

Online Media Dependency: Exploring the Perception of Youth about the Use of AI in Information Seeking and their Satisfaction Level

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ABSTRACT

Aim of the Study: Artificial intelligence (AI) is the capacity of a computer or robot under computer control to carry out operations typically performed by intelligent entities. The purpose of the study was to know about how young people view about artificial intelligence, the information they have access to, and their degree of satisfaction.

Methodology: The quantitative research was conducted at selected institutions in Rawalpindi and Islamabad, Pakistan and data was collected from 234 respondents' age from 20 to 30 years old. All of the selected participants were enrolled in higher education had some knowledge about artificial intelligence. The target sample was approached physically and selected using purposive sampling technique.

Findings: Findings indicates a correlation between unfavorable perceptions of AI and levels of trust in it. In light of this, there is still some overlap between our findings and those of previous research. Overall, the study's findings support the notion that people are aware of artificial intelligence (AI), that they make judgments about moral, legal, and private matters in high-stakes situations, and that there is still a disconnect between people's perceptions of what AI can and cannot do.

Conclusion: In conclusion, the study highlights the importance of both media communication and user experience in shaping perceptions of AI. Media organisations should provide accurate, balanced, and accessible information about AI's capabilities, limitations, and social implications. Similarly, AI developers and service providers should prioritise reliability, convenience, transparency, and effective customer support to improve user experiences.

Keywords: Media Dependency, AI Use, Public Perception, Information Seeking, Satisfaction Level.

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1. INTRODUCTION

Artificial intelligence (AI) has emerged as a transformative technology with significant implications for communication, information seeking, media consumption, and human–computer interaction. AI systems are increasingly integrated into everyday activities, enabling users to access information, automate tasks, personalise digital experiences, and interact with intelligent applications (Safdar & Fatima, 2026; Yasin & Safdar 2025). These developments have attracted growing academic interest in public knowledge, perceptions, and acceptance of AI technologies (Subaveerapandiyan et al., 2023; Gerlich, 2023). Although AI offers considerable opportunities to improve efficiency and facilitate decision-making, its expanding use also raises concerns about privacy, ethical responsibility, transparency, and potential social consequences (Abed & Farrokhi, 2025; Chheda & Vilecha, 2023; Dietterich & Horvitz, 2015; Jobin et al., 2019). Understanding how individuals obtain information about AI and evaluate their experiences with its applications is therefore important for assessing the broader implications of technological development.

The media play a central role in communicating information about emerging technologies and shaping public understanding of their potential benefits and risks. Television, newspapers, online news platforms, and social media provide information through which individuals develop perceptions of AI and its applications. Media dependency theory provides a useful theoretical foundation for understanding this process. According to Ball-Rokeach and DeFleur (1976), individuals depend on media resources to understand their social environment, interpret events, and make decisions, particularly when they perceive information as important or uncertain. Applied to AI, this perspective suggests that individuals may rely on media coverage to acquire knowledge, evaluate technological developments, and form opinions about the usefulness, reliability, and consequences of AI systems. Research examining public knowledge and perceptions of AI further underscores the importance of understanding how people interpret and evaluate this emerging technology (Subaveerapandiyan et al., 2023; Clerwall, 2014; Craiut & Iancu, 2022).

The relationship between media and AI is particularly significant because AI has transformed media production, distribution, and consumption. AI technologies are increasingly employed in content creation, audience analysis, recommendation systems, and personalised communication. Chan-Olmsted (2019) examined AI adoption in the media industry, highlighting the growing significance of these technologies in media-related processes. Similarly, Anantrasirichai and Bull (2021) reviewed AI applications in creative industries, demonstrating the relevance of AI to changing patterns of creative production and professional practice. Recommendation systems also use machine-learning techniques to personalise users' experiences and suggest relevant content, potentially influencing the information individuals encounter and consume (Agner et al., 2020; Dieter, & Gessler, 2021; Haleem et al., 2022). Although these applications can improve the relevance and accessibility of information, they also raise questions about the diversity of information exposure, algorithmic influence, and the transparency of automated decision-making.

Beyond shaping information exposure, media representations may influence how individuals evaluate AI's potential benefits and risks. Positive portrayals may emphasise efficiency, convenience, innovation, and improved performance, whereas negative portrayals may draw attention to privacy violations, algorithmic bias, employment displacement, and ethical uncertainty. Previous research has discussed the possible implications of automation for employment and labour-market structures (Acemoglu & Restrepo, 2020; Frey & Osborne, 2017). Ethical concerns have also become central to discussions about AI governance and responsible technological development (Jobin et al., 2019; Hink, 2024; Hu et al., 2023; Kang & Lou, 2022). Consequently, media dependency should not be understood solely as the frequency with which individuals encounter AI-related information. It may also involve the extent to which media information informs their knowledge, shapes their perceptions of safety, and influences their willingness to engage with AI technologies.

