

**ZENDY**

# **AI FOR STUDENTS & RESEARCHERS 2025:** SURVEY STATISTICS, TRENDS & FUTURE OUTLOOK

# CONTENTS

Introduction	3
Objectives	4
Methodology	5
Key Findings	6
Demographics of AI Users in Research	7
Usage of AI Tools	8
Research Habits	10
Future Outlook	11
Conclusion	13
About Zendy	14

# INTRODUCTION

The transformative role of Artificial Intelligence (AI) in research and academia is reshaping how knowledge is created, accessed, and applied. From automating time-consuming tasks to uncovering complex patterns in vast datasets, AI is accelerating discoveries and opening new frontiers of inquiry.

As these tools continue to evolve at a rapid pace, understanding how researchers interact with AI is essential for ensuring seamless integration into academic workflows.

This report provides an in-depth analysis of findings from a detailed **user behavior survey conducted by Zendy**, offering valuable insights into how researchers engage with AI-powered tools and navigate research in the digital age.

Based on responses from **1,502 participants**, the survey highlights **key trends in AI adoption, accessibility preferences**, and user behaviors, offering valuable information to guide the development of research-centred AI tools and strategies.

The insights presented in this report not only reflect the current landscape of AI in research but also point toward a future where AI fosters **greater inclusivity, efficiency, and innovation** in academic work.

As the intersection between AI and academia continues to evolve, these findings serve as a crucial guide for designing AI solutions that truly address the needs of the research community.

# OBJECTIVES

This study was conducted to explore the evolving role of Artificial Intelligence (AI) in academic research, focusing on how researchers interact with AI-powered tools, their usage patterns, and the impact of AI on research workflows. The key objectives of this survey are:

## 1. Understanding AI adoption in research

- Identify how widely AI-powered tools are used by researchers, students, and academics.
- Assess the key tasks where AI contributes the most (e.g., literature reviews, writing, data analysis).

## 2. Analysing research habits in the digital age

- Examine how frequently and in what ways researchers engage with academic literature.
- Understand the transition from traditional research methods to AI-driven solutions.

## 3. Exploring accessibility and usability of AI tools

- Investigate user preferences for AI-enabled research platforms, including device usage (desktop vs. mobile).

- Identify barriers to AI adoption, such as cost, availability, or ethical concerns.

## 4. Evaluating the perceived impact of AI on research efficiency

- Measure how AI tools improve productivity, accuracy, and time management in research.
- Understand researchers' perceptions of AI's effectiveness and limitations.

## 5. Informing the development of AI-driven research tools

- Provide data-driven insights that can guide the enhancement of AI-powered academic platforms.
- Highlight key areas where AI can be further optimised to support researchers.

By addressing these objectives, the study aims to provide actionable insights into the current landscape of AI in research, helping educators, institutions, and technology providers shape the future of AI-driven academic tools.

# METHODOLOGY

To gain a deeper understanding of how researchers interact with AI-powered tools, Zendy conducted a comprehensive user behaviour survey, gathering insights from a diverse group of academics, students, and professionals across various disciplines.

## Survey Design & Distribution

The survey was designed to explore AI adoption, research habits, and accessibility preferences within academic workflows. A combination of multiple-choice, ranking-scale, and open-ended questions was used to capture both quantitative and qualitative data. To ensure broad participation, the survey was distributed through multiple channels, including:

- Zendy's website, with a dedicated pop-up for users.
- Social media platforms, targeting students, researchers, and educators.
- Direct outreach via email campaigns, engaging Zendy's existing academic user base.
- University outreach, targeting students, researchers, librarians, and lecturers.

## Sample & Participants

A total of 1,502 participants from varied academic backgrounds completed the survey. The sample included:

- Undergraduate and postgraduate students, representing early-career researchers.
- Academics and faculty members, offering insights into AI's role in teaching and research.
- Independent researchers and industry professionals, showcasing AI's impact beyond academia.

The respondents came from diverse geographic regions, ensuring a global perspective on AI adoption in research.

## Data Collection & Analysis

Survey responses were collected over four weeks and analysed using quantitative and qualitative methods:

- Descriptive statistics identified key trends in AI adoption, research habits, and accessibility preferences.
- Thematic analysis was conducted on open-ended responses to uncover common challenges, perceptions, and opportunities regarding AI in academic research.

By leveraging both numerical data and qualitative insights, this report presents a well-rounded view of how researchers are engaging with AI and the challenges they face in the digital research ecosystem.

