

AI student research

Yugo's student global insights programme

Overview

Yugo's Student Global Insights Programme is an annual initiative that explores the key issues students face as they study and prepare for their professional futures.

We put a range of questions to our student community across multiple countries to gain insight into their motivations, ambitions, and concerns around major global topics. These insights help us shape the training and resources we offer as part of our **Live Your Best Life (LYBL)** programme to support their development.

This year over

7,000+

students world-wide shared their thoughts about the potential of AI

In areas like

**Productivity
Education
Health
& Climate Change**

“

“At Yugo, we’re always striving to understand the mindset and aspirations of students living in our spaces. This research is groundbreaking in both its size and geographical reach and paints a compelling picture.

It reveals much excitement about the potential of AI, particularly in education, healthcare and technology. But there is clear anxiety about its threat to students’ job prospects.

At Yugo, we don’t just prepare students for the future — we empower them to shape it.

Our mission is to ensure they’re not simply keeping pace with change, but confidently leading it.”



Joe Persechino
Chief Operating Officer
Yugo

Navigating the AI era: How students are embracing technology in their academic and career journeys

The integration of Artificial Intelligence (AI) into daily life is no longer a future possibility – it’s happening now. From the lecture hall to the job market, students are engaging with AI in ways that are shaping both their present and future.

At Yugo, understanding these behaviours is core to our mission of empowering students to thrive. Our latest research offers an in-depth look at how students are interacting with AI technologies, revealing both opportunities and areas for development.

The Student-AI relationship

Key insights into the use of AI for academic, career, and wellbeing purposes.

AI in Academics

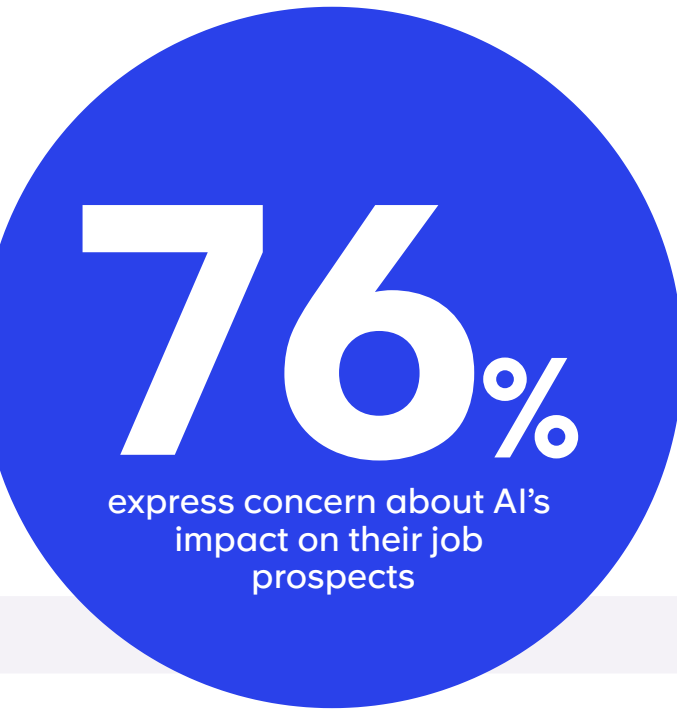
Students are actively leveraging AI to enhance their academic performance:



This data reveals that students are not just adopting AI—they’re strategically embedding it into every phase of their academic journey.