Alongside media dependency, user satisfaction is an important consideration in understanding the acceptance and continued use of AI. Satisfaction may reflect users' evaluations of a technology's

accuracy, convenience, speed, reliability, and contribution to everyday or professional activities. Technology acceptance research emphasises the relevance of users' expectations, perceived usefulness, and experiences in explaining technology adoption and use (Venkatesh et al., 2003; Venkatesh et al., 2012). However, favourable perceptions of AI do not necessarily imply satisfaction across every aspect of its performance. Users may appreciate the efficiency of an AI application while remaining uncertain about its accuracy, transparency, or ability to provide appropriate assistance. Research on human–AI interaction also suggests that evaluations of automated systems can vary according to the tasks for which they are used (Castelo et al., 2019; Reshma & Jesintha, 2025; Robelski & Wischniewski, 2018). Examining multiple dimensions of satisfaction can therefore provide a more comprehensive understanding of users' experiences with AI technologies.

The relationship between media dependency and satisfaction with AI warrants particular attention. Individuals who frequently obtain AI-related information through media may develop greater awareness of available applications and their practical uses. However, media exposure may also increase awareness of technological limitations and associated risks. Thus, the relationship between media dependency and satisfaction cannot be assumed to be uniformly positive. Rather, it is important to investigate how respondents evaluate media information, how they perceive the influence of media coverage on their knowledge and adoption intentions, and how satisfied they are with their experiences of AI. Examining these dimensions together may help clarify the role of information sources in the broader process of AI awareness, evaluation, and use.

In the Pakistani context, understanding these issues is particularly relevant as young people encounter AI through educational activities, digital communication, online information platforms, and other technology-mediated environments. Investigating their perceptions can provide insights into the ways emerging users understand AI-related information and evaluate the technologies available to them. Nevertheless, perceptions and experiences may differ according to individual circumstances, levels of exposure, and the particular applications being used. Empirical investigation is therefore necessary rather than assuming that media exposure or familiarity automatically produces positive attitudes towards AI.

Against this background, the present study examines media dependency on AI information and satisfaction with AI use among students in selected institutions in Rawalpindi and Islamabad, Pakistan. Specifically, it investigates respondents' reliance on media for AI-related knowledge, their perceptions of media influence on AI understanding and adoption, and their satisfaction with AI technologies in terms of overall experience, accuracy, convenience, speed, customer service, and influence on work. By examining these dimensions, the study seeks to contribute to the understanding of AI-related information seeking and user experiences among Pakistani youth. The findings may provide useful insights for researchers, media practitioners, educators, and AI developers seeking to improve public communication about AI and enhance user experiences with AI-based technologies.

1.1 Problem Statement

The growing integration of artificial intelligence (AI) into media and communication has created new opportunities for content production, information dissemination, audience engagement, and personalised communication. However, these developments also raise concerns regarding algorithmic bias, privacy, transparency, employment displacement, and the reliability of AI-generated content. Although existing research has examined specific applications of AI in media and creative industries, a broader understanding of how individuals obtain, interpret, and evaluate AI-related information remains important (Chan-Olmsted, 2019; Anantrasirichai & Bull, 2021). Furthermore, ethical concerns surrounding AI highlight the need for responsible implementation and appropriate governance frameworks (Dietterich & Horvitz, 2015; Jobin et al., 2019).

An important issue is the role of media in shaping public understanding and perceptions of AI. Media coverage can inform audiences about AI's capabilities and potential benefits, but it may also influence perceptions of technological risks and limitations. From the perspective of media dependency theory,

individuals may rely on media to understand emerging technologies and make informed judgments about their implications (Ball-Rokeach & DeFleur, 1976). Nevertheless, media exposure does not necessarily ensure accurate knowledge, confidence in AI, or willingness to adopt AI-based applications. Similarly, positive perceptions of AI do not automatically translate into satisfaction with its practical performance, particularly regarding accuracy, convenience, speed, and user support.

Despite growing interest in AI adoption and public perceptions, further empirical investigation is needed to understand how media dependency on AI-related information relates to satisfaction with AI use among young people. This issue is particularly relevant in the Pakistani context, where examining students' experiences can provide insights into their information-seeking practices and evaluations of emerging technologies. Without such evidence, it remains difficult to determine whether reliance on media for AI information corresponds with more favourable user experiences or whether uncertainty and dissatisfaction persist across particular dimensions of AI use.

Therefore, this study investigates media dependency on AI information and satisfaction with AI technologies among students in selected institutions in Rawalpindi and Islamabad, Pakistan. By examining respondents' perceptions of media influence, AI-related knowledge, and satisfaction with different aspects of AI use, the study seeks to contribute empirical evidence to discussions of AI awareness and user experience. The findings may inform future research, media communication strategies, and efforts to promote more informed and responsible engagement with AI technologies.