# KEY FINDINGS

51%

Use AI tools for literature review

46%

Use AI tools for writing and editing

76%

Either use AI extensively or are exploring

39.6%

Identify AI tools as very effective for research

26.1%

Are not using AI at all in their research process

89%

Are price-sensitive preferring to pay below \$10/m

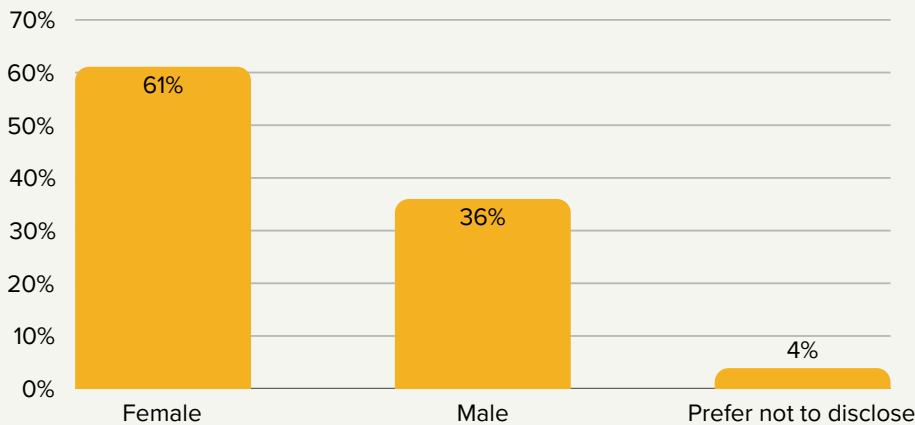
## ANALYSIS OF KEY FINDINGS

Zendy's survey data reveals key trends in AI adoption within research and academia. AI tools are becoming integral to academic workflows, with 51% of respondents using them for literature reviews, 46% for writing and editing, and 76% actively leveraging or exploring their potential.

While 39.6% consider AI highly effective for research, 26.1% have yet to adopt these tools, **highlighting opportunities to enhance AI literacy at an institutional level**. Affordability remains a key factor, as 89% of users prefer AI solutions priced under \$10 per month. These insights underscore the **growing demand for accessible, cost-effective AI tools** to drive broader adoption and improve research efficiency.

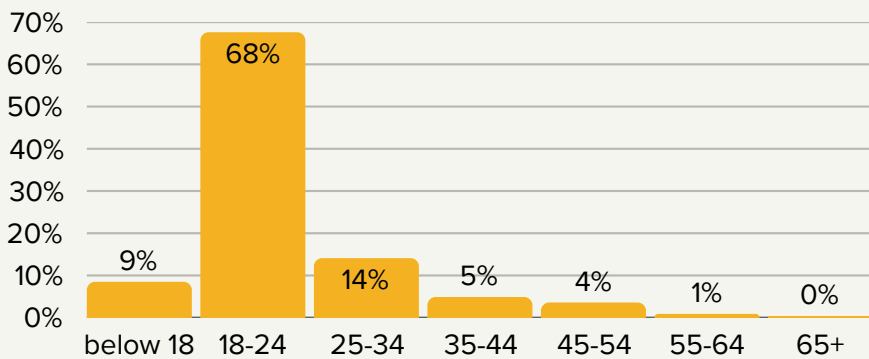
# DEMOGRAPHICS

## GENDER



61% of total respondents are female.

## AGE



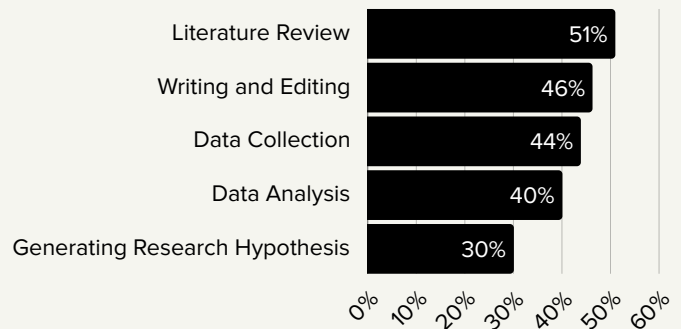
68% of respondents are aged between 18-24.

The survey reveals that younger researchers, particularly those aged 18-24 and undergraduate students, are at the forefront of AI adoption in academia. The majority of AI users in research are early-career academics, with 45% being undergraduate students and 37.2% high school students. This trend highlights the **growing reliance on AI tools among younger learners**, indicating a shift toward AI-driven research habits from an early academic stage.

