

How to build AI tools for learning, not cheating



Dr. Alexandra Urban

Senior Solution Consultant
& Learning Research Lead



aurban@coursera.org

Design AI to be part of the solution

Shortcut AI

Gives answers before attempt. Removes the need for reflection. Turns challenge into consumption.

Scaffold AI

Offers hints and examples. Prompts revision. Keeps support in context so effort stays productive.

Coursera AI's personalized guide ✨



Personalized
and **interactive**



Grounded in
expert, trusted
content



Supercharged
learning that
helps **advance**
careers faster



Developed using
Coursera's
pedagogical best
practices



Guided by
Coursera's
responsible AI
principles

The pedagogical pillars behind Coursera AI ✨

*What do
you think?*

Learner-Centered Support. Better Outcomes.

Four Principles. One Goal: Learner Success.



1 Provide Personalized and Relevant Support

Tailor interactions to meet individual needs.



2 Foster Active Learning

Inspire active engagement to improve learning outcomes.



3 Encourage Metacognition and Reflection

Prompt self-assessment and provide modeling.



4 Build Self-Efficacy

Empower learners by enhancing their autonomy and competence.



Support the learner. Strengthen confidence. Drive success.

Coursera AI's guide has helped **2 Million+** learners progress and stay on track

89%

of learners surveyed
report satisfaction with

9.5%

More likely to pass quiz on
first attempt

11.6%

more items completed
per learning hour

Coursera AI's guide is engaging traditionally underserved learners

11.1%

higher likelihood of
women interacting with
Coursera AI's guide

39.8%

more likely for learners
starting their career to
send Coursera AI a
message

10.8%

more likely for learners
**without a college degree
or only high school** to use
Coursera AI's guide

The “Aha Moment”

What frequent users initially used the Coursera AI guide for:

- Remind them of a fact, eliminating the need to search their notes.
- Explain something they didn't understand.
- Summarize a video helping them feel more confident they hadn't missed anything important and so they could create better notes.

Their “aha moment” (the first glimpse into the deeper value):

Rather than spending time finding answers to questions or creating notes from scratch, Coursera AI's personalized guide freed up their time for *actual learning*.

Retention Value

What is the value that kept frequent users coming back? Coursera AI's personalized guide makes learning successfully more accessible, efficient, and engaging.

- **Enhanced Understanding:** It helped them internalize the materials, make **connections** between topics, and explore topics beyond the course. They had a “**safety net**” when the course became difficult and a means to get helpful feedback to address knowledge gaps.
- **Improved Grades:** It extracted core concepts, provided **effective notes**, and reduce information overload making learning **less overwhelming**.
- **Boosted Motivation:** It's **interactive** nature switched them from passive video consumption to **active** learning, making their course feel more engaging and enjoyable.

The end result was learners felt **more confident in their skills and abilities** and less bogged down by the more tedious and lonely parts of learning (e.g. seeking out info and practicing to aid recall). It changed how they learned.

What we thought we were building...

A feature that added to the course experience answering questions to unblock learners.

- **The guardrail:**

It shouldn't distract from the course: interactions would ideally be brief and the AI guide should nudge the learner back to the course itself.

- **Bonus:**

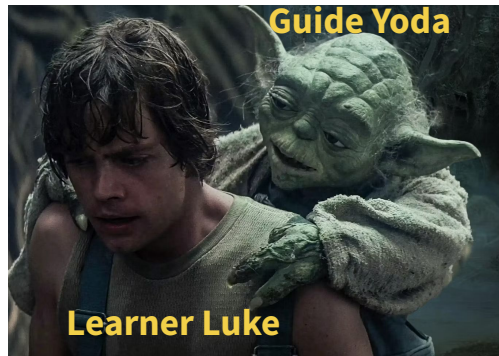
If it added a human touch feeling to learning on Coursera.

- **In short:**

As a feature, Coursera AI guide would meet a real need but ultimately it was a minor character compared with say, the course videos and hands-on projects, in terms of the impact it could have on a learner's experience.

This was very different from how frequent users saw this new feature.

Coursera AI had become an essential part of how these frequent users learned. They had fully integrated it into their learning process and couldn't imagine learning effectively without it.

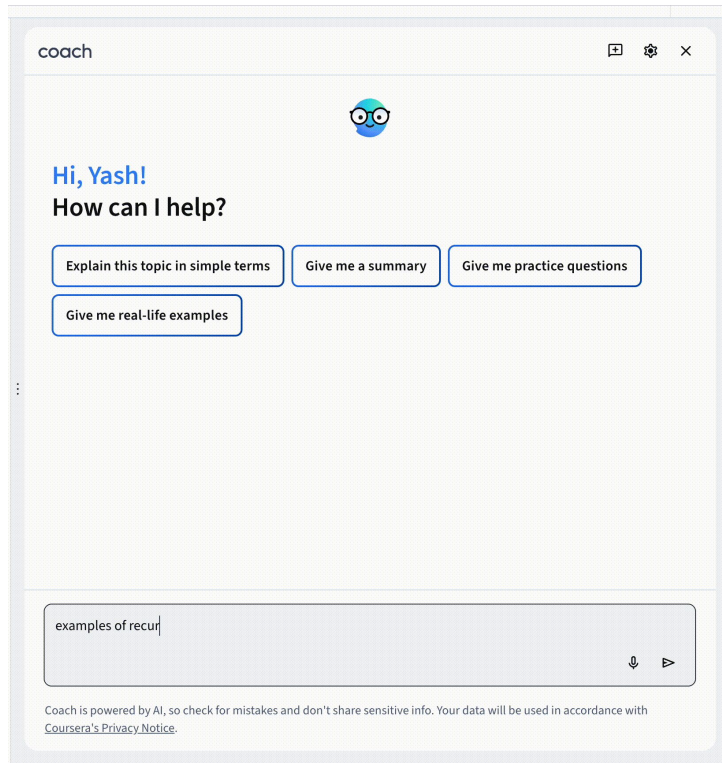


They didn't see this as an add-on or side character that occasionally answered questions, like R2D2. It was an **essential part of their learning experience**, a trusted guide, like Grandmaster Yoda. These users described spending hours learning using Coursera AI.