1.2 Research Questions

RQ1: How can exposure to AI-related media content impact young people's opinions regarding artificial intelligence?

RQ2: How does the usage of AI technologies affect the amount of information-seeking behaviors by people who use it?

2. LITERATURE REVIEW

2.1 Public Perceptions and Acceptance of Artificial Intelligence

Public perceptions of artificial intelligence (AI) have become an increasingly important area of research as AI technologies are integrated into education, communication, information seeking, and everyday activities. Understanding public attitudes towards AI requires examining not only awareness of the technology but also perceptions of its usefulness, reliability, risks, and social implications. Subaveerapandiyan et al. (2023) investigated public knowledge and perceptions of AI, highlighting the importance of understanding how individuals interpret this emerging technology. Similarly, Gerlich (2023) examined perceptions and acceptance of AI from multiple dimensions, indicating the relevance of examining different factors that may shape individuals' evaluations of AI applications.

Attitudes towards AI may reflect both anticipated benefits and concerns about its consequences. AI applications can support information processing, automate repetitive activities, and facilitate decision-making. However, concerns about privacy, transparency, accountability, and the potential consequences of automated decision-making may influence public confidence. Dietterich and Horvitz (2015) discussed the growing concerns surrounding AI and the need to address challenges associated with its development and implementation. Jobin et al. (2019) likewise demonstrated the importance of ethical principles and governance in discussions of responsible AI. These considerations suggest that public perceptions of AI cannot be understood exclusively in terms of technological capabilities; they must also account for users' expectations, concerns, and experiences.

The acceptance of AI may also depend on how individuals perceive its practical value and usability. The Unified Theory of Acceptance and Use of Technology identifies performance expectations, effort expectations, social influence, and facilitating conditions as important factors in explaining technology

acceptance and use (Venkatesh et al., 2003). Venkatesh et al. (2012) further developed this framework to explain consumer acceptance and use of information technology. These perspectives are relevant to AI because individuals may be more willing to use applications that they perceive as useful, accessible, and compatible with their needs. Nevertheless, favourable attitudes do not necessarily indicate satisfaction with every aspect of an AI application. Users may appreciate its efficiency while remaining uncertain about its accuracy, convenience, or reliability.

2.2 Media Dependency and AI-Related Information

Media are important sources of information through which individuals develop knowledge and perceptions of emerging technologies. Television, newspapers, online news platforms, and social media provide information about AI applications, innovations, potential benefits, and associated risks. Media coverage may therefore contribute to public awareness and influence how individuals interpret technological developments.

Media dependency theory provides a useful perspective for understanding this relationship. Ball-Rokeach and DeFleur (1976) argued that individuals depend on media resources to achieve informational and social goals, particularly when understanding their environment requires access to information provided by media systems. Applied to AI, the theory suggests that individuals may rely on media to understand unfamiliar applications, evaluate technological developments, and form opinions about AI's usefulness and potential consequences.

The relationship between AI and media is also important because AI technologies increasingly influence media production and distribution. Chan-Olmsted (2019) reviewed the adoption of AI in the media industry, demonstrating the significance of AI in transforming media-related practices. Anantrasirichai and Bull (2021) reviewed AI applications in creative industries, highlighting the expanding role of AI in creative production and related processes. These developments make it important to understand how media communicate information about AI and how audiences interpret such information.

However, exposure to AI-related media content does not necessarily result in accurate knowledge or strong confidence in AI technologies. Individuals may encounter conflicting information, exaggerated claims, or discussions emphasising technological risks. Consequently, the extent to which respondents depend on media for AI-related information should be examined alongside their perceptions of the credibility of media information, their confidence in their AI knowledge, and the influence of media coverage on their willingness to use AI. This approach enables a more comprehensive assessment of media dependency than simply examining the frequency of exposure to AI-related information.

2.3 AI, Media Transformation, and Information Personalisation

AI has become increasingly relevant to the production, distribution, and consumption of media content. AI-enabled systems can support content generation, audience analysis, recommendation systems, and the personalisation of digital experiences. These applications may improve efficiency and enable media organisations to respond more effectively to audience interests and preferences (Chan-Olmsted, 2019; Anantrasirichai & Bull, 2021).

Recommendation systems represent one important application of AI in media environments. Such systems analyse user preferences and behavioural patterns to suggest content that may be relevant to individual users. Agner et al. (2020) examined recommendation systems and machine learning from a user-experience perspective, highlighting the importance of understanding how these technologies shape interactions with digital services. Personalised recommendations may improve content discovery and convenience; however, they also raise questions about the range of information users encounter and the influence of automated selection on their choices.