# USAGE OF AI TOOLS

## RESEARCH TASKS USING AI TOOLS

The findings indicate that AI tools are most frequently employed for literature reviews (51%) and writing and editing (46%). This suggests that **researchers are leveraging AI to streamline two of the most time-consuming aspects of academic work.**

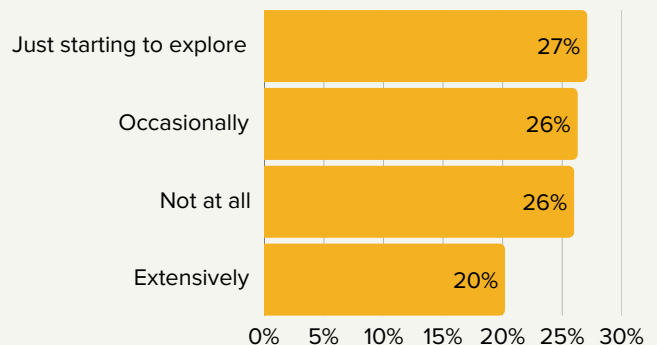


Additionally, 44% use AI for data collection, and 40% for data analysis, emphasising AI's growing role in managing large datasets and extracting meaningful insights.

## HOW OFTEN TOOLS ARE UTILISED

AI tool adoption among researchers is distributed across different levels of engagement:

- 20% of respondents use AI extensively, integrating it deeply into their research workflows.



- 26% use AI occasionally, showing its value but not yet full integration into daily research.
- 27% are new to AI tools, indicating curiosity but a need for more training.

These findings highlight AI's growing role in research while leaving room for wider adoption.

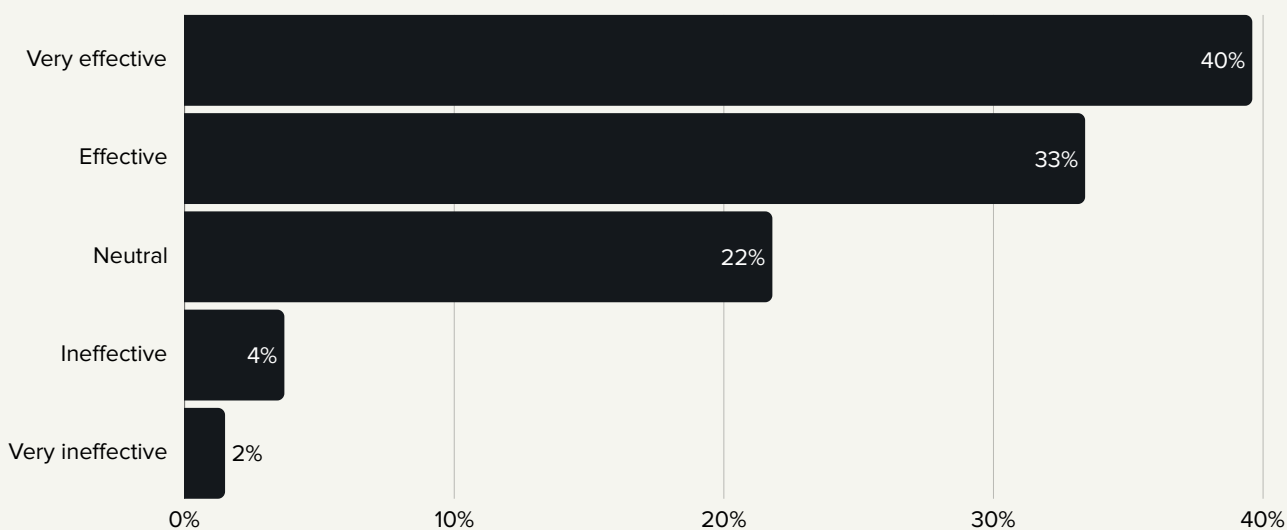


# USAGE OF AI TOOLS

## IMPACT OF AI TOOLS IN RESEARCH

The survey results demonstrate strong confidence in the effectiveness of AI tools for research:

- 40% of respondents find AI very effective, signaling that AI significantly enhances research efficiency and output.
- 33% consider AI effective, reinforcing its role as a valuable support tool.
- 22% remain neutral, possibly indicating a need for improved awareness of AI capabilities or refinement of existing AI tools to better align with researchers' needs.



