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Effectiveness of AI-Predictive Analytics in Enhancing Academic Research among Postgraduate Educational Management Students in Universities in Rivers State

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Abstract

The study was conducted to find out how effective AI-Predictive Analytics enhance Academic Research among Postgraduate Educational Management Students in public universities in Rivers State. The study was guided by two specific objectives, two research questions and two hypotheses. A descriptive survey design was adopted with a population of 431 postgraduates' students of Educational Management from three public universities which were entirely used as sample for the study because of the manageable size. Data for the study were collected through a questionnaire validated by three experts and with reliability coefficient of 0.81 obtained through test retest method. Data gathered were analysed using mean to answer research questions and analysis of variance for testing the hypotheses at 0.05 level of significance. The result of the study shows that there is no significant difference in respondents' mean scores of state-owned universities and the federal university on data collection using AI-Predictive Analytics in enhancing academic research among postgraduate Educational Management students in universities in Rivers State and that there is no significant difference in respondents' mean scores of state-owned universities and the federal university on data organization using AI-Predictive Analytics in enhancing academic research among postgraduate Educational Management students in universities in Rivers State. Based on the result, it was recommended that Universities should provide targeted training and support to students and researchers on effectively using AI-Predictive Analytics. This training should address common challenges related to data accuracy and error minimization to improve the overall effectiveness of AI tools in data collection and institutions should integrate AI tools more seamlessly into research workflows to help address concerns about inconsistency in data organisation.

Keywords: AI-Predictive Analytics, Academic Research, Data Collection, Data Organisation, Educational Management

Introduction

Enhancing academic research involves employing strategies, tools, and methodologies that significantly improve the quality, efficiency, and impact of research activities within academic institutions. This enhancement encompasses various aspects such as fostering innovation, ensuring rigorous data analysis, improving research skills, and facilitating the dissemination of research findings. In today's academic landscape, the integration of

advanced technologies, particularly artificial intelligence (AI), has become pivotal in enhancing research processes. AI-Predictive Analytics, for instance, has emerged as a transformative tool that aids researchers in making data-driven decisions, predicting trends, and optimizing resource allocation. By leveraging these technologies, academic institutions can overcome traditional research challenges, thereby accelerating the advancement of knowledge and contributing to sustainable development (Ineye-Briggs, 2024).

Academic Research refers to a systematic investigation conducted to establish facts, generate new knowledge, or solve specific problems within various fields of study. It is characterized by its methodological rigour, critical analysis, and reliance on empirical data. Academic research can be categorized into several types, including basic research, which aims to expand foundational knowledge; applied research (Nwineh & Nwineh, 2019), which focuses on practical applications of scientific discoveries; and translational research, which seeks to bridge the gap between laboratory findings and real-world applications (Nwankwo, 2016; Ololube & Kpolovie, 2012). The process of academic research typically involves identifying a research question or hypothesis, conducting a comprehensive literature review, designing a study methodology, collecting and analysing data, and disseminating findings through publications, conferences, or other academic forums. Key attributes of high-quality academic research include originality, validity, reliability, and ethical integrity (Kayii & Kwakye, 2024). Therefore, Academic research is defined as the systematic, methodical pursuit of knowledge involving data collection, analysis, and interpretation aimed at generating new insights or solving specific problems within an academic framework using AI-predictive analytics.

Today, AI-Predictive analytics plays a crucial role in enhancing the effectiveness of academic research by offering sophisticated tools for data analysis and forecasting. These AI-driven methodologies enable researchers to identify patterns, predict future trends, and make informed decisions with greater precision and accuracy (Nwile & Befii-Nwile, 2024; Kayii & Kwakye, 2024). By automating complex data analysis processes, AI-Predictive Analytics reduces the time and effort required for manual data handling, allowing researchers to focus on higher-order thinking and innovative problem-solving. For instance, in a study conducted by Smith, Johnson and Thompson (2023) at Stanford University, AI-Predictive Analytics was used to forecast student performance and identify factors contributing to academic success. The study demonstrated that predictive models could accurately predict student outcomes based on historical data, enabling educators to implement targeted interventions. Similarly, a local study

by Adebayo (2022) in Nigeria explored the use of AI-Predictive Analytics in optimizing resource allocation in university research departments. The findings revealed that AI tools significantly improved the efficiency and effectiveness of resource distribution, leading to enhanced research productivity.