The growing use of AI in media also creates challenges concerning privacy, accountability, and the quality of information. AI applications may rely on extensive user data, making responsible data

management and transparency important considerations. Jobin et al. (2019) highlighted the significance of ethical principles in AI governance, while Dietterich and Horvitz (2015) discussed concerns associated with the growing capabilities of AI systems. These issues are particularly relevant when media content influences public understanding of AI itself.

For the present study, these developments provide a broader context for examining media dependency on AI information. As AI becomes more visible in digital environments, students may increasingly encounter information about its applications and implications. Their responses may depend on both the information communicated by media and their own experiences with AI technologies.

2.4 User Satisfaction with AI Technologies

User satisfaction is an important dimension of technology evaluation because it reflects how individuals assess their experiences with a particular application or system. In the context of AI, satisfaction may involve perceived accuracy, convenience, speed, usefulness, and the contribution of technology to personal or professional activities. Examining these dimensions can provide a more detailed understanding of how users evaluate AI beyond general attitudes towards its adoption.

Technology acceptance research provides a foundation for understanding users' evaluations of digital technologies. Venkatesh et al. (2003) identified performance expectancy and effort expectancy among the factors associated with technology acceptance and use. Venkatesh et al. (2012) further examined the determinants of consumer acceptance and use of information technology. These perspectives suggest that users' evaluations may be influenced by whether a technology helps them accomplish tasks effectively and whether it is convenient to use.

Nevertheless, satisfaction may vary across different dimensions of an AI application. A user may consider AI useful for completing tasks but remain uncertain about the accuracy of its outputs. Similarly, users may appreciate the speed of automated services while experiencing difficulties with accessibility, usability, or assistance when problems arise. Castelo et al. (2019) demonstrated that responses to algorithms can vary according to the tasks for which they are used, suggesting that evaluations of automated systems may be context-dependent.

These considerations are relevant to the current study, which assesses satisfaction with AI use in terms of overall satisfaction, accuracy, convenience, speed, customer service, and influence on work. Analysing these dimensions separately helps identify areas in which respondents report positive experiences and those in which uncertainty or dissatisfaction remains.

2.5 Media Dependency and Satisfaction with AI Use

Media dependency and user satisfaction represent related but distinct dimensions of individuals' engagement with AI. Media dependency concerns the extent to which individuals rely on media to acquire information and understand technological developments, whereas satisfaction concerns their evaluations of the AI technologies they use. Examining both constructs may help clarify how information environments and practical experiences contribute to perceptions of emerging technologies.

Media dependency theory proposes that the influence of media is related to the extent to which individuals rely on media resources to meet their informational needs (Ball-Rokeach & DeFleur, 1976). Within the context of AI, individuals who depend on media for information may become more aware of AI applications, their capabilities, and their limitations. However, this does not necessarily mean that greater media dependency produces greater satisfaction. Media coverage may increase awareness of potential benefits, but it may also draw attention to inaccuracies, privacy concerns, ethical challenges, and other limitations.

Technology acceptance research similarly suggests that evaluations of technology involve multiple considerations, including perceived usefulness, ease of use, and social influence (Venkatesh et al., 2003;

Venkatesh et al., 2012). Consequently, satisfaction with AI may reflect direct user experience as well as expectations developed through information obtained from media and other sources. It is therefore important to investigate these constructs empirically rather than assume that they are positively associated.

Although the supplied literature provides theoretical foundations for understanding media dependency and technology acceptance, further contextual evidence is needed concerning these relationships among students in Pakistan. The present study addresses this issue by examining respondents' reliance on media for AI-related information and their satisfaction with different aspects of AI use. This approach provides an opportunity to describe patterns of media dependency and satisfaction and to establish a basis for further investigation of their potential relationship.

2.6 Theoretical Framework: Media Dependency Theory

Media Dependency Theory, developed by Ball-Rokeach and DeFleur (1976), provides the principal theoretical framework for this study. The theory explains how individuals' relationships with media systems may influence their knowledge, attitudes, and behaviour. It proposes that media influence is connected to the extent to which individuals depend on media resources to achieve their goals and satisfy their information needs.

The theory identifies a relationship among three principal elements: the social system, the media system, and the audience. The social system establishes the broader environment in which information is needed; the media system produces and distributes information; and audiences depend on media resources to understand their surroundings and make decisions. The extent of this dependency may vary according to individuals' informational needs and the availability of alternative sources of information (Ball-Rokeach & DeFleur, 1976).

In the context of AI, students may depend on television, newspapers, online news platforms, and other media sources to understand technological developments. Media content may help them learn about AI applications, evaluate its potential benefits, and consider concerns relating to accuracy, safety, privacy, and social consequences. Accordingly, the theory is relevant to the present study's examination of media dependency on AI information.

