



Higher Ed Student AI Survey Report

Customer Research & Insights

April 2025

Methodology

WHEN

W1	W2	W3	W4
Fall '23	Spring '24	Fall '24	Spring '25
Oct. 16 – 24, 2023	Feb. 3 – 11, 2024	Oct. 9 – 19, 2024	Feb. 13 – Mar. 1, 2025



HOW

Online Quantitative Survey via Morning Consult with a nationally representative sample

Note on statistical significance: We quantify significance at the 95% confidence level, meaning we can be 95% confident that the result is not due to chance. When we use the term “significantly” in this report, we are talking about statistically significant differences between results from one wave to the next to differentiate meaningful trends from small fluctuations in the data. These are noted with arrows throughout.

WHO

US College Students

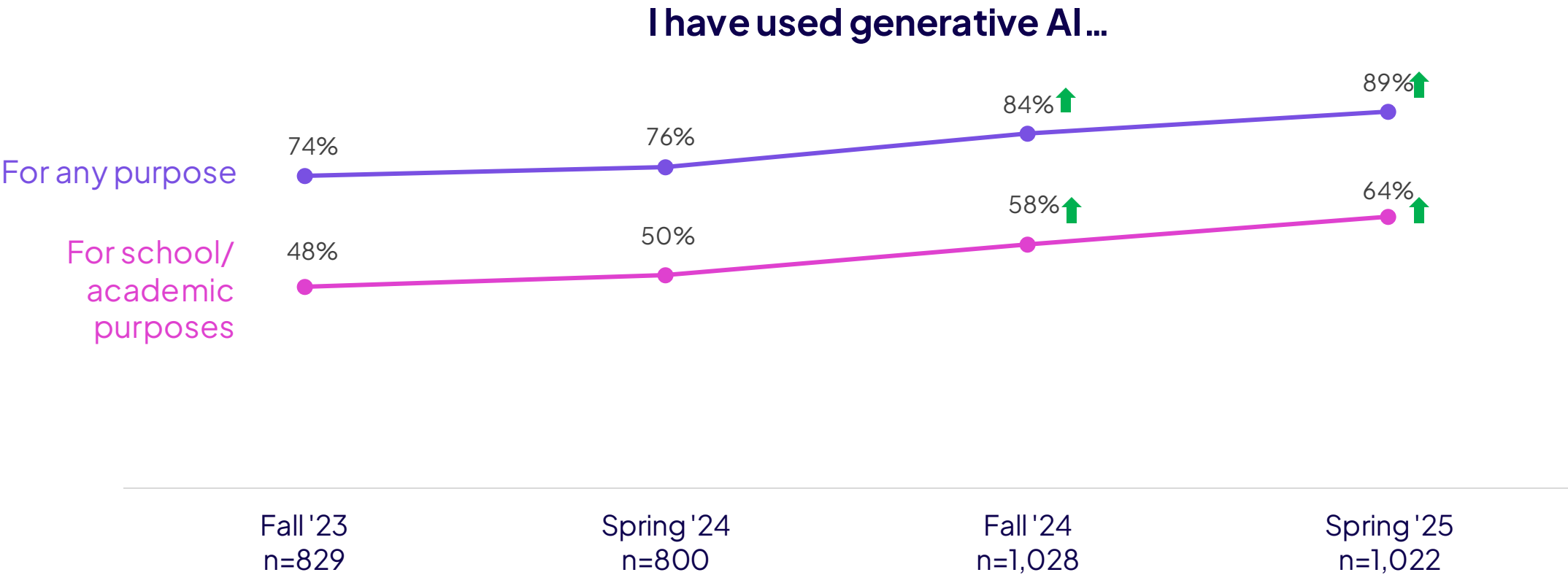
Fall '23	Spring '24	Fall '24	Spring '25
829n	800n	1,028n	1,022n

- Non-PCAs
- Non-Pearson Campus Ambassadors
- Ages 18-34
- Attend 2- or 4-year college/university
- Pursuing Associates or Bachelors

