intelligence in education. They frequently rely on AI tools for assignments, research, coding, presentations, and exam preparation.
- Despite widespread adoption, many students face challenges in distinguishing trustworthy AI outputs, understanding ethical considerations, and using AI responsibly.
- To better understand their experiences, we engaged directly with university students through a structured community survey.



Understanding Our Community

To ensure our artefact reflected the real needs of university students, we conducted an online survey using Google Forms. The survey gathered perspectives from students across different academic years and countries, helping us understand their experiences, concerns, and expectations regarding AI in education.

Survey Overview

- Participants: 19 University Students
- Countries: Indonesia & Bangladesh
- Academic Cohorts: 2022–2025 entrants
- Method: Online Google Form
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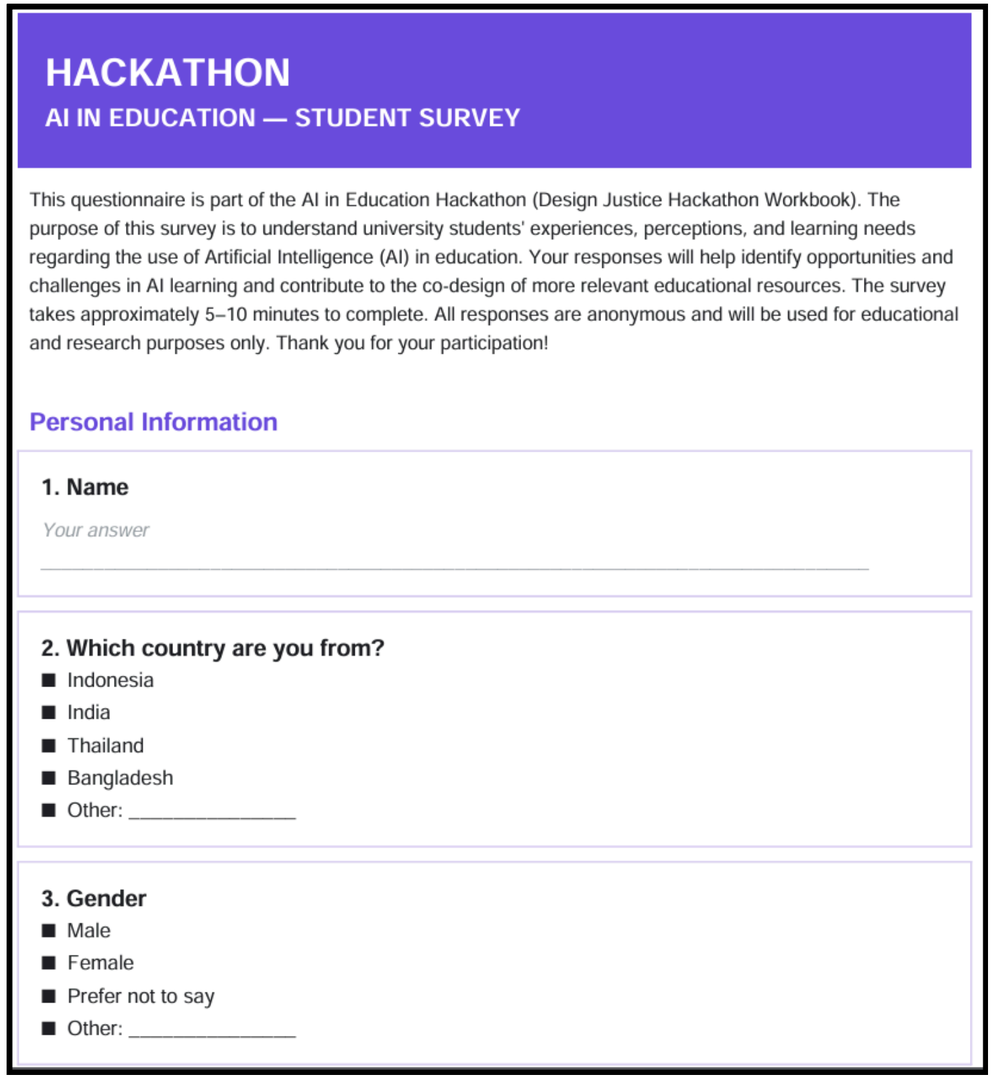
Focus Areas:

- Current AI usage
- Concerns and challenges
- AI learning needs
- Preferred learning methods
- Resource and language preferences



HACKATHON

AI IN EDUCATION — STUDENT SURVEY

This questionnaire is part of the AI in Education Hackathon (Design Justice Hackathon Workbook). The purpose of this survey is to understand university students' experiences, perceptions, and learning needs regarding the use of Artificial Intelligence (AI) in education. Your responses will help identify opportunities and challenges in AI learning and contribute to the co-design of more relevant educational resources. The survey takes approximately 5–10 minutes to complete. All responses are anonymous and will be used for educational and research purposes only. Thank you for your participation!