The framework also helps explain why media dependency should not automatically be equated with positive attitudes towards AI. Although media can provide information that improves awareness and understanding, the effects of that information may depend on its content and perceived credibility. Media coverage that emphasises the usefulness of AI may encourage favourable evaluations, whereas coverage highlighting technological risks may contribute to uncertainty or caution. Thus, media dependency provides a theoretical basis for investigating how respondents use media to obtain AI-related information and how they perceive the influence of that information.

In this study, media dependency on AI information is operationalised through respondents' reported reliance on media to remain updated about AI, develop knowledge and confidence, share information, consider AI adoption, and evaluate AI's safety and social consequences. Satisfaction with AI use is examined as a separate construct covering overall satisfaction, accuracy, convenience, speed, customer service, and AI's influence on work. The framework provides a basis for investigating these constructs within the same study, while recognising that any statistical association between them must be established through appropriate empirical analysis.

2.7 Research Gap

The reviewed literature demonstrates that AI has become an important subject in research on public perceptions, technology acceptance, media transformation, and user experience. Existing studies provide theoretical and empirical foundations for understanding the factors that may shape individuals' evaluations of AI (Subaveerapandiyana et al., 2023; Gerlich, 2023; Venkatesh et al., 2003). Research has

also examined AI applications in media industries and creative processes (Chan-Olmsted, 2019; Anantrasirichai & Bull, 2021). However, the specific relationship between reliance on media for AI-related information and satisfaction with AI technologies requires further investigation in particular social and educational contexts.

The present study addresses this gap by examining media dependency on AI information and satisfaction with AI use among students in selected institutions in Rawalpindi and Islamabad, Pakistan. It investigates respondents' reliance on media for AI-related knowledge, their perceptions of media influence, and their satisfaction across several dimensions of AI use. By bringing these constructs together, the study provides descriptive evidence concerning students' information practices and experiences with AI technologies.

The study's contribution should be understood in relation to its research design and sample. Its findings can describe the reported patterns of media dependency and satisfaction within the surveyed group. Establishing whether media dependency is statistically associated with satisfaction, however, requires respondent-level data and appropriate statistical testing. This distinction is important for drawing conclusions that are consistent with the available evidence.

2. METHODOLOGY

3.1 Research Design

A quantitative survey research design was employed to examine the levels of satisfaction and information-seeking behaviour, as well as Pakistani youths' perceptions of artificial intelligence (AI) in relation to internet-related concerns. The quantitative approach enabled the researchers to systematically collect and analyse participants' responses and identify patterns in their perceptions and experiences concerning AI and internet privacy.

3.2 Study Population and Data Collection

The study was conducted among students enrolled at selected universities in Rawalpindi and Islamabad, Pakistan. The selected institutions offer a diverse range of academic programmes at various levels of higher education. To ensure that the participants possessed relevant awareness and exposure to AI-related issues, the questionnaire included preliminary questions concerning their awareness of artificial intelligence and concerns regarding internet privacy.

A total of 234 respondents participated in the study. Data were collected through printed questionnaire distributed to participants representing diverse age and gender groups. The questionnaire was disseminated physically and the researchers visited selected institutions.

3.3 Sampling Technique

A non-probability sampling approach was adopted for participant recruitment. Purposive sampling was specifically employed to recruit students from the social sciences departments of the selected universities in Rawalpindi and Islamabad. Using this approach, a total of 234 students were included in the study.

3.4 Research Instrument

Data were collected using a self-administered, researcher-developed questionnaire. The instrument consisted of items designed to measure participants' perceptions, levels of satisfaction, information-seeking behaviour, and concerns related to artificial intelligence and internet privacy. Responses were recorded using a five-point Likert scale ranging from 1 = strongly disagree to 5 = strongly agree. Participants were asked to indicate their level of agreement with each statement.

Since the questionnaire was developed specifically for this study, its internal consistency reliability was assessed using Cronbach's alpha. The instrument yielded a Cronbach's alpha coefficient of 0.81, indicating a satisfactory level of internal consistency and demonstrating that the instrument was reliable for the purposes of the study.

3.5 Data Analysis

The quantitative data obtained from the survey were analysed using the Statistical Package for the Social Sciences (SPSS). Descriptive statistical techniques were employed to summarise the responses. Specifically, means and standard deviations were calculated for the questionnaire items, and the findings were presented in tabular form with corresponding interpretations. Where applicable, the study also incorporated pre-test and post-test data as part of the quantitative analysis to assess changes in participants' responses before and after the relevant intervention or exposure.

3.6 Ethical Consideration and Informed Consent

Ethical considerations were observed throughout the research process to protect the rights, privacy, and confidentiality of all participants. Informed consent was obtained from participants before data collection, ensuring that they understood the purpose of the study, their participation was voluntary, and they had the right to withdraw at any time without penalty. All information collected was treated confidentially and used solely for research purposes. The study was conducted with respect for ethical principles and the well-being of all participants.

