

Pearson 2024 End of Year AI Report for Higher Education

December 2024



Contents

1. Key Takeaways from Pearson's Recent Research **PAGE 03**
2. Pearson/Morning Consult Higher Ed Student AI Survey **PAGE 04**
3. Spring Semester Analysis of AI Study Tools in Pearson+ eTextbooks **PAGE 05**
4. Pearson/Intertwine Insights Higher Education Faculty Insights Survey **PAGE 06**



Key Takeaways from Pearson's Recent Research

1

Positive perceptions of generative AI among students in the US are on the rise. Most students say they use generative AI for academic purposes, with 58% self-reporting AI has helped them get better grades and 61% reporting AI has helped them be more efficient.

2

Student use of Pearson's AI study tools encouraged active and efficient study behaviors, like notetaking, self-testing, and spaced practice, associated with a deeper understanding of concepts. Students using AI study tools in Pearson+ eTextbooks were four times as likely to remain or become active, efficient studiers compared to those who did not use the AI features.

3

When using Pearson's AI study tools in Pearson+ eTextbooks, usage data suggests students are building and utilizing critical thinking skills, with 38% of bot queries applying and evaluating information which require higher levels of cognitive engagement.

4

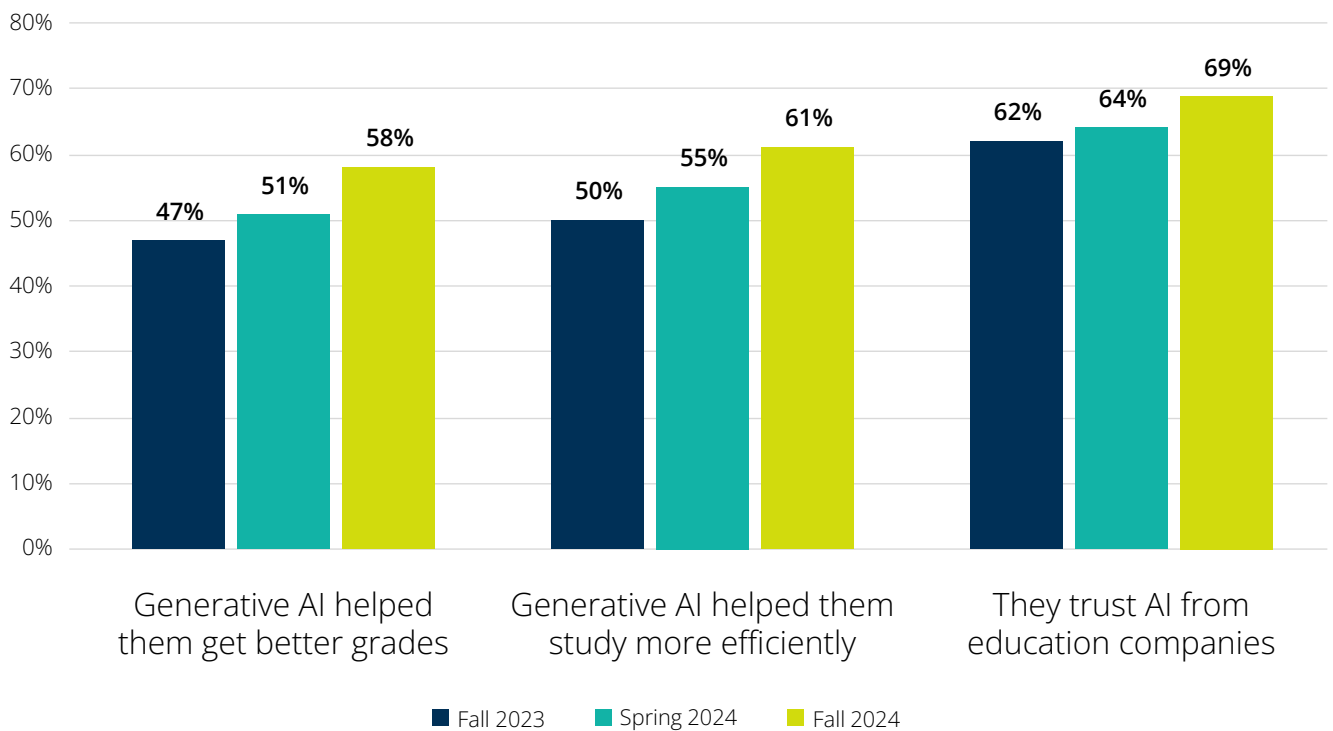
77% of US higher ed faculty members see the potential for generative AI to enhance instruction, seeing opportunities to both aid their own teaching practices and benefit student learning.