Personal Information

1. Name

Your answer

2. Which country are you from?

- Indonesia
- India
- Thailand
- Bangladesh
- Other: _____

3. Gender

- Male
- Female
- Prefer not to say
- Other: _____

Our design decisions were guided by community feedback rather than assumptions, ensuring that the poster campaign addressed the real learning needs and concerns of university students.

Community Insights

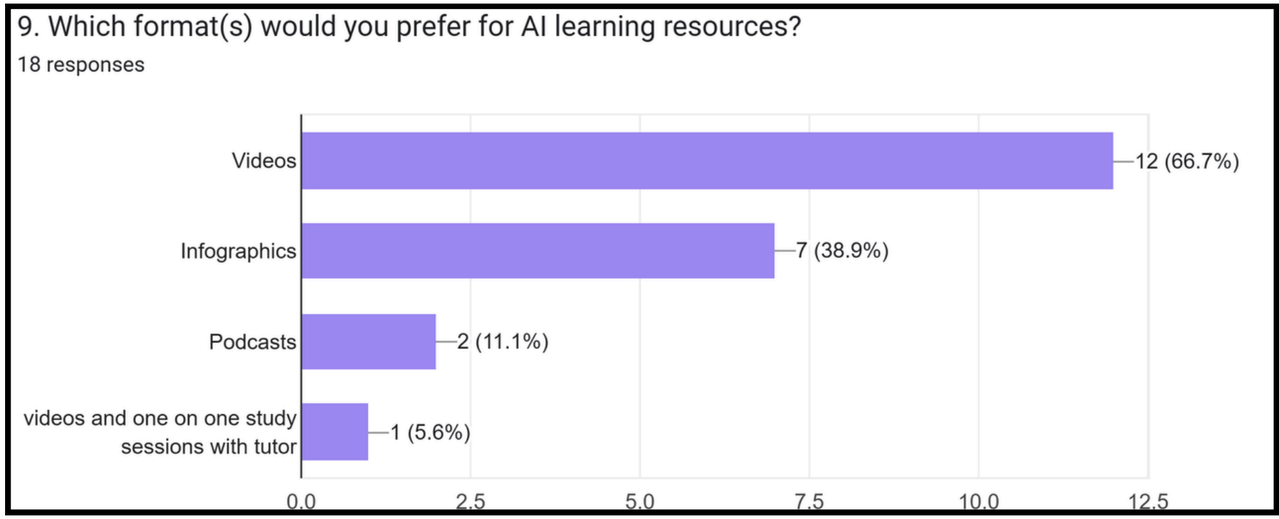
What We Learned

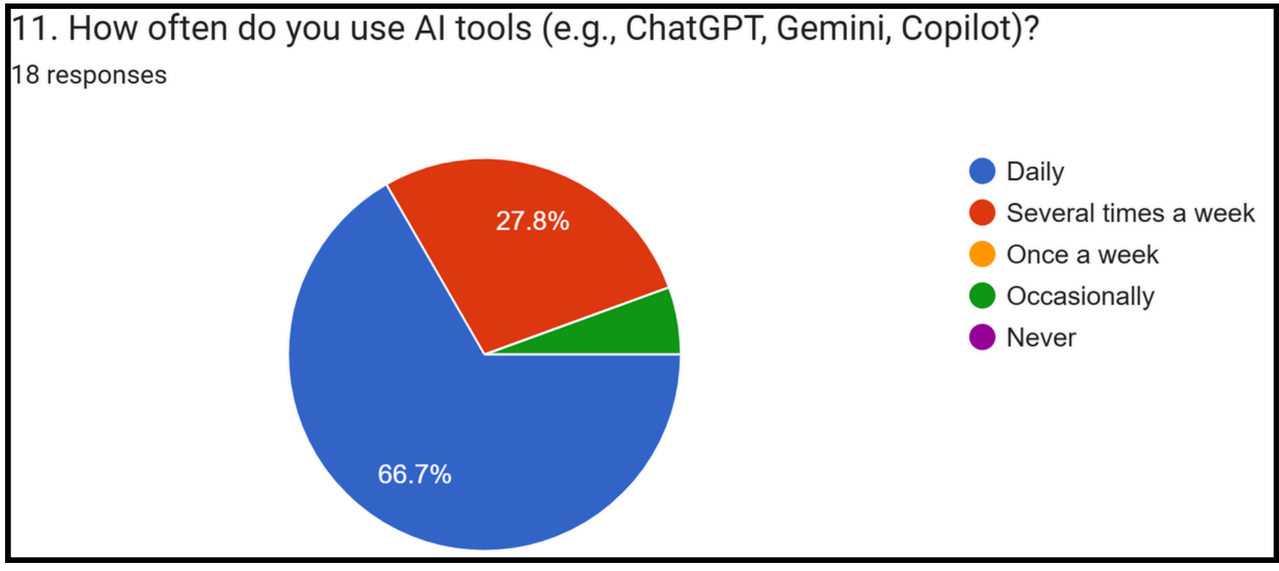
Key Insights

- Most students actively use AI tools for academic activities such as assignments, research, coding, and content generation.
- Students value AI for improving productivity, creativity, and learning efficiency.
- Many expressed concerns about misinformation, academic integrity, over-reliance, and privacy.
- Students preferred short, visually engaging learning resources that are easy to understand and revisit.

Our Biggest Insight

Students are already using AI extensively—but many lack the knowledge to use it critically, ethically, and responsibly.





Our Solution

Design Challenge

How might we help university students develop critical AI literacy through an engaging poster campaign so that they can confidently, responsibly, and ethically use AI in their academic journey?

Our Design Objectives

- Raise awareness of AI opportunities and risks