3. RESULTS

Table 1: *Demographics of respondents.*

Respondents' Demographic		<i>f</i>	%
Age	Below 20	45	19.2
	20-25	135	57.7
	26-30	27	11.5
	31 and above	27	11.5
	Total	234	100.0
Gender	Male	18	7.7
	Female	216	92.3
	Total	234	100.0
Education Level	Below Matric or Matric	36	15.4
	Inter	27	11.5
	BS	99	42.3
	MS/MPhil	36	15.4
	PHD	36	15.4
	Total	234	100.0

The demographic findings in table 1 indicate that the largest proportion of respondents (57.7%) were between 20 and 25 years of age, followed by those below 20 years (19.2%). Respondents aged 26–30 years and those aged 31 years and above each accounted for 11.5% of the sample. With respect to gender, the sample was predominantly female, comprising 92.3% of the respondents, while males represented 7.7%.

Regarding educational attainment, the largest proportion of respondents (42.3%) were enrolled at the bachelor's level (BS). Respondents with MS/MPhil qualifications accounted for 15.4%, while those with PhD-level education also represented 15.4% of the sample. Participants with educational attainment below Matric or at Matric level constituted 15.4%, whereas 11.5% had completed Intermediate education. Overall, the demographic distribution demonstrates that the sample was predominantly composed of young adults and university-level students.

Table 2: Media Dependency on AI Information.

Question	SDA	DA	N	A	SA	Total
I stay updated on AI technology through many media sources, including TV, newspapers, and internet articles.	9 (3.8)	5 (2.1)	71 (30.3)	112 (47.9)	37 (15.8)	234 (100.0)
Media coverage significantly affects my knowledge of AI.	8 (3.4)	27 (11.5)	79 (33.8)	116 (49.6)	4 (1.7)	234 (100.0)
I believe the information on AI that I receive from media sources.	9 (3.8)	36 (15.4)	108 (46.2)	63 (26.9)	18 (7.7)	234 (100.0)
I feel confident in my understanding of AI based on what I have learnt from the media.	18 (7.7)	9 (3.8)	99 (42.3)	90 (38.5)	18 (7.7)	234 (100.0)
I routinely share news and information on AI that I learn from media sources with friends and family.	18 (7.7)	81 (34.6)	90 (38.5)	36 (15.4)	9 (3.8)	234 (100.0)
Following good media coverage of AI technology, I am more likely to apply them.	18 (7.7)	27 (11.5)	117 (50.0)	63 (26.9)	9 (3.8)	234 (100.0)
Negative media portrayal of AI makes me aware to adopt the technology.	18 (7.7)	18 (7.7)	98 (41.9)	94 (40.2)	6 (2.6)	234 (100.0)
I frequently search out news sources only to learn more about AI.	36 (15.4)	18 (7.7)	99 (42.3)	72 (30.8)	9 (3.8)	234 (100.0)
The media representation of AI shapes my opinion of its safety and social consequences.	18 (7.7)	18 (7.7)	117 (50.0)	63 (26.9)	18 (7.7)	234 (100.0)
I believe the media plays an important role in educating people about AI.	18 (7.7)	18 (7.7)	63 (26.9)	90 (38.5)	45 (19.2)	234 (100.0)

Table 2 presents respondents' media dependency on information about artificial intelligence (AI). The findings indicate that media serve as an important source of AI-related knowledge, with 63.7% of respondents agreeing or strongly agreeing that they remain updated through various media platforms. Similarly, 51.3% reported that media coverage significantly influences their knowledge of AI, while 57.7% acknowledged the media's educational role. However, responses regarding the credibility of media information, confidence in AI knowledge, and intention to adopt AI were more varied, with substantial proportions selecting the neutral option. Overall, the findings suggest a moderate level of media dependency on AI information among respondents, although its influence varies across different dimensions.

Table 3: Satisfaction with AI Use

Question	SA	A	N	DS	SDA	Total
Overall, how satisfied are you regarding the artificial intelligence technology you use?	36 (15.4)	103 (44.0)	80 (34.2)	6 (2.6)	9 (3.8)	234 (100.0)
How satisfied are you with the accuracy of the AI technology that you use?	18 (7.7)	89 (38.0)	106 (45.3)	4 (1.7)	17 (7.3)	234 (100.0)
How satisfied are you with the convenience	36 (15.4)	35 (15.0)	141 (60.3)	4 (1.7)	18 (7.7)	234 (100.0)

with which you use AI technologies?						
How satisfied are you with the speed with which you employ AI technologies?	27 (11.5)	72 (30.8)	108 (46.2)	9 (3.8)	18 (7.7)	234 (100.0)
How satisfied are you with the customer service for the AI technology that you use?	9 (3.8)	81 (34.6)	81 (34.6)	45 (19.2)	18 (7.7)	234 (100.0)
How much satisfied are you with AI technology' influence on the way you work?	25 (10.7)	107 (45.7)	79 (33.8)	7 (3.0)	16 (6.8)	234 (100.0)