Moreover, AI-Predictive Analytics facilitates interdisciplinary research by integrating diverse datasets and providing insights that span multiple fields of study. This capability is particularly valuable in addressing complex, multifaceted research questions that require a holistic approach. For example, the integration of AI in medical research has led to significant breakthroughs in disease prediction and personalized medicine, as reported by Zhang, Li, and Wang (2022) in their comprehensive review of AI applications in healthcare.

AI-Predictive Analytics has revolutionized data collection and organization in academic research, offering unparalleled precision and efficiency. Traditional data collection methods often involve manual processes that can be time-consuming and prone to errors. In contrast, AI technologies automate and streamline these processes, enhancing data accuracy and reliability. For instance, AI-driven tools can scrape vast amounts of data from various digital sources, including academic databases, social media, and online surveys, thus significantly broadening the scope of research data available to scholars (Smith, Johnson, & Thompson, 2023).

Moreover, AI-Predictive Analytics aids in the organization of large datasets, ensuring that data is structured in a manner conducive to thorough analysis. This capability is particularly beneficial in handling big data, where the volume, variety, and velocity of data can overwhelm traditional data management systems. AI algorithms can classify and categorize data based on predefined criteria, facilitating easier retrieval and analysis. According to Zhang, Li, and Wang (2022), the use of AI in data organization allows researchers to quickly identify relevant data points, draw meaningful correlations, and generate actionable insights. This streamlined process not only saves time but also enhances the overall quality and integrity of the research. In the context of academic research, AI-Predictive Analytics enables researchers to handle diverse and complex datasets with greater efficacy. For example, in a study by Adebayo (2022) on optimizing resource allocation in university research departments, AI tools were employed to organize data related to funding, resource distribution, and research outputs (Ikpesu & Kayii, 2023; Eze, Nnaji & Okeke, 2021). The AI system could predict future resource needs and identify trends, allowing for more strategic and effective allocation of resources. This predictive

capability is crucial in academic settings, where resource management directly impacts research productivity and innovation.

Furthermore, AI-Predictive Analytics supports dynamic and real-time data collection, providing researchers with up-to-date information that reflects the latest trends and developments in their field. This real-time capability is particularly valuable in rapidly evolving disciplines (Dambo & Kayii, 2022), such as technology and medicine, where staying current with the latest data is essential for producing relevant and impactful research (Smith, Johnson & Thompson, 2023). AI tools can continuously monitor and update datasets, ensuring that researchers have access to the most current information available.

The integration of AI-Predictive Analytics in data collection and organization also enhances the reproducibility and transparency of academic research. By automating data processes, AI reduces the likelihood of human error and bias, thereby increasing the credibility of research findings. Moreover, AI systems can provide detailed logs and documentation of data handling processes, which is essential for verifying and replicating studies. This transparency is crucial for maintaining the integrity of academic research and fostering trust within the scholarly community (Aleru, 2024; Zhang et al., 2022; Gamage, Ayres, Behrend & Smith, 2022).

Arguably, AI-Predictive analytics significantly enhances the efficiency, accuracy, and reliability of data collection and organization in academic research. By automating data processes and providing real-time updates (Iftakhar, 2016; Hrastinski, 2008), AI technologies allow researchers to manage large and complex datasets effectively. These advancements not only improve research productivity but also ensure the integrity and reproducibility of research findings, thereby contributing to the overall advancement of knowledge. As demonstrated by recent studies, the adoption of AI in academic research processes is instrumental in achieving these goals (Adebayo, 2022; Smith et al., 2023; Zhang et al., 2022).

Smith, et al, (2023) evaluated the impact of AI-Predictive Analytics on student performance data collection and analysis. The researchers developed AI models to forecast student outcomes based on historical data. The study demonstrated that AI significantly enhanced the accuracy and efficiency of data collection, allowing for more precise identification of at-risk students and timely interventions. The AI tools automated the gathering of data from multiple sources, reducing manual effort and potential errors, thus significantly improving the quality and comprehensiveness of the collected data. Similarly, Adebayo (2022) examined the application

of AI-Predictive Analytics in collecting and analyzing data related to resource allocation in Nigerian universities. The research demonstrated that AI tools improved the efficiency of data collection processes by automating data scraping and integration from various institutional databases. The enhanced data collection capabilities enabled more accurate predictions of resource needs and trends, leading to better-informed decisions and strategic resource management in academic settings. While, Nnaa and Surajo (2020) demonstrated that AI tools enhanced the efficiency and accuracy of data collection by automating survey distribution and response aggregation. Additionally, AI algorithms were used to organize and categorize the collected data, facilitating easier analysis and interpretation. The researchers concluded that the use of AI significantly improved the overall research process, leading to more reliable and impactful findings.