We're ushering in a new era of student AI usage

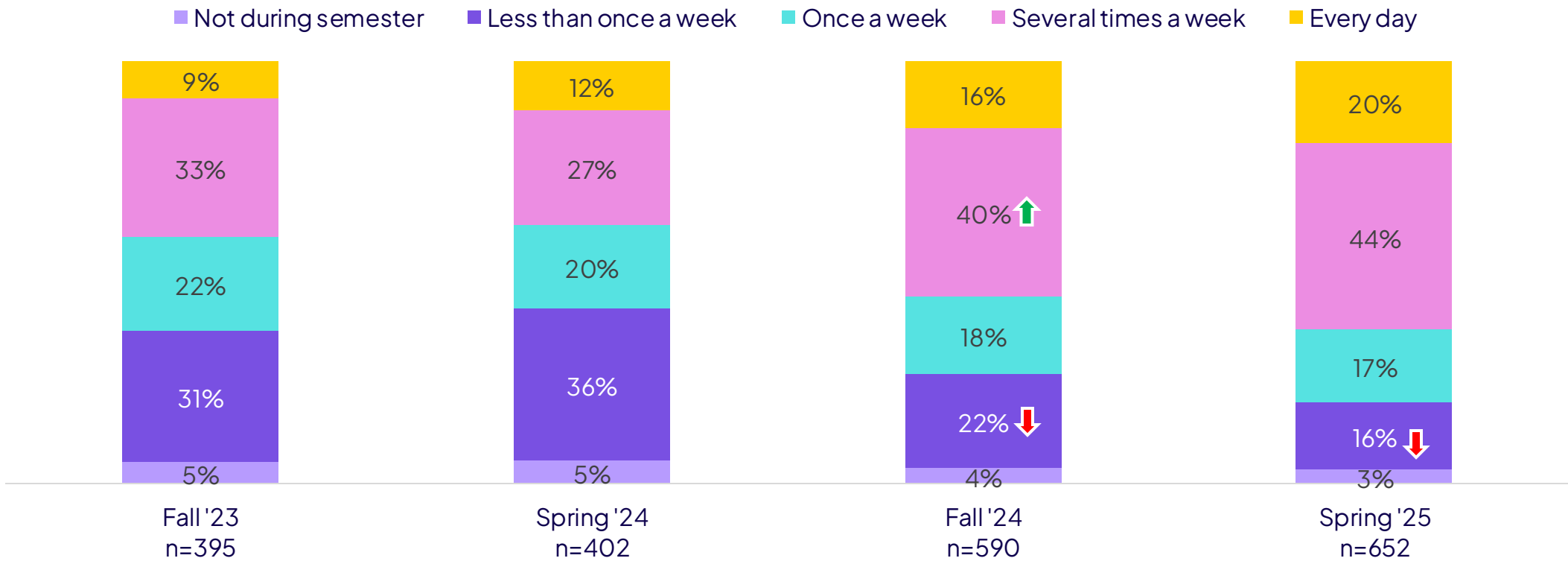
College students' use of generative AI has accelerated this academic year. Our data shows the early experimentation stage is transitioning toward more stable, preferred use cases.

The adoption of generative AI has accelerated this academic year, both for school and overall.



Students are also using GAI more frequently now than ever.