Table 3 presents respondents' satisfaction with artificial intelligence (AI) technologies across six dimensions. The findings indicate that 59.4% of respondents were satisfied or strongly satisfied with the AI technologies they used, while 46.2% expressed satisfaction with their accuracy. Satisfaction was also evident regarding AI's influence on work, with 56.4% reporting positive responses. However, perceptions of convenience and speed were predominantly neutral, accounting for 60.3% and 46.2% of responses, respectively. Customer service received comparatively less positive evaluations, with 38.4% expressing satisfaction or strong satisfaction. Overall, the results suggest a generally positive level of satisfaction with AI technologies, although neutral responses highlight areas requiring further improvement.

Table 4: *Descriptive statistics of Media Dependency on AI Information*

No.	Media Dependency Item	M	SD	Sign-test p
1	Staying updated on AI through multiple media sources	3.70	0.897	< .001
2	Media coverage affects knowledge of AI	3.35	0.836	< .001
3	Trust in AI information received from media	3.19	0.923	.002
4	Confidence in AI understanding based on media	3.35	0.961	< .001
5	Sharing AI information obtained from media	2.73	0.945	< .001
6	Applying AI following favourable media coverage	3.08	0.919	.016
7	Awareness/adoption influenced by negative AI portrayal	3.22	0.918	< .001
8	Searching news sources to learn more about AI	3.00	1.076	1.000
9	Media representation shapes opinions about AI safety/social consequences	3.19	0.964	< .001
10	Media's role in educating people about AI	3.54	1.120	< .001

Table 4 shows the Descriptive statistics of Media Dependency on AI Information. The overall item-mean is approximately $M = 3.23$, suggesting a moderate-to-positive level of media dependency on AI information. The strongest response was observed for keeping updated about AI through multiple media sources ($M = 3.70$, $SD = 0.897$). Conversely, sharing AI-related information with friends and family had the lowest mean ($M = 2.73$, $SD = 0.945$). The sign test compares the number of responses above versus below the neutral category. Except for the item concerning searching news sources specifically to learn more about AI ($p = 1.000$), the distributions were statistically different from a neutral balance.

Table 5: *Descriptive statistics of Satisfaction with AI Use*

No.	Satisfaction Item	M	SD	Sign-test p
1	Overall satisfaction with AI technology	3.65	0.907	< .001
2	Satisfaction with AI accuracy	3.37	0.928	< .001
3	Satisfaction with AI convenience	3.29	1.006	< .001
4	Satisfaction with AI speed	3.35	1.000	< .001
5	Satisfaction with AI customer service	3.08	0.999	.035
6	AI's influence on the way respondents work	3.50	0.968	< .001

Table 5 shows the Descriptive statistics of Satisfaction with AI Use. The overall mean of 3.37 indicates a moderately positive level of satisfaction with AI use. The highest-rated dimension was overall satisfaction

with AI technology ($M = 3.65$, $SD = 0.907$), followed by AI's influence on respondents' work ($M = 3.50$, $SD = 0.968$). Satisfaction with customer service produced the lowest mean ($M = 3.08$, $SD = 0.999$), although the response distribution remained significantly different from a neutral balance ($p = .035$).

4. DISCUSSION

The findings presented in Tables 2 and 3 provide insights into respondents' dependence on media for artificial intelligence (AI) information and their satisfaction with AI technologies. Overall, the results indicate a moderate level of media dependency and generally positive satisfaction, although neutral responses remain substantial across several dimensions. These findings suggest that media exposure and user experiences are important considerations in understanding how individuals perceive and engage with AI.

Table 2 demonstrates that media play a significant role in informing respondents about AI. Approximately 63.7% agreed or strongly agreed that they remained updated on AI through various media sources, while 51.3% indicated that media coverage significantly influenced their knowledge of AI. Furthermore, 57.7% acknowledged the important role of media in educating people about AI. These results are consistent with media dependency theory, which proposes that individuals rely on media to obtain information and interpret events, particularly when they seek to understand complex or unfamiliar subjects (Ball-Rokeach & DeFleur, 1976). Similarly, Subaveerapandiyen et al. (2023) examined knowledge and perceptions of AI, highlighting the relevance of public understanding in shaping perceptions of emerging technologies. However, the relatively high proportion of neutral responses concerning the credibility of AI information and confidence in AI knowledge suggests that exposure to media does not necessarily translate into trust or comprehensive understanding.