Zhang and Wang (2022) examined various applications of AI in healthcare, including its role in data organization for academic research. The authors highlighted how AI algorithms classified and structured large datasets, facilitating easier retrieval and analysis. The study found that AI tools not only managed vast amounts of data efficiently but also ensured that data was organized systematically, improving the researchers' ability to draw meaningful insights and correlations. This capability was particularly beneficial in handling complex medical research data, enhancing the overall quality and reliability of the research findings. Brown and Green (2021) investigated the benefits and challenges of using AI for research data management, particularly in organizing academic research data. The authors found that AI significantly streamlined the organization of large and complex datasets, making them more accessible and easier to analyse. The study highlighted that AI tools automated the classification, tagging, and indexing of data, reducing the time and effort required for data management. This improved data organization enabled researchers to focus more on analysis and interpretation, thereby enhancing the overall efficiency and effectiveness of academic research. Despite the evident benefits of AI-Predictive Analytics in enhancing the efficiency and accuracy of data collection and organization across various fields, there remains a lack of comprehensive research on its long-term impact on the sustainability and reproducibility of academic research outcomes among students.

Statement of the problem

Despite the rapid advancements in technology, postgraduate Educational Management students in universities in Rivers State face significant challenges in conducting effective academic

research. Many students struggle with the manual and often error-prone processes of data collection and organization, leading to inefficiencies and inaccuracies in their research. These issues not only hinder the quality of their work but also extend the time required to complete their research projects. Specifically, the potential benefits of Artificial Intelligence (AI) in predictive analytics, which could greatly enhance the efficiency and accuracy of data collection and organization, remain largely untapped or underutilized. This raises a critical question: How effective can AI-predictive analytics enhance the processes of data collection and organization to enhance academic research among postgraduate Educational Management students in universities in Rivers State?

Purpose of the Study

The aim of the study was to find out how effective AI-Predictive Analytics enhance Academic Research among Postgraduate Educational Management Students in Universities in Rivers State. In specific terms, the study sought to examine the:

1. effectiveness of data collection using AI-Predictive Analytics in Enhancing Academic Research among Postgraduate Educational Management Students in Universities in Rivers State.
2. effectiveness of data organization using AI-Predictive Analytics in Enhancing Academic Research among Postgraduate Educational Management Students in Universities in Rivers State.

Research Questions

The investigation was guided by the following research questions:

1. How effective is data collection using AI-Predictive Analytics in enhancing Academic Research among Postgraduate Educational Management Students in Universities in Rivers State?
2. How effective is data organization using AI-Predictive Analytics in enhancing Academic Research among Postgraduate Educational Management Students in Universities in Rivers State?

Hypotheses

The following formulated hypotheses guide the study:

1. There is no significant difference in respondents' mean scores of state-owned universities and the federal university on the effectiveness of data collection using AI-Predictive

Analytics in Enhancing Academic Research among Postgraduate Educational Management Students in Universities in Rivers State.

2. There is no significant difference in respondents' mean scores of state-owned universities and the federal university on the effectiveness of data organization using AI-Predictive Analytics in Enhancing Academic Research among Postgraduate Educational Management Students in Universities in Rivers State.

Methodology

The research design adopted for this study is analytic descriptive design. This study used analytic descriptive design because the sampled strata are compared through the use of hypotheses. The population for this study is 431 post graduate students (Masters and Doctoral), which comprises of 101 from Rivers State University, 252 from Ignatius Ajuru University of Education, and 78 from University of Port Harcourt in public tertiary institutions offering Educational Management at graduate level. There was no sampling technique since the population was considered to be very manageable. Structured questionnaire was developed by the researchers which were used for data collection based on the review of related literature on AI-Predictive Analytics in enhancing Academic Research in Tertiary Institutions. The instrument is categorically structured into two sections. Section A was respondent's demographic data, while Section B sought information on AI-Predictive Analytics in enhancing Academic Research in Tertiary Institutions. The instrument was subjected to face and content validation to determine its adequacy and appropriateness for the study and for its proper wordings. In order to establish the reliability of the instrument that was used for the study, a test-retest method was used. The reliability coefficient for the validated instrument is 0.81. Data collected from the administered questionnaire which numbered 362 copies were analysed using mean ratings and standard deviation to answer the two (2) research questions posed for the study, while the two (2) null hypotheses were tested using one-way Analysis of Variance (ANOVA) statistical tool at 0.05% level of significance.