## KEY FINDINGS

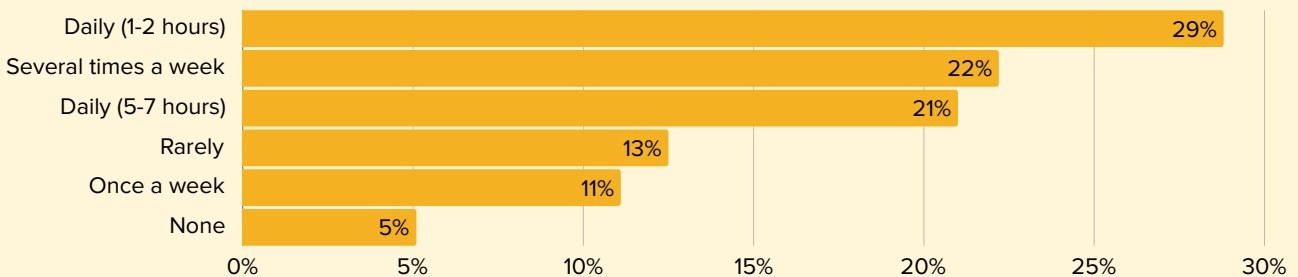
The data highlights AI's increasing impact on research workflows, particularly in literature reviews, writing, and data-related tasks. However, the varying levels of adoption suggest a need for **greater accessibility, training, and awareness** to encourage broader implementation. While most researchers find AI effective, addressing concerns about usability, trust, and affordability will be crucial in **ensuring AI tools become a standard part of academic research processes**.

# RESEARCH HABITS

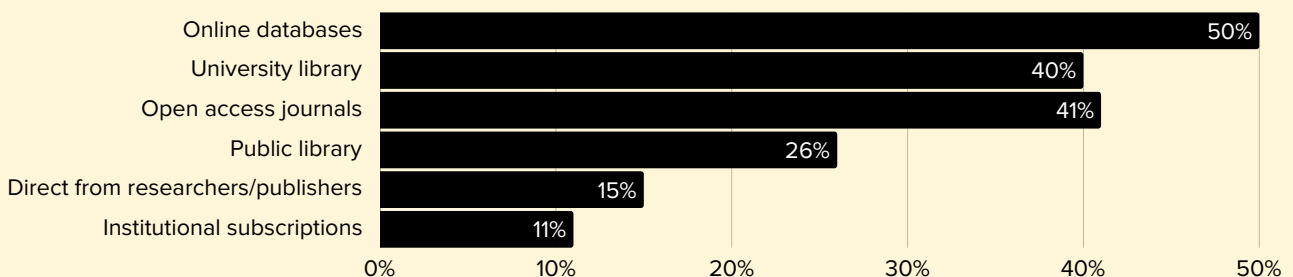
## READING FREQUENCY & PREFERRED ACCESS

### METHODS

The survey data highlights a strong commitment to scholarly research, with **71.4% of respondents engaging with research papers daily or several times a week**. Digital resources are the preferred choice for accessing academic content, with 50% favoring online databases.



Among these, 63.4% rely on Google Scholar, while 61.2% turn to Zandy, reflecting the increasing shift toward AI-driven and centralised research platforms for streamlined access to academic literature.



This strong engagement highlights the growing demand for more accessible scholarly resources, as researchers increasingly seek efficient ways to navigate vast volumes of information. AI has the **potential to transform research accessibility, particularly in emerging regions**, by offering scalable, cost-effective solutions that democratise knowledge and streamline the research process.

# FUTURE OUTLOOK

The future outlook for AI in research and knowledge discovery is transformative, with AI set to redefine how information is accessed, analysed, and applied. By automating time-consuming tasks such as literature reviews, data analysis, and content generation, AI can significantly accelerate the research process, allowing scholars to focus more on innovation.

As AI becomes more accessible and integrated into academic workflows, it will democratise research, fostering global collaboration and empowering researchers, especially in emerging regions, to contribute to a more inclusive and rapid pace of scientific discovery.

To prepare for the impact of AI in research, the scholarly community must prioritise increasing AI literacy across all levels of academia. This includes offering targeted training and resources to help researchers understand and effectively use AI tools in their workflows.

Additionally, fostering collaboration between AI experts, researchers, and institutions is crucial to ensuring that AI solutions are tailored to the unique needs of different academic disciplines. By promoting interdisciplinary partnerships and knowledge sharing, the scholarly community can ensure that AI is leveraged ethically, inclusively, and efficiently.