The AI career paradox: empowerment meets concern

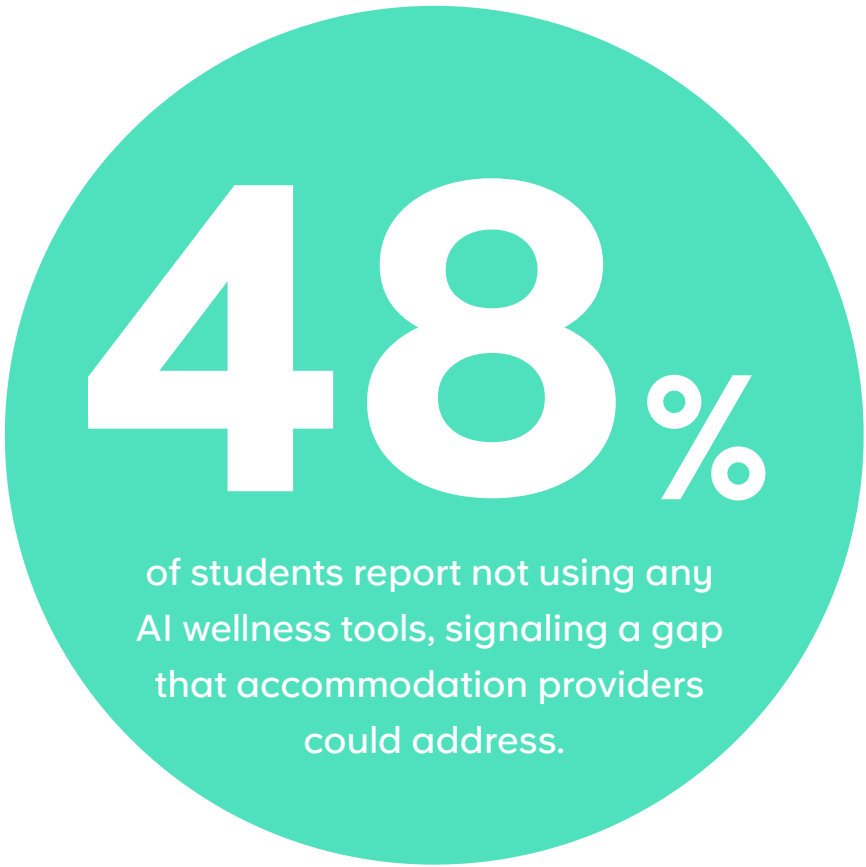
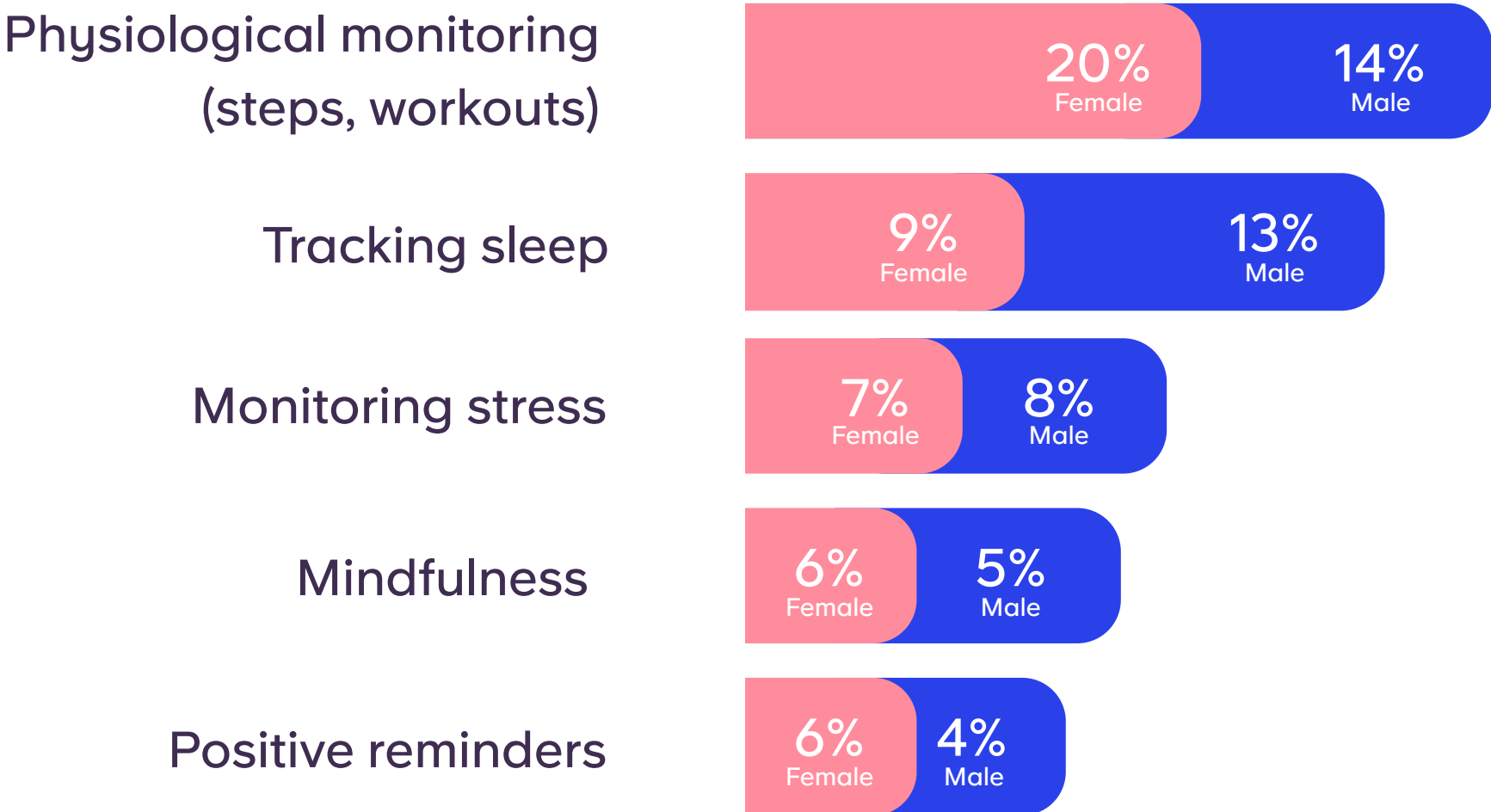
As students edge closer to graduation, they’re using AI to bridge the transition to the workforce:



This duality highlights a paradox: AI is seen both as a key to opportunity and a threat to career stability.

AI and student wellbeing: an untapped potential

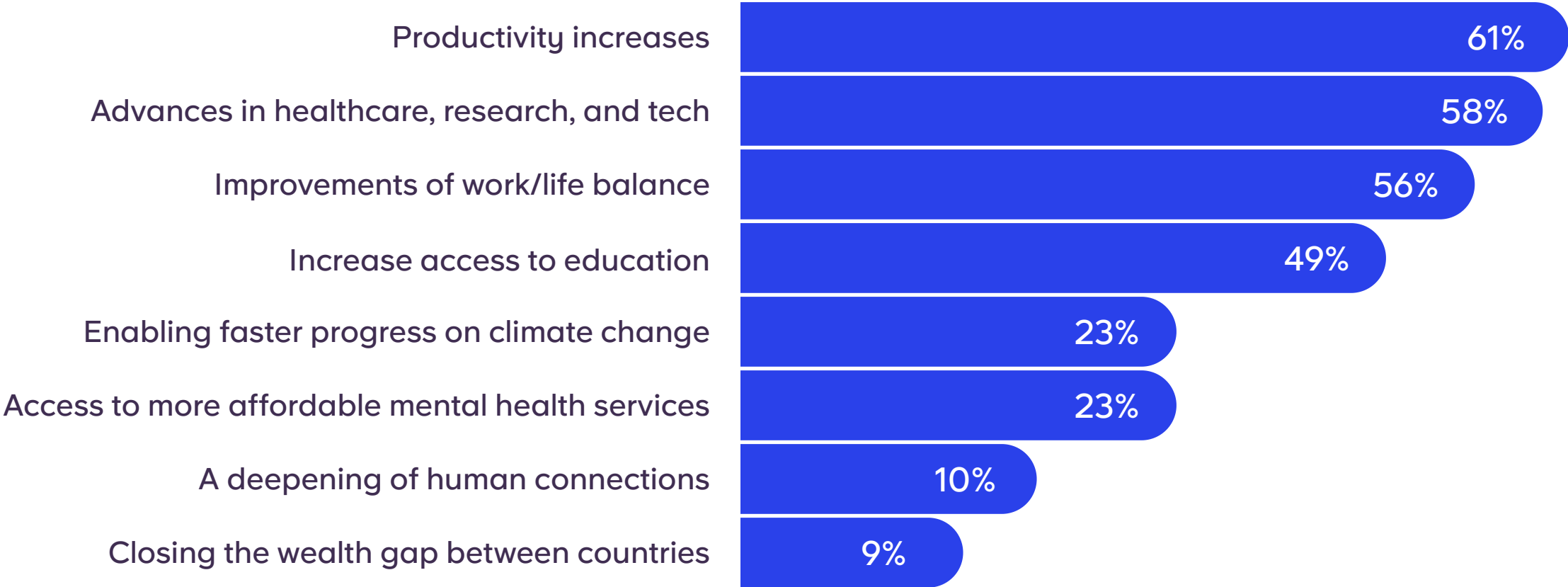
Despite the market surge in AI wellness tools—from fitness trackers to meditation apps—student uptake remains low:



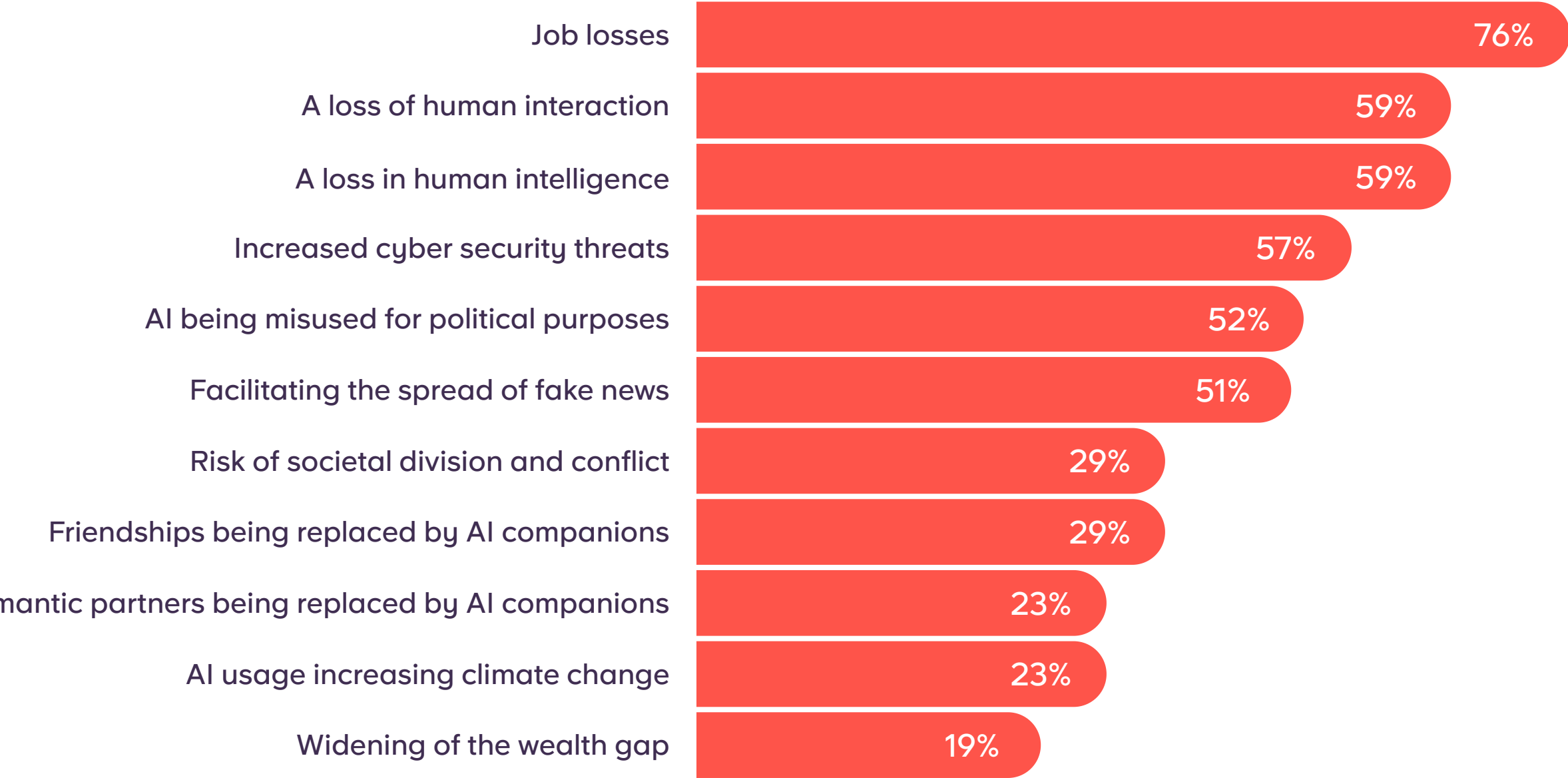
A global mindset: hope, hesitation, and hype