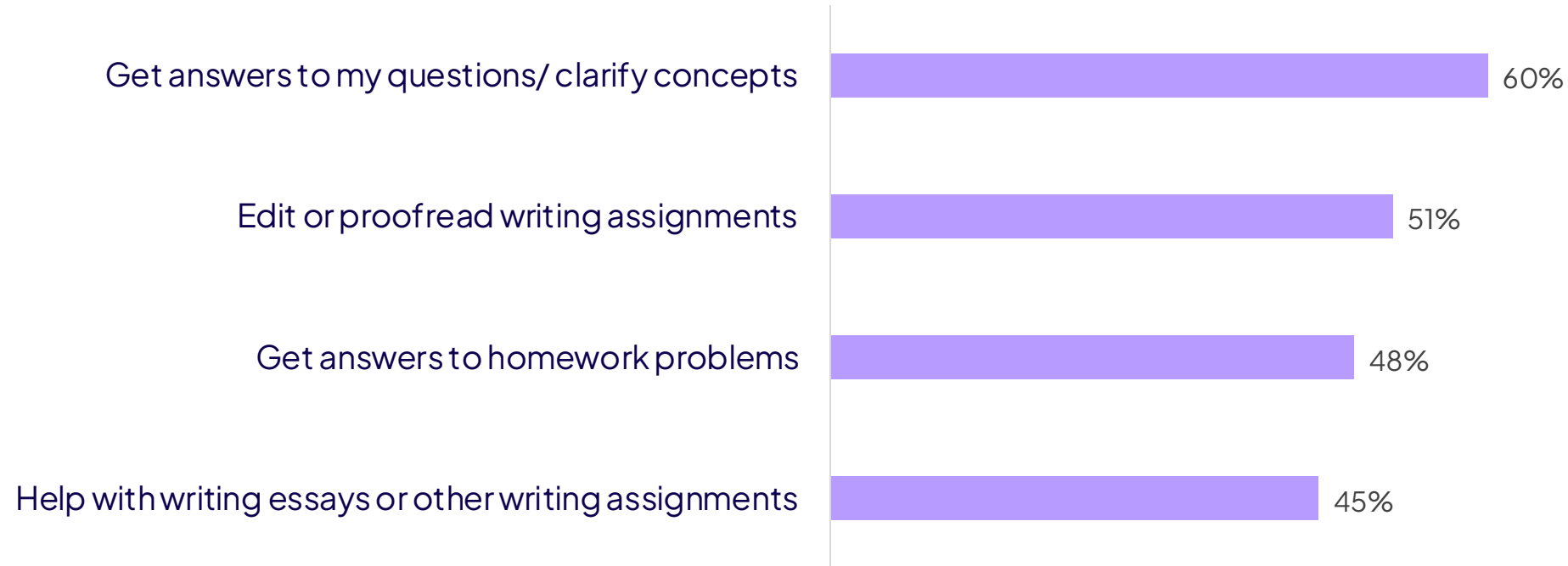
Frequency of Using GAI for School
Among those using GAI for school



As more students are using GAI more frequently, we're seeing experimentation with these tools give way to stabilized, strategic use cases.

Top Current GAI Use Cases for School/Academic Purposes (Spring '25)

Among those using GAI for school (n=652)