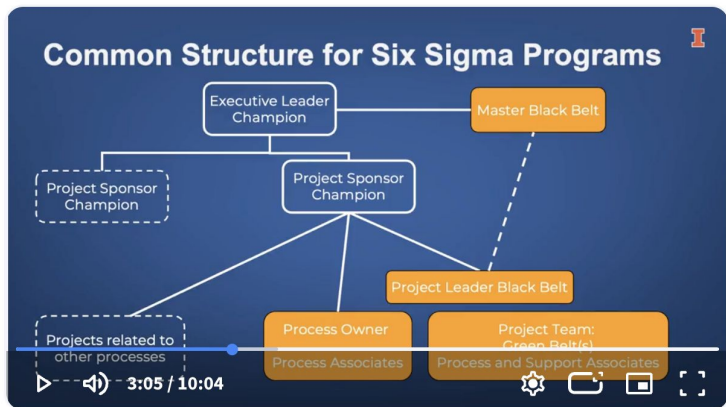
This is a huge shift in the paradigm of how we view this feature: the AI guide can be a fundamental, crucial part of how learners learn online.

As Coursera AI grows and matures, learners wanted to see more functionality, faster responses, and improved reliability

The average latency to see the first chunk improved by **71%**, *decreasing from 4.24 seconds to 1.19 seconds!*



While a few were benefiting, many hadn't found Coursera AI yet or tried it themselves... so we made it more visible & integrated



Selected Six Sigma Practices

[Save note](#)

✦ Dive deeper on this topic

Give me practice questions

Explain this topic in simple terms

Give me a summary

Give me real-life examples

Quality Management Graded Quiz

✦ Dive deeper on this topic

Help me practice

Let's chat

Assignment details

Due
Jun 23, 9:59 PM PDT

Attempts
Unlimited

Start

Your grade

You haven't submitted this yet. We keep your highest score.

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Alexandra

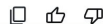
Help me practice



Hello! I'm glad you're here to practice and prepare for your upcoming assignment on Operations Management: Quality and Supply Chain. We'll work together through some questions to help you deepen your understanding and build confidence.

The process will be simple: I'll ask you one question at a time, and after your response, I'll provide feedback and guide you further. We'll cover key concepts and applied scenarios based on your course materials.

Are you ready to start? If so, let's dive into the first question!



Ask me anything

Making learning more personalized and interactive



94%

Said Coursera AI's personalized guide improved learning experience

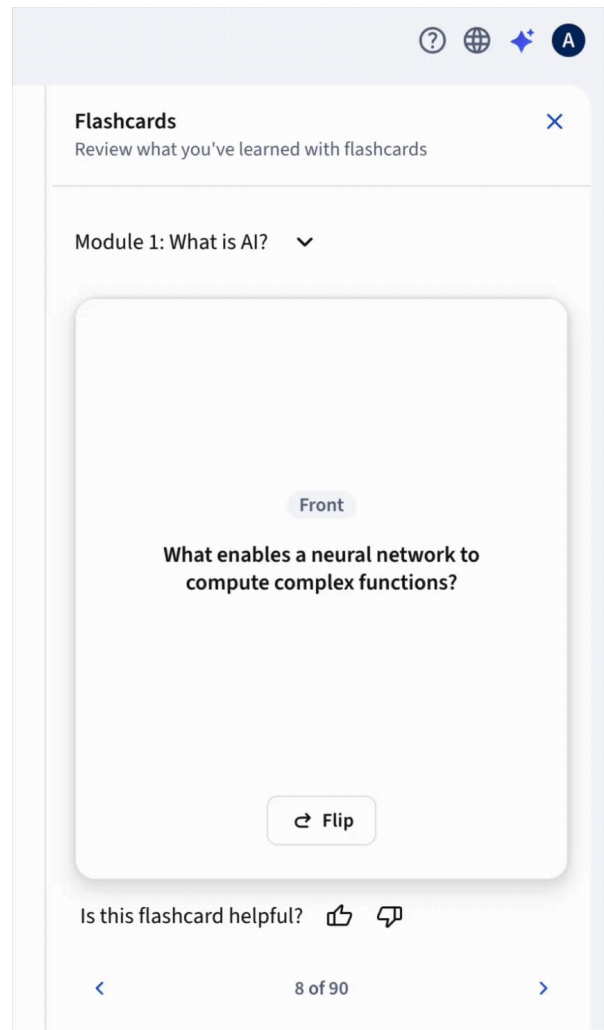
62%

Said Coursera AI's personalized guide benefited their career

37%

More learning items completed per day by Coursera AI's personalized guide users

What's new



Flashcards for additional practice
before graded assessments

What's new



Role Play

Role play with voice mode
for a more realistic test of
your new skills

Thank you



Alexandra Urban
aurban@coursera.org