Results

Research Question 1: How effective is data collection using AI-Predictive Analytics in enhancing Academic Research among Postgraduate Educational Management Students in Universities in Rivers State?

Table 1: Mean Scores on data collection using AI-Predictive Analytics in enhancing Academic Research

S/N	Data Collection using Ai-Predictive Analytics	RSU (n=101)			IAUE (n=183)			UP (n=78)		
		M	S.D.	RMK	M	S.D.	RMK	M	S.D.	RMK
1	AI-Predictive Analytics simplifies the data collection process for my research.	3.08	1.00	AG	3.15	0.90	AG	3.29	0.99	AG
2	Using AI-Predictive Analytics ensures more accurate data collection compared to traditional methods.	1.96	0.98	DA	2.15	1.21	DA	1.76	0.75	DA
3	The use of AI-Predictive Analytics reduces the time needed for data collection.	3.08	0.81	AG	3.54	0.97	AG	3.41	0.71	AG
4	AI-Predictive Analytics helps in gathering more comprehensive data for my research	2.04	0.89	DA	1.85	0.90	DA	1.76	0.83	DA
5	Using AI-Predictive Analytics minimizes errors in data interpretation	1.72	0.94	DA	1.92	0.49	DA	2.00	1.06	DA
6	AI-Predictive Analytics reduces the workload associated with data management.	2.88	1.01	AG	3.38	0.65	AG	3.12	0.99	AG
7	I have encountered technical difficulties when using AI-Predictive Analytics for data collection.	1.84	1.03	DA	1.92	0.95	DA	1.59	0.62	DA
	Grand Mean	2.37	0.95	DA	2.56	0.87	AG	2.42	0.85	DA

The grand mean scores of table 1 suggest that overall, students at RSU and UP are more likely to disagree (DA) with the effectiveness of AI-Predictive Analytics in enhancing data collection, while students at IAUE tend to agree (AG) with its effectiveness. While AI-Predictive Analytics is perceived as simplifying the data collection process and reducing the time and workload associated with data management, there are concerns about its accuracy, comprehensiveness, and error minimization. The students at IAUE have a slightly more favourable view of AI tools compared to those at RSU and UP. Technical difficulties are acknowledged but are not seen as a major issue. The mixed responses indicate that while AI-Predictive Analytics has its benefits, there are significant areas for improvement to enhance its effectiveness in academic research.

Research Question 2: How effective is data organization using AI-Predictive Analytics in enhancing Academic Research among Postgraduate Educational Management Students in Universities in Rivers State?

Table 2: Mean Scores on data Organization using AI-Predictive Analytics in enhancing Academic Research

S/N	data Organization using AI-Predictive Analytics	RSU (n=101)			IAUE (n=183)			UP (n=78)		
		M	S.D.	RMK	M	S.D.	RMK	M	S.D.	RMK
8	AI-Predictive Analytics effectively organizes large datasets for academic research	2.88	0.93	AG	2.92	1.04	AG	2.82	1.29	AG
92	The use of AI-Predictive Analytics simplifies the process of data categorization in my research projects	2.92	1.19	AG	2.69	1.11	AG	3.29	0.99	AG

10	AI-Predictive Analytics tools improve the accuracy of data classification in my research.	2.92	1.04	AG	2.77	0.93	AG	3.35	0.79	AG
11	The application of AI-Predictive Analytics enhances the efficiency of data retrieval during my research .	3.24	0.83	AG	3.15	1.14	AG	3.29	0.77	AG
12	AI-Predictive Analytics helps in maintaining consistency in data organization throughout my research process.	1.76	0.88	DA	1.85	0.90	DA	1.82	1.01	DA
13	The use of AI-Predictive Analytics reduces the time spent on data cleaning and preparation for analysis.	1.92	1.00	DA	1.69	1.11	DA	1.71	0.85	DA
14	AI-Predictive Analytics provides useful insights for structuring my research data effectively	3.08	1.15	AG	2.77	1.24	AG	3.18	0.95	AG
	Grand Mean	**2.67**	**1.00**	**AG**	**2.55**	**1.07**	**AG**	**2.78**	**0.95**	**AG**

The grand mean scores in Table 2 suggest that overall, students at all three universities (RSU, IAUE, UP) generally agree (AG) that AI-Predictive Analytics is effective in enhancing data organization for academic research. Students across all universities recognize the benefits of AI-Predictive Analytics in organizing large datasets, simplifying data categorization, improving accuracy, and enhancing the efficiency of data retrieval. However, there are concerns about maintaining consistency in data organization and reducing time spent on data cleaning and preparation. The overall positive agreement indicates that students find AI-Predictive Analytics to be a valuable tool in organizing data for academic research, though there are areas where its effectiveness could be improved to meet their expectations fully.

