

**MBA28**

## **Examining ChatGPT's Influence on Academic Learning: Analysis of Graduate and Undergraduate Student Engagement**

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### **Abstract**

ChatGPT, as an advanced AI-driven chatbot, has influenced students' engagement and cognitive learning outcomes. With the increasing prevalence of ChatGPT, it is crucial to investigate whether ChatGPT can fulfill a comparable role in enhancing active learning. This study aims to explore the factors that shape students' learning experiences with ChatGPT and identify potential differences in these experiences between graduate and undergraduate students. We plan to use a mixed method to carry out the study. In this initial stage, we used a qualitative method using discussion topics to gather students' opinions of ChatGPT on learning and develop a survey based on the themes identified in the discussion topics. In the qualitative phase, twenty-seven graduate students participated in the discussion topics, and two researchers conducted analysis independently using content analysis to identify emerging themes. The major interesting themes were learning, sociability, companion continuity, and accuracy anxiety. In the next step, we plan to develop a survey based on the themes identified in the discussion topics and relevant literature.

### **Conference Track**

MIS and Business Analytics