- Promote ethical and responsible AI practices
- Encourage critical thinking rather than blind reliance
- Deliver concise and visually engaging educational content

Based on community feedback, we designed a series of five educational posters addressing key aspects of AI literacy for university students.

Why Posters?

- Quick to read
- Visually engaging
- Suitable for digital and campus display
- Easy to share among students
- Supports self-paced learning

Poster Campaign Overview

Each poster focuses on a specific aspect of responsible AI use, together forming a progressive learning journey that helps students understand AI, recognize its benefits and limitations, and apply it ethically in education.

Poster Spotlight

Poster Spotlight: Students' Concerns About AI

Objective

To raise awareness of the major concerns university students have about AI and encourage responsible, ethical, and critical AI use in education.

Community Need Addressed

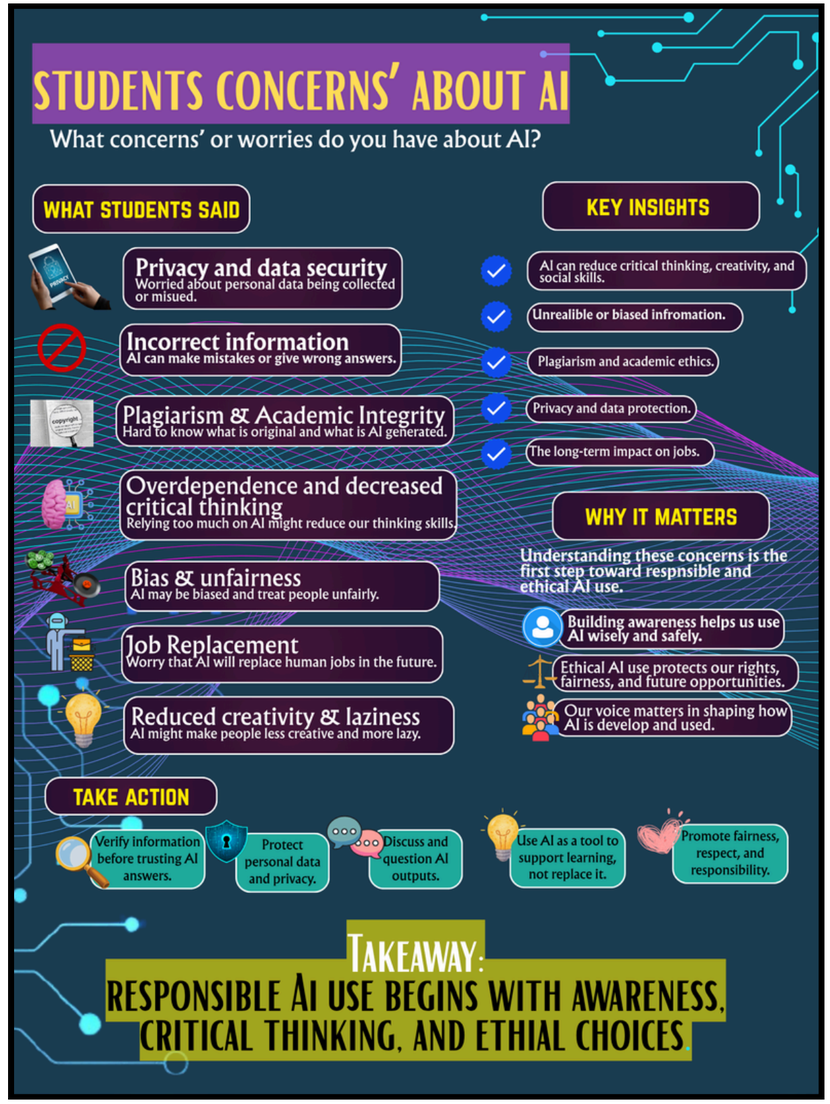
Our survey revealed that many students were concerned about:

- Privacy and data security
- Incorrect or biased AI-generated information
- Academic integrity and plagiarism
- Overdependence on AI
- Reduced critical thinking and creativity
- The long-term impact of AI on future employment

These concerns highlighted the need for practical guidance rather than simply promoting AI adoption.