Pearson/Morning Consult Higher Ed Student AI Survey

58% of US Higher Education students say they are using generative AI for academic purposes (+8pp from Spring 2024).

Positive perceptions of generative AI among students continue to rise.

US higher ed students say:



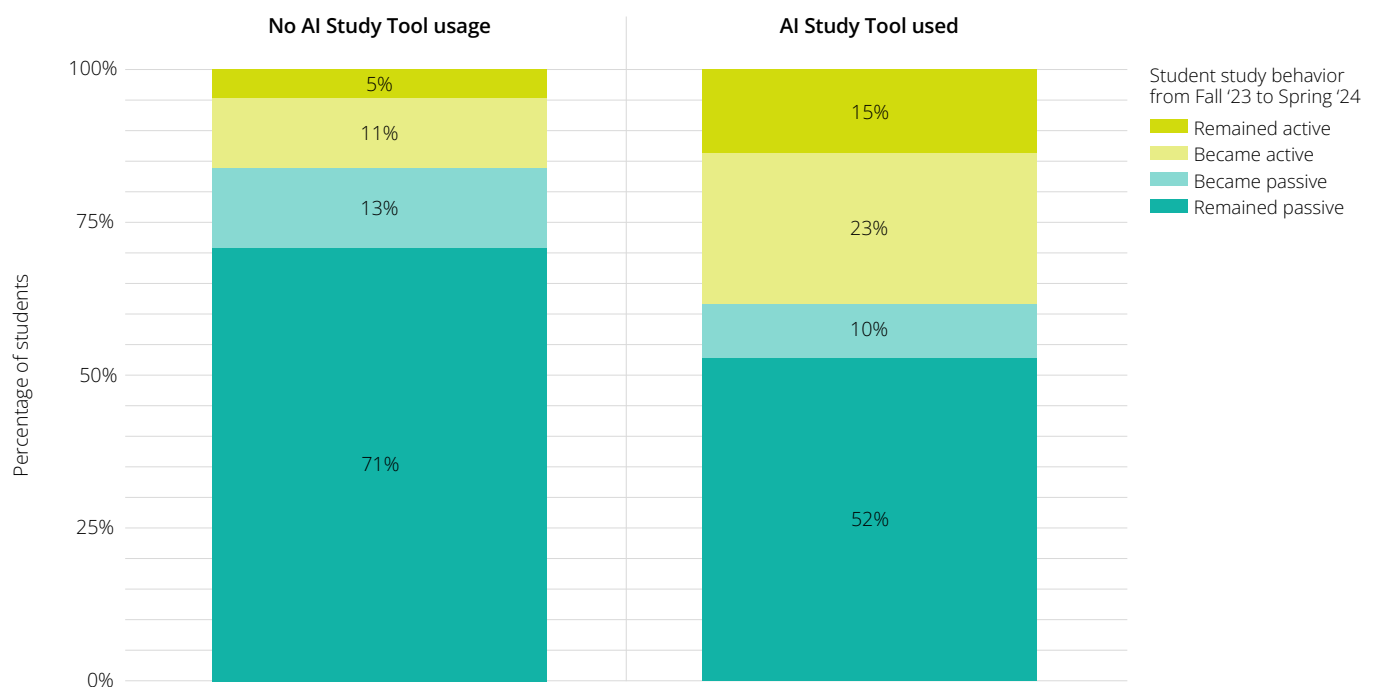
Methodology:

This research was conducted by Pearson in collaboration with Morning Consult. The survey was fielded between October 9-19, 2024 among a nationally representative sample of 1,028 US college students at 2- or 4-year colleges and universities.

