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AI in Higher Education

Insights on Attitudes, Adoption, and Risks
from over 4,200 Students and Educators

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Introduction

We surveyed over 4,200 students and educators and found that 95% are using AI tools. What does this mean for the future of higher education?

Eighty-one percent of students and educators think AI makes the educational experience better, and the same percentage of students say their grades have improved because of AI. At the same time, students want to learn more about AI—nine out of ten want GenAI training included in their degree programs.[1]

Education leaders around the world are picking up on this. They are changing and redesigning curricula to prepare students for jobs and integrate AI into learning processes. Faculty are even using AI to enhance their own professional practice.

Beyond campuses, as graduates head into the workforce, employers expect them to be AI-ready. Seventy-five percent of employers say they'd rather hire a less experienced candidate with a GenAI credential than a more experienced candidate without one.[2] This shows how important AI skills are amid rapid change, and highlights the need for training that keeps up with job market demands.

But with rapid adoption come real concerns about academic integrity, misuse, and keeping the human connection in education. Transforming how we teach and learn takes thoughtful, collaborative human leadership. This report gives leaders insights to address these challenges, build necessary support structures, and ensure ethical AI use in academia. By doing this, we can make sure technology enhances, rather than undermines, the learning experience for everyone.

Let's shape the new era of learning together.

Marni Baker Stein
Chief Content Officer
Coursera

Key findings

Coursera surveyed over 4,200 educators in universities and university students (aged 18 and older) in the United Kingdom (UK), United States of America (US), India, Mexico, and Saudi Arabia in October 2025.

Below are the main findings:

Top 5 highlights

Widespread AI use: Nearly all students and educators use AI (<5% non-users in each surveyed country).

Positive impact: 81% of students and educators report that AI is positively influencing higher education.

Key benefits: Students and educators like AI's ability to facilitate personalized learning, increase productivity and efficiency; offer better support; and provide real-time feedback.

Performance improvements: Approximately 70% of students and educators believe AI will enhance exam performance.

Concerns and risks:

- 37% of students and educators fear AI may reduce human interaction and erode interpersonal skills.
- 37% also worry that AI will increase the likelihood of cheating and plagiarism.

More highlights

80%
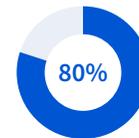
Grade improvement
80% of students have seen an improvement in their grades due to AI.

26%
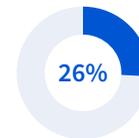
Policy and governance
Only 26% of educators indicated their university has a formal policy governing AI use.

5%

Extent of AI usage
Only 5% of students use AI for more than 80% of their tasks.

02

AI on campus

AI goes to college: Examining growing acceptance

AI has become an integral part of campus life, impacting both student learning and teaching methods. The overall sentiment toward AI in higher education is overwhelmingly positive, with 81% of respondents reporting a "somewhat positive" or "very positive" impact.

Higher education attitudes toward AI
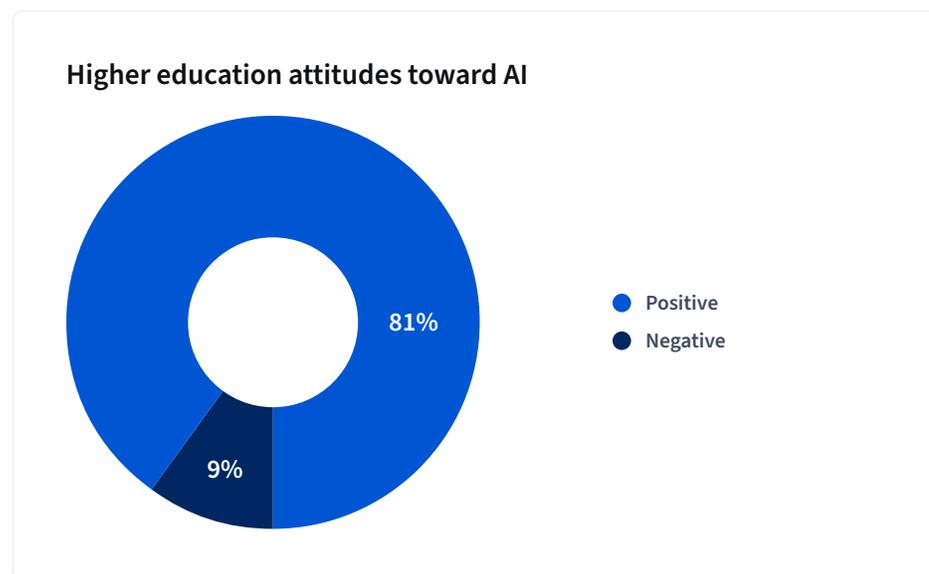

- 81% Positive
- 9% Negative

Students slightly outpaced educators in positivity, with 83% of students versus 77% of educators viewing AI favorably. Age differences also played a role; younger respondents (ages 18–24) were more positive (83%) compared to those aged 55 and older (59%).