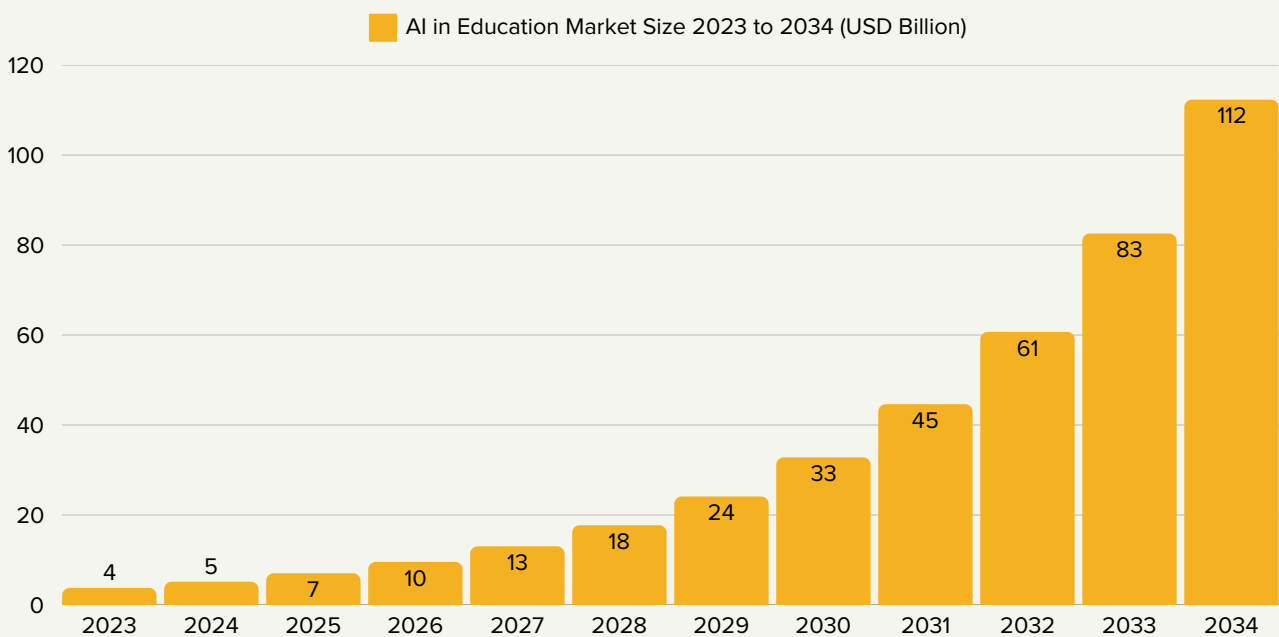
AI is also set to play a bigger role in research through:

- **Enhanced predictive analytics**, allowing researchers to forecast trends and outcomes more accurately.
- **AI-powered research collaboration tools**, making global cooperation easier by breaking down geographical and institutional barriers.
- **Integration with augmented and virtual reality**, transforming how experiments and simulations are conducted, paving the way for more interactive and immersive research experiences.

# FUTURE OUTLOOK

## AI IN EDUCATION MARKET SIZE AND FORECAST

The global AI in education market is set for exponential growth, projected to surge from USD 5.18 billion in 2024 to approximately USD 112.30 billion by 2034, driven by a remarkable CAGR of 36.02%. This rapid expansion underscores the **increasing integration of AI in learning and research**, signaling a transformative shift in how education is delivered and accessed worldwide.



Source: <https://www.precedenceresearch.com/ai-in-education-market>

# CONCLUSION

AI is more than just a tool—it is a transformative force reshaping how students learn, researchers innovate, and educators teach. Its integration into education and research is **paving the way for a future where knowledge is more accessible, personalised, and impactful than ever before.**

However, as AI continues to evolve, it is crucial to address challenges such as ethical considerations, data privacy, and equitable access to ensure its benefits reach everyone. By adopting AI thoughtfully and responsibly, institutions, educators, and researchers can harness its full potential to accelerate discovery, enhance learning experiences, and drive meaningful progress in academia.

As we stand at the crossroads of technological innovation and education, the key to success lies in collaboration, adaptability, and **ethical AI development**. The future of research and learning is being shaped today—how we choose to innovate with AI will play a role in defining the next era of academic excellence.

# ABOUT ZENDY

Zendy is an AI-powered research platform designed to make it easier for students, researchers, and academics to access, explore, and interact with scholarly content.

A key part of Zendy's AI capabilities is **ZAIA (Zendy AI Assistant)**, which helps users quickly understand key concepts and find relevant academic papers based on their inputs. By improving the efficiency and accuracy of literature reviews, ZAIA supports a more streamlined research process.

In addition to ZAIA, Zendy offers a range of AI-powered tools designed to simplify academic workflows, including:

- **AI Summarisation & Insights**, helping users extract key concepts from complex papers quickly.
- **A PDF analysis tool**, allowing for more intuitive interaction with documents.
- **Keyphrase Highlighting**, making it easier to identify critical information at a glance.

In collaboration with leading global publishers—including Taylor & Francis, Wiley, EBSCO, IEEE, De Gruyter, British Online Archives and many more—Zendy provides access to over 48 million research publications, making knowledge discovery more accessible and seamless for all.



Scan the QR code to create your free Zendy account today!

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