Spring Semester Analysis of AI Study Tools in Pearson+ eTextbooks

We analyzed student study behavior in Pearson+ eTextbooks with embedded AI study tools from Fall '23 through Spring '24. Many students advanced from passive to active study behaviors associated with a deeper understanding of concepts. Active studying includes notetaking, self-testing, and spaced practice that fosters information retention better than passive studying, which is characterized by memorization and cramming.

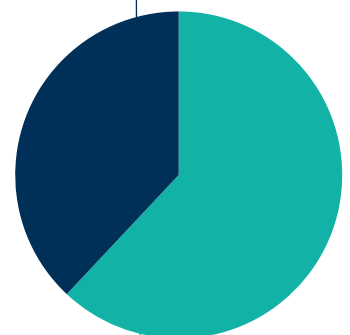
Students using AI study tools were four times as likely to remain or become active, efficient studiers compared to those who did not use the AI features.



An analysis of student inputs to the AI explain study tool in Campbell Biology showed that most students are using the AI study tools for foundational learning, asking simple questions about facts and concepts. However, **nearly 40% are asking more cognitively complex questions, associated with critical thinking skills.**

38% of student inputs demonstrate use of critical thinking skills, like **applying, analyzing, and evaluating** information

62% of bot queries are about **facts and concepts**



Pearson/Intertwine Insights Higher Education Faculty Insights Survey

Methodology:

1

When

This nationwide survey was fielded online in September 2024.

- The initial invitation was deployed on September 17th.
- Fielding closed on September 29th.

2

Who

The 2024 Faculty Insights Survey included U.S. higher education instructors from both 2-year and 4-year institutions.

- A total of 3,480 faculty completed the survey and are included in the analysis. This is similar to the 3,250 completions we received last fall, 2023.
- The survey was sent via email to instructors across key disciplines.
- Cross-tabulation significance testing (95% CI) was used to identify additional insights between key subgroups.

3

What

Instructors were surveyed to uncover trends in the use of learning materials (print and digital) for instruction.

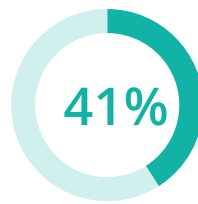
- Pearson was not identified as the sponsor of the survey.
- Instructors answered the survey based on the largest undergraduate course they most regularly taught.

Pearson/Intertwine Insights Higher Education Faculty Insights Survey

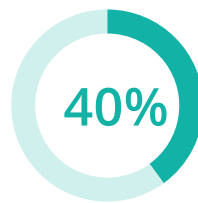
77%

of US higher ed faculty members can envision using generative AI to enhance instruction.

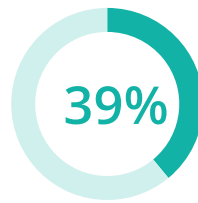
US Higher Education faculty see opportunities to use generative AI to



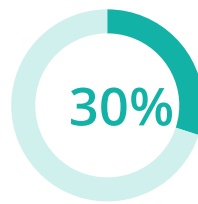
Help generate **additional examples and sources**



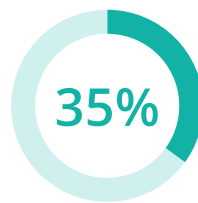
Help students with concepts they are struggling with (**AI-based tutoring**)



Help them create **instructional materials**



Present **additional examples** or **guided step-by-step solutions**



Provide **AI generated study tools** (outlines, flashcards, practice tests, study guides)

Additional uses include

- Assist in grading and providing feedback to students in real-time
- Help with research, such as data analysis or text summarization
- Aid students in writing (outlines, rough drafts, timelines, etc)