Students worldwide acknowledge AI’s potential to transform society

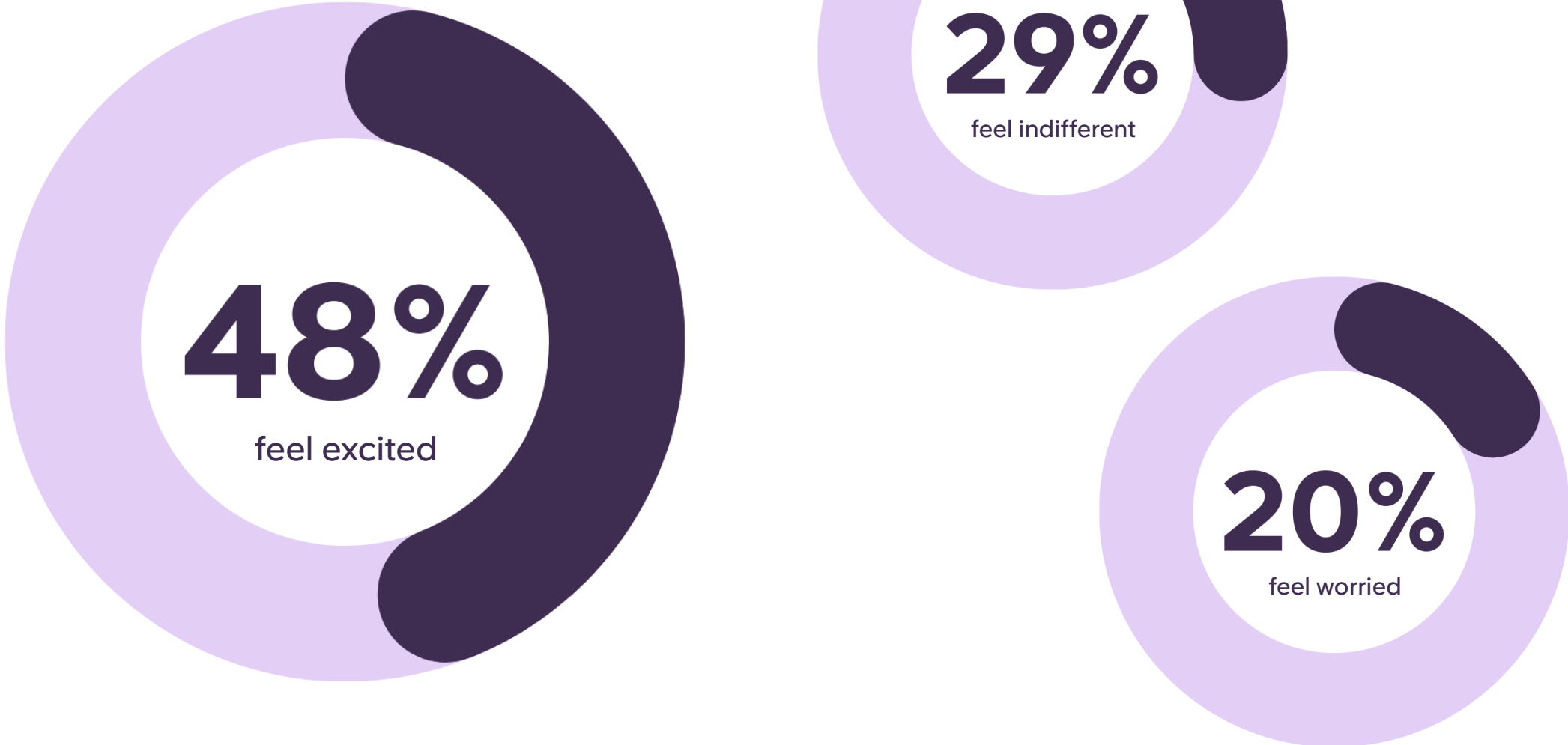
Benefits of AI



Key concerns



Students are slightly divided on how they view AI:



These stats suggest both excitement and some trepidation around AI adoption. This provides an opportunity to support students in adopting and excelling in this new technological era.



Yugo's commitment: preparing students for an AI future

As the **leading global student housing brand and operator, and the largest in Europe**, we recognise the responsibility we hold.

Our **Live Your Best Life (LYBL)** programme is built on three essential pillars:

Sustainability
Education
Personal Development

This year, in response to student feedback and global AI trends, we are proud to introduce **AI training modules** across our spaces. This initiative is designed to equip students with the confidence and skills needed to engage with emerging technologies and succeed in a rapidly evolving job market.

YUGO



61%

identify increased
productivity as AI's
greatest benefit