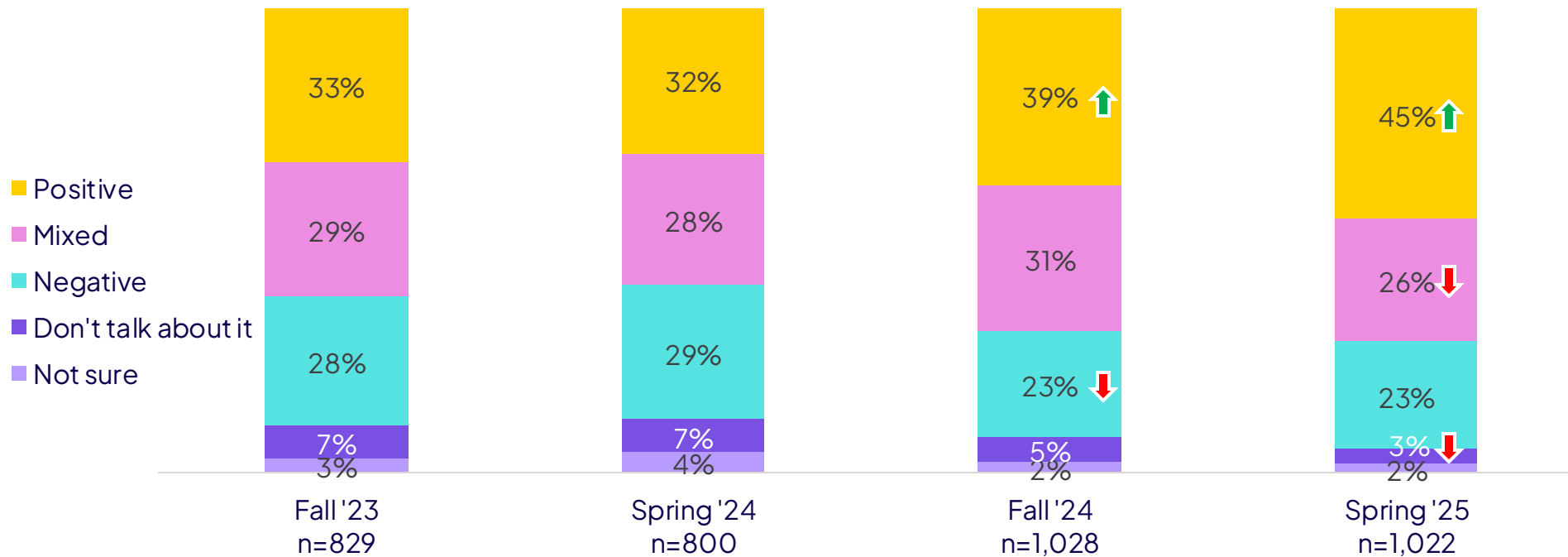


These have consistently been the top 4 use cases since we began this study in Fall '23, with only "brainstorm ideas for assignments" coming close to this (48% in Spring '24, tied for 4th use case).

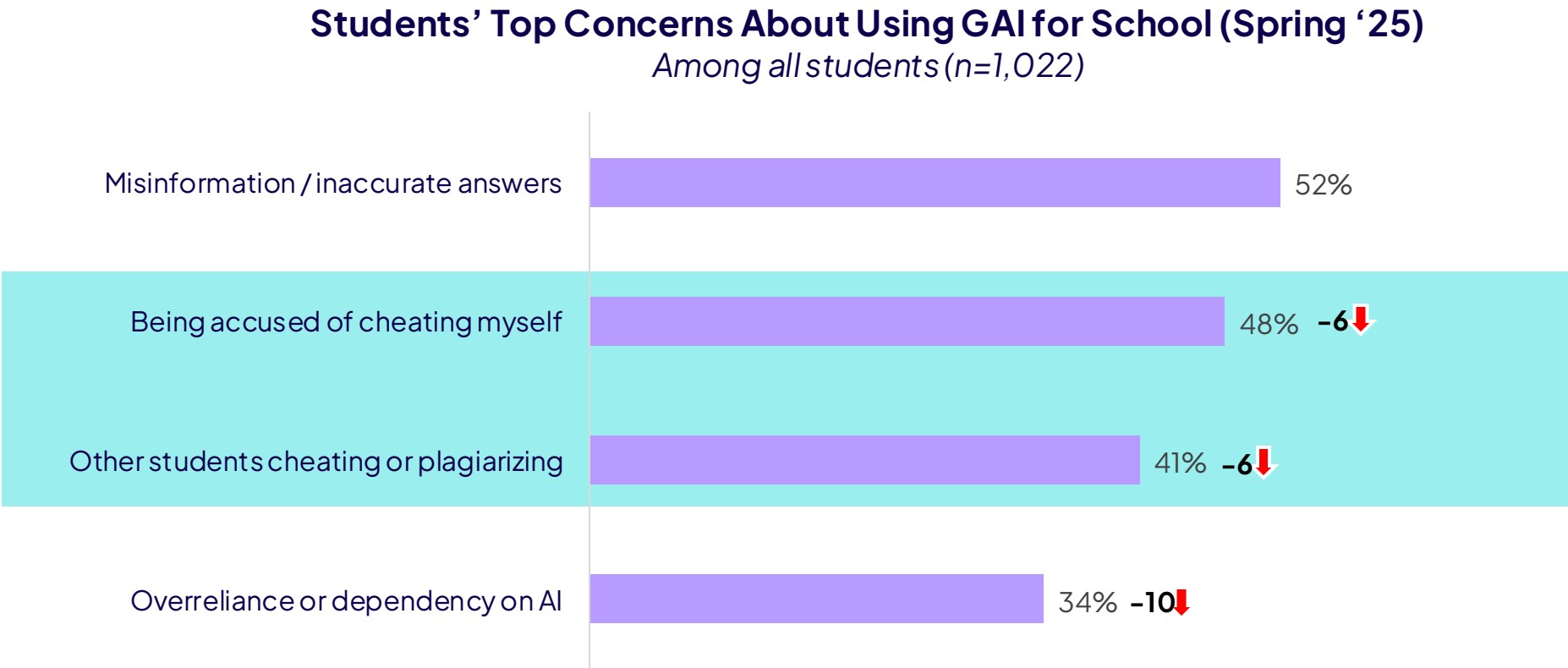
Students believe that their professors' attitudes towards GAI are also improving, even compared to where they were in the fall.