Hypotheses

Hypothesis 1: There is no significant difference in respondents' mean scores of state-owned universities and the federal university **on** data collection using AI-Predictive Analytics in enhancing Academic Research among Postgraduate Educational Management Students in Universities in Rivers State.

Table 3: ANOVA on data collection using AI-Predictive Analytics in enhancing Academic Research

Source of Variation	SS (Sum of Squares)	df (Degrees of Freedom)	MS (Mean Square)	F	P-value
Between Groups	2.671	2	1.3355	1.69	0.186
Within Groups	283.6383	359	4.7487		
Total	286.3093	361			

The result from Table 3 above, since the p-value (0.186) is greater than the significance level (0.05), we fail to reject the null hypothesis. This indicates that there is no significant difference in respondents' mean scores of state-owned universities and the federal university on data

collection using AI-Predictive Analytics in enhancing academic research among postgraduate Educational Management students in universities in Rivers State.

Hypothesis 2: There is no significant difference in respondents' mean scores of state-owned universities and the federal university **on** data organization using AI-Predictive Analytics in enhancing Academic Research among Postgraduate Educational Management Students in Universities in Rivers State.

Table 4: ANOVA on data organization using AI-Predictive Analytics in enhancing Academic Research

Source of Variation	SS (Sum of Squares)	df (Degrees of Freedom)		MS (Mean Square)	F	P-value
Between Groups	3.0878	2		1.5439	1.468	0.231
Within Groups	377.8603	359		1.0520		
Total	380.9481	361	359			

The result from Table 4 above, since the p-value (0.231) is greater than the significance level (0.05), we fail to reject the null hypothesis. This indicates that there is no significant difference in respondents' mean scores of state-owned universities and the federal university on data organization using AI-Predictive Analytics in enhancing academic research among postgraduate Educational Management students in universities in Rivers State.

Discussion of Findings

The results from Table 1 indicate mixed opinions regarding the effectiveness of AI-Predictive Analytics in data collection. While students at IAUE generally agree that AI-Predictive Analytics simplifies data collection and reduces time and workload, students at RSU and UP are less convinced, leaning towards disagreement. Despite the recognition of AI's benefits in streamlining data processes, there are concerns about its accuracy, comprehensiveness, and error minimization. This aligns with the literature, which acknowledges AI's potential to enhance data collection by automating processes and managing large datasets efficiently (Zhang, Li, & Wang, 2022; Adebayo, 2022). However, challenges remain in ensuring accuracy and minimizing errors, which are reflected in the mixed responses from the students. In contrast, Table 2 shows a generally positive consensus across all universities on the effectiveness of AI-Predictive Analytics in data organization. Students acknowledge AI's role in organizing large datasets, simplifying data categorization, and improving retrieval efficiency. This finding supports existing research highlighting AI's strengths in managing and structuring complex data (Smith et al., 2023; Zhang & Wang, 2022). However, concerns about maintaining

consistency and reducing time spent on data cleaning suggest areas for improvement, reflecting the ongoing challenges in integrating AI into research workflows effectively. The ANOVA results for both data collection and data organization (Tables 3 and 4) show no significant differences in responses between state-owned and federal universities. This suggests that the perceived effectiveness of AI-Predictive Analytics in enhancing academic research is similar across different types of universities. These findings are consistent with studies indicating that the benefits and challenges of AI tools in academic research are broadly experienced across different institutional settings (Brown & Green, 2021; Nnaa & Surajo, 2020).

Conclusion

The study highlighted that AI-Predictive Analytics is perceived as a valuable tool in enhancing data organization for academic research, with students across all universities recognizing its benefits in managing and structuring complex datasets. In contrast, opinions on its effectiveness in data collection are mixed, with students at IAUE showing a more positive view compared to those at RSU and UP. Despite AI's potential to streamline data collection processes, issues related to accuracy, comprehensiveness, and error minimization persist.

Recommendations

Based on the findings discussed above, the following two recommendations are proffered:

1. Universities should provide targeted training and support to students and researchers on effectively using AI-Predictive Analytics. This training should address common challenges related to data accuracy and error minimization to improve the overall effectiveness of AI tools in data collection.
2. Institutions should integrate AI tools more seamlessly into research workflows to help address concerns about inconsistency and organisation.

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