

Thesis: KI FIT Interview Study



○ Problem Setting

According to Article 4 of the EU AI Act, organizations must ensure AI competence. While efforts focus on the workforce, the AI readiness of people aged 50+ remains largely unexplored - despite their growing contact with AI systems in daily life.

An aging society must not be left behind as AI technologies become more integrated into public and private life. There is a lack of research on how older adults perceive AI and what kind of support they need to engage with it confidently.

Aim of the Work

- This thesis investigates how the 50+ generation in Graz perceives AI and what educational offers they would find useful and motivating. A qualitative interview study (preferred in German language) will explore their needs, expectations, and ideas for accessible AI learning formats.
- Method: Semi-structured interviews and qualitative content analysis.

Supervision

- Scientific Supervisor: Univ.-Prof. Dr. Stefan Thalmann
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