While this is not a perfect metric, it may suggest shifting GAI perceptions beyond just students.

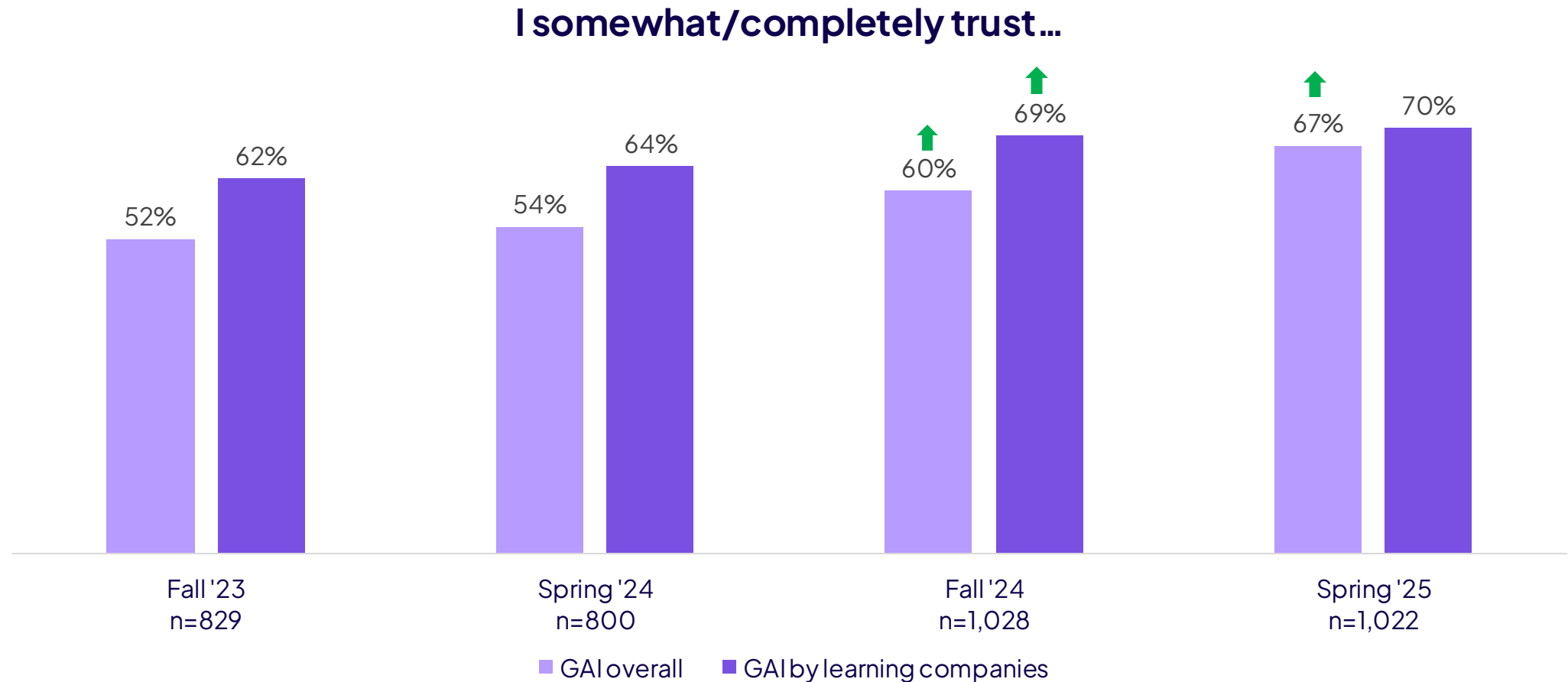
How would you describe your professors' attitudes towards GAI?