Key Message

Responsible AI begins with awareness, critical thinking, and ethical decision-making—not blind dependence on technology.



Poster Spotlight

Poster Spotlight: What Students Want to Learn

Objective

To highlight the AI knowledge and skills students want to develop and encourage continuous learning for responsible AI use.

Community Need Addressed

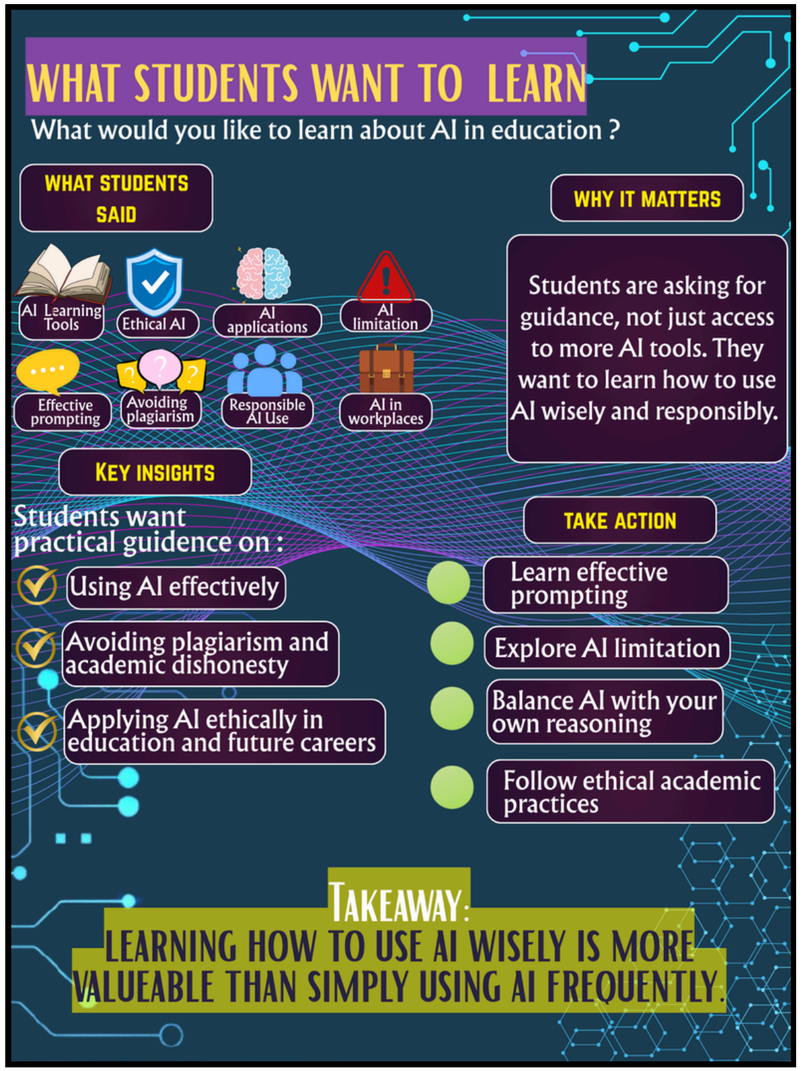
The survey showed that students wanted more than access to AI tools—they wanted guidance on:

- Effective prompting techniques
- Ethical AI practices
- Responsible AI use in education
- Understanding AI limitations
- Avoiding plagiarism
- Applying AI in future careers

These findings demonstrated a strong demand for practical AI literacy rather than increased AI usage alone.

Key Message

AI literacy is about knowing how to use AI wisely, ethically, and effectively—not simply using AI more often.



Envisioned Impact

Expected Outcomes

- After engaging with our poster campaign, university students will be able to:
- Understand AI's capabilities and limitations.
- Evaluate AI-generated information critically.
- Recognize ethical issues such as bias, misinformation, plagiarism, and privacy.
- Use AI responsibly while maintaining academic integrity.
- Make informed decisions when integrating AI into their learning.

Long-Term Vision

To foster a university culture where AI enhances learning while encouraging critical thinking, ethical responsibility, and informed decision-making.

Reflection And Thank You

Key Takeaways

This project demonstrated the importance of designing educational resources with communities rather than for communities. By engaging directly with university students, we transformed their experiences and concerns into an accessible learning resource that promotes responsible AI use.

Thank You

Questions?