The findings further indicate that media influence on AI adoption may be conditional rather than automatic. Although 30.7% of respondents agreed or strongly agreed that positive media coverage made them more likely to apply AI technologies, half remained neutral. This pattern suggests that favourable media representations alone may not be sufficient to encourage practical adoption. Perceived usefulness, ease of use, and individual evaluations of technology may also influence acceptance (Venkatesh et al., 2003; Venkatesh et al., 2012). Moreover, respondents' views concerning the influence of media portrayals on AI safety and social consequences were mixed, with 34.6% agreeing or strongly agreeing and 50.0% remaining neutral. This finding underscores the importance of balanced and credible media communication, particularly because concerns about AI risks and ethical implications can shape public perceptions (Dietterich & Horvitz, 2015; Jobin et al., 2019).

Table 3 reveals generally favourable satisfaction with AI technologies, although satisfaction varies across specific dimensions. Overall, 59.4% of respondents reported being satisfied or strongly satisfied with the AI technologies they used. Similarly, 46.2% expressed satisfaction with AI accuracy, while 56.4% reported positive satisfaction with AI's influence on their work. These results suggest that respondents recognise practical benefits from AI applications. Such findings can be considered alongside research on technology acceptance, which identifies users' evaluations and experiences as important factors in technology use (Venkatesh et al., 2012). Nevertheless, the substantial neutral responses concerning accuracy and speed indicate that some respondents may have limited experience, mixed evaluations, or insufficient grounds to express a definite opinion.

Convenience attracted the highest neutral response, with 60.3% selecting this category. This result suggests that respondents had not formed a clearly positive or negative evaluation of the convenience of AI technologies. Customer service also emerged as a comparatively weaker dimension: 38.4% were satisfied or strongly satisfied, whereas 26.9% were dissatisfied or strongly dissatisfied. This pattern indicates that, although AI technologies may provide useful functionality, the quality of support and user assistance may remain areas for improvement. Research evaluating AI-infused chatbots similarly treats user satisfaction with customer support as an important dimension of human–AI interaction (Ekechi et al.,

2024). Furthermore, task-dependent algorithm aversion suggests that users' responses to automated systems can vary according to the task and context in which those systems are used (Castelo et al., 2019).

Taken together, the findings indicate that respondents' media dependency and satisfaction with AI are both characterised by generally favourable tendencies alongside considerable uncertainty. Media appear to be an important source of AI-related information, but their influence on trust, adoption, and perceptions of safety is not uniform. Likewise, respondents express positive overall satisfaction with AI while identifying potential limitations in convenience and customer service. These descriptive findings provide a basis for further investigation into the relationship between media dependency and satisfaction with AI. However, the tables alone do not establish a statistically significant association or causal relationship between the two constructs. Such conclusions would require respondent-level data and appropriate inferential analysis.

5. CONCLUSION

This study examined media dependency on artificial intelligence (AI) information and respondents' satisfaction with AI technologies. The findings indicate that media constitute an important source of AI-related information, contributing to respondents' awareness and understanding of emerging technologies. A majority of respondents reported that they remained updated about AI through various media platforms and acknowledged the influence of media coverage on their knowledge. The media were also recognised as an important source of public education about AI. These findings support the relevance of media dependency theory in explaining how individuals rely on media to acquire information and interpret technological developments (Ball-Rokeach & DeFleur, 1976).

However, the findings also reveal that media exposure does not necessarily translate into strong confidence, trust, or willingness to adopt AI technologies. Considerable proportions of respondents expressed neutral opinions regarding the credibility of AI information, their understanding of AI, and the influence of media coverage on technology adoption. This suggests that the effectiveness of media communication depends not only on the availability of information but also on its perceived credibility, clarity, and practical relevance.

Regarding satisfaction with AI use, the results demonstrate a generally positive pattern. More than half of the respondents reported satisfaction with the AI technologies they used and their influence on work-related activities. Nevertheless, satisfaction varied across different dimensions. Neutral responses were particularly prominent concerning convenience, accuracy, and speed, while customer service received comparatively less favourable evaluations. These findings suggest that AI technologies offer perceived benefits but that improvements in usability, reliability, and user support may strengthen overall satisfaction.

In conclusion, the study highlights the importance of both media communication and user experience in shaping perceptions of AI. Media organisations should provide accurate, balanced, and accessible information about AI's capabilities, limitations, and social implications. Similarly, AI developers and service providers should prioritise reliability, convenience, transparency, and effective customer support to improve user experiences.

Nevertheless, these findings should be interpreted in light of the study's sample and descriptive design. The results do not establish a statistically significant relationship between media dependency and AI satisfaction. Future research should use respondent-level data, appropriate inferential statistical tests, and more diverse samples to examine these relationships and improve the generalisability of the findings.

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Conflict of Interest

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