Given this, it’s unsurprising that student concern about cheating with AI is dropping.

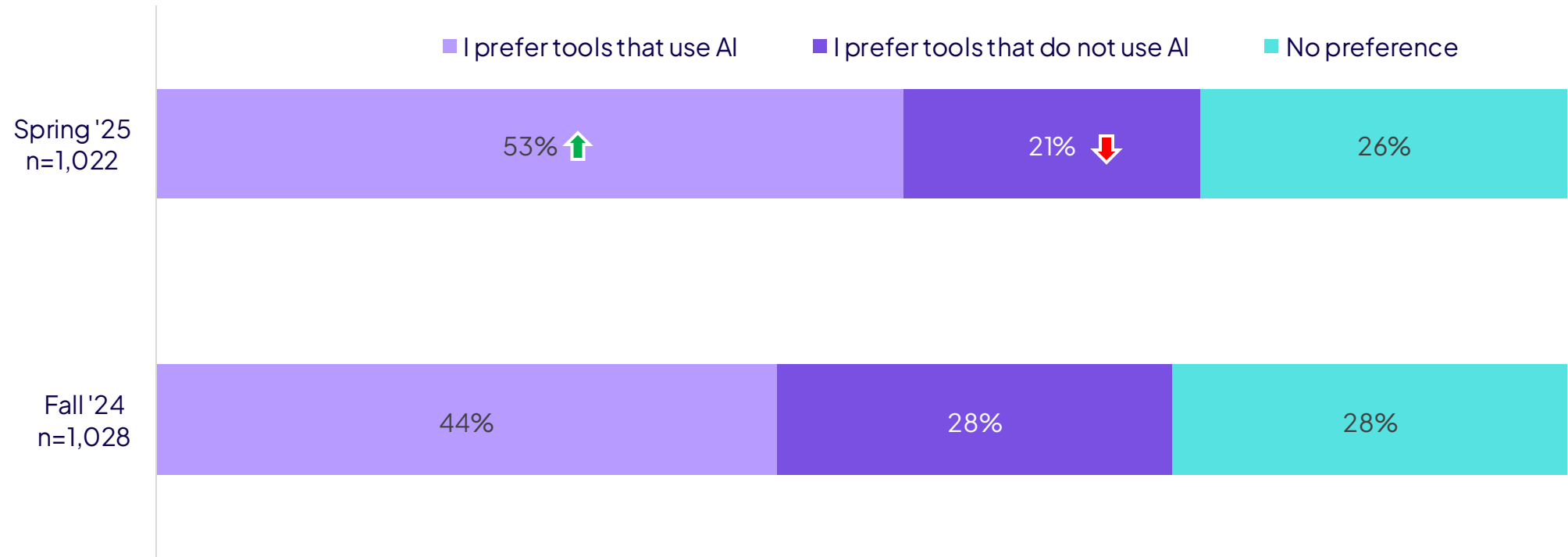


GAI created by learning companies maintains a trust advantage.



Students' preference for study tools that use generative AI has grown.

Type of Learning Tools Students Prefer to Use (Spring '25)



The belief that GAI is helping students learn more efficiently and get better grades continues to rise.

