

Spotlight on Education: The NORC AmeriSpeak Teen Survey

Conducted by NORC at the University of Chicago with funding from NORC at the University of Chicago

Interviews: 08/24/2024-9/9/2024

1,037 teens, aged 13 – 17 years

Margin of sampling error: +/- 4.4 percentage points at the 95% confidence level among all teens

NOTE: All results show percentages among all respondents, unless otherwise labeled.

**AI1. In which of the following ways, if any, have you used AI for school?
SELECT ALL THAT APPLY.**

NORC 08/24-9/9/2024	Selected	Not Selected	SKP/ REF
I have never used AI	45	53	1
To edit a document	19	79	1
To draft an email	11	88	1
To create or edit a presentation	16	83	1
To write a report or paper	20	79	1
To summarize notes	19	80	1
As an accommodation for a disability	3	96	1
To create artwork or another artistic endeavor	12	87	1
To create social media posts	8	90	1
Other	4	95	1

N=1,037

Asked if any uses of AI selected in AI1.

AI2. How often do you use AI for school?

	NORC 08/24-9/9/2024
Daily	9
A few times per week	25
A few times per month	27
Rarely	31
I only used it once	8
Don't Know	<0
Skip/Refused	9

N=548

Asked if option “I have never used AI” selected in AI1.

[SHOW IF AI1_1 OPTION “I HAVE NEVER USED AI” SELECTED]

NORC 08/24-9/9/2024	Selected	Not Selected	SKP/ REF
I believe people should do their own work	34	66	<1
I don't trust what AI will create	19	81	<1
I don't know how to use AI	16	83	<1
AI is cheating	26	73	<1
I am not allowed to use AI at work or school	38	61	<1
Other	4	96	<1
None of the above	11	89	<1

N=478

AI4. Do you think AI will make the way you learn or do schoolwork harder, easier, or have no impact?

	NORC 08/24-9/9/2024
A lot harder	4
A little harder	8
No impact	24
A little easier	45
A lot easier	17
Don't know	*
Skip/Refused	2

N=1,037

AI5. How much do you worry about your privacy when using AI apps?

	NORC 08/24-9/9/2024
A lot	24
A little	45
Not at all	30
Don't know	*
Skip/Refused	2

N=1,037

AGE

	NORC 08/24-9/9/2024
13	19
14	20
15	20
16	21
17	21

N=1,037

GENDER

	NORC 08/24-9/9/2024
Male	51
Female	49

N=1,037

RACE/ETHNICITY

	NORC 08/24-9/9/2024
White	51
Black or African American	13
Hispanic	26
Other	10

N=1,037

Study Methodology

This survey was conducted by NORC at the University of Chicago and with funding from NORC at the University of Chicago.

Data were collected using the AmeriSpeak Teen Omnibus®, a quarterly multi-client survey. The survey included questions about other topics not included in this report. Data were collected using both probability and non-probability sample sources. Interviews for this survey were conducted between August 24 and September 9, 2024, with teens aged 13 to 17 representing the 50 states and the District of Columbia.

The probability sample source is AmeriSpeak®, NORC's probability-based panel designed to be representative of the U.S. household population. During the initial recruitment phase of the

panel, randomly selected U.S. households were sampled with a known, non-zero probability of selection from the NORC National Sample Frame and then contacted by U.S. mail, email, telephone, and field interviewers (face to face). The panel provides sample coverage of approximately 97% of the U.S. household population. Those excluded from the sample include people with P.O. Box only addresses, some addresses not listed in the USPS Delivery Sequence File, and some newly constructed dwellings. AmeriSpeak Teen members are recruited via parents in the AmeriSpeak Panel. They reside in the same household their parents, who are already a part of the AmeriSpeak panel, reside. Thus, the AmeriSpeak Teen Panel has the same probability-based design as the adult household panel and is similarly representative of the U.S. population.

Teen Panel members were randomly drawn from AmeriSpeak, and 452 completed the survey via the web. Panel members were invited by email. Interviews were conducted in English. Respondents were offered a small monetary incentive (\$4) for completing the survey. The final stage completion rate is 46.3 percent, the weighted household panel response rate is 25.8 percent, and the weighted household panel retention rate is 77.1 percent, for a cumulative response rate of 9.2 percent.

Prodege provided 585 non-probability interviews with teens aged 13 to 17, after obtaining study-specific consent from parents/legal guardians. The non-probability sample was derived based on quotas related to age, race and ethnicity, and gender. Interviews were conducted in English and via the web. For panel recruitment, Prodege uses invitations of all types including email invitations, phone alerts, banners, and messaging on panel community sites to include people with a diversity of motivations to take part in research. Because non-probability panels do not start with a frame where there is known probability of selection, standard measures of sampling error and response rates cannot be calculated.

Quality assurance checks were conducted to ensure data quality. In total, 5 interviews were removed for nonresponse to at least 50% of the questions asked of them, for completing the survey in less than one-third the median interview time for the full sample, or for straight lining all grid questions asked of them. These interviews were excluded from the data file prior to weighting.

In order to incorporate the nonprobability and probability sample, NORC used TrueNorth calibration, an innovative approach developed at NORC to combine the two sample sources. TrueNorth leverages the fact that the nonprobability sample has a companion probability sample that, properly weighted, is assumed to be generally unbiased, and such data can be leveraged to correct for bias.

The final TrueNorth weights delivered with the data for the combined sample are developed in three major steps. First, fit a weighted tree model to the combined probability and nonprobability sample. Second, based on the fitted tree model, estimate the probabilities of inclusion in the combined probability and nonprobability sample and compute the initial weights as the inverse of the estimated probabilities. Third, poststratification adjustments, including calibration to benchmarks and weight trimming, are made to the initial weights to create the final weights.

Raking variables for both the probability and nonprobability samples included age, gender, Census Region, race/ethnicity, and parent's highest level of education. Population control totals for the raking variables were obtained from the 2024 February Monthly Current Population Survey. The weighted data reflect the U.S. population of people aged 13 to 17.

The overall margin of sampling error for the combined sample is +/- 4.4 percentage points at the 95 percent confidence level, including the design effect. The margin of sampling error may be higher for subgroups.

Sampling error is only one of many potential sources of error and there may be other unmeasured error in this or any other survey.

Additional information on the AmeriSpeak Panel methodology is available at: <https://go.norc.org/spotlight-education-ai>.

Additional information on the TrueNorth approach can be found here: <https://amerispeak.norc.org/our-capabilities/Pages/TrueNorth.aspx>.

For more information, email info@norc.org.

About the NORC Spotlight on Education

NORC at the University of Chicago's Spotlight on Education series is a series of quick-hitting national surveys on issues vital to education and its place in society, conducted using AmeriSpeak's® probability-based panels.

About NORC at the University of Chicago

NORC conducts research and analysis that decision-makers trust. As a nonpartisan research organization and a pioneer in measuring and understanding the world, we have studied almost every aspect of the human experience and every major news event for more than eight decades. Today, we partner with government, corporate, and nonprofit clients around the world to provide the objectivity and expertise necessary to inform the critical decisions facing society.

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