The positivity spans across various countries, with Saudi Arabia and India showing the highest approval ratings at 91% and 87%, respectively. Even in Mexico, which had the lowest approval rating, 73% still believed AI had a positive impact.

A majority of students and educators are optimistic about AI's role in improving educational outcomes. Nearly 70% believe AI will help them perform better in exams and 70% feel the quality of higher education will improve as AI adoption increases. Additionally, 80% of students noted an improvement in their grades because of AI, with 35% experiencing what they described as a "substantial" improvement.

Key takeaways for university leaders

- **Promote AI literacy among staff**
  Integrate comprehensive AI literacy training into professional development programs. Equip educators with the skills to effectively use AI tools.

- **Leverage research**
  Draw on reputable research repositories to stay informed on the latest AI developments and base decisions on solid evidence.

- **Foster collaboration**
  Partner with industry leaders and academic institutions to explore AI innovation, combine diverse expertise, and generate better educational outcomes and learning experiences.

"

Our strategic priority is clear: Transform education through AI. By 2032, we will deliver a learning environment where AI-powered tools empower teachers, personalize education, and equip students with the digital skills they need to succeed. This means a more agile, relevant, and engaging curriculum, built on a foundation of institutional sustainability.

The proof is in the demand: Our Coursera partnership has driven nearly a thousand enrollments in AI, data, and automation courses. This surge in interest validates our strategy and fuels our commitment to expanding hybrid learning, professional certifications, and targeted tech skills training, ensuring our students are ready for the future of work and life.

Pamela Riquelme González
Director of Transformation, Digital Education
Universidad Central de Chile

Benefits for students and educators

A key question, then, is how are AI technologies improving the educational and professional experience for students and educators?

Beyond dedicated tools like ChatGPT, AI is now built into major operating systems, browsers, search engines, and office productivity applications. Ninety-seven percent of students and almost all educators report using AI in their work—and identify a range of benefits.

Nearly half (47%) of respondents highlighted personalized learning as the top advantage. Generative AI can dive deeper into topics and explain concepts in multiple ways without requiring additional instructor intervention or supplementary course materials.

Top AI benefits reported

Personalized learning

47%

Increased productivity and efficiency

41%

Better support

41%

Real-time feedback

36%

Another significant benefit, cited by 41% of respondents, is increased productivity and efficiency. Generative AI can expedite tasks that are typically time-consuming and cumbersome for humans. The same percentage of respondents (41%) also value the enhanced support AI can offer, such as chatbot teaching assistants available around the clock to answer questions or provide clarifications.

Finally, 36% of respondents believe that real-time feedback from AI would significantly improve their experience. A third-party perspective, even when delivered by an AI chatbot, can provide critical feedback and suggestions that help students improve their work at any time, without requiring additional time and effort from teachers.

> "
>
> *I use AI like a study buddy I can bounce ideas off. It helps me break down tough readings, sort out confusing concepts, and clean up the structure of my papers or reports. I also use it to get the ball rolling on research—it gives me a starting point, even if it's not perfect. It's really just a tool that helps me think things through, not something I depend on to do the work for me.*

Yamini Saxena
Master of Public Administration
Harvard Kennedy School

Download *Generative AI in Higher Education: A Strategic Framework for Transformation and Innovation* for a blueprint of how universities can effectively integrate AI into their practices and policies.

Get report

How students are using AI

AI is enhancing student learning—rather than replacing traditional study methods. Its use is targeted and outcome-driven, not integrated across all tasks. The data shows no single dominant usage level, highlighting a wide variation in individual adoption. The majority (63%) use AI for less than half of their tasks. Here's the breakdown:

Studies completed with AI (%)
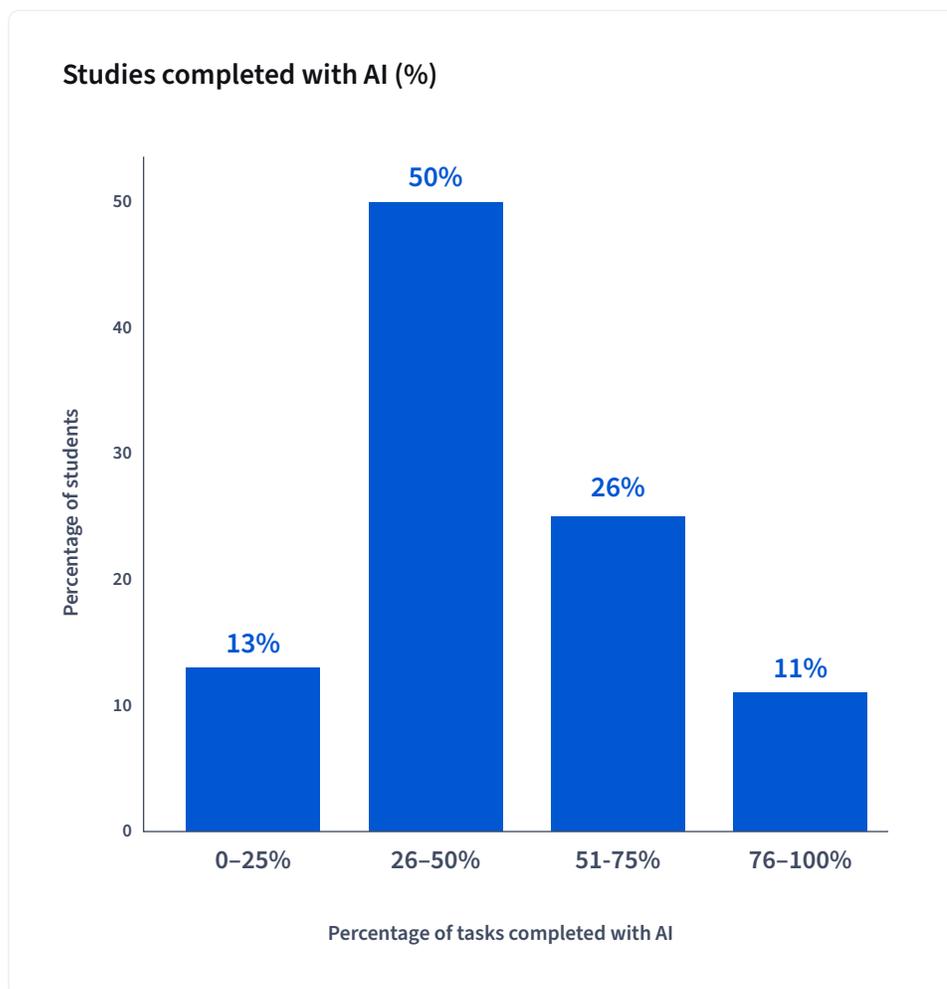
> "
> *I use ChatGPT almost every day to help write small bits of code or scripts, and sometimes just to reason things out or sanity check my work. A few times, it's helped me finish tasks in a single day that would've taken me a week or two on my own. The trade-off is that the speed sometimes comes at the cost of fully understanding the program I'm writing.*

Abel Thayil
Postdoctoral Research Assistant
Weierstrass Institute for Applied
Analysis and Stochastics,
Germany

Student AI use is strategic, and driven by personal choice, individual capabilities, and comfort levels.

Students most commonly use AI for research (51%). The other popular application, chosen by 49% of students, is writing essays and assignments. AI helps students organize their thoughts, brainstorm ideas, proofread text, fact-check information, and refine their writing style.

Other significant uses, each reported by over 40% of students, include creating practice tests and exams, managing time, and revising material for exams. The wide range of applications highlights varying student needs.

AI in student life: how it's used

Research

51%

Writing

49%

Practice tests or exams

46%

Time management

44%

Exam revision

44%

Key takeaways for university leaders

- **Provide comprehensive AI literacy and guidance**
  Enhance AI education by integrating AI literacy into curricula. Provide workshops, tutorials, and resources to help students use AI tools effectively for research, writing, practice tests, and time management. Create assessments to deepen their understanding of AI use.

- **Facilitate access to AI tools**
  Ensure all students have equal access to necessary AI technologies. This includes providing software licenses, creating AI learning centers, and maintaining infrastructure that supports diverse academic uses of AI. For example, AI learning centers can provide tools and resources to support curriculum changes, enhance community literacy, and help students and educators align with workforce needs.

- **Encourage creative use**
  Foster a flexible learning environment that supports a range of AI tools and applications to enhance student learning outcomes.

- **Ask for student feedback**
  In particular, encourage faculty members to ask students about their experiences with AI and the skills they feel they need to be successful.

How faculty are using AI

Most faculty members are using AI to enhance productivity. Fewer than 5% of educators report using AI rarely or never, while the remaining 95% use it at least sometimes—30% say they use it always, 41% often, and 24% sometimes.

Like students, teaching staff use AI for a variety of tasks, selectively and tactically. Common applications include setting work for students (34%), planning tutorials and lectures (33%), drafting correspondence such as emails (33%), managing time (33%), marking and grading exams (30%), marking and grading student work (30%), drafting exams (28%), and tracking attendance (28%).

AI in faculty life: how it's used

Setting work for students (e.g. essays and workbooks)
34%

Planning tutorials and lectures
33%

Drafting correspondence (e.g. emails) to students
33%

Time management
33%

Marking and grading exams
30%

Marking and grading students' work
30%

Drafting exams
28%

Tracking attendance
28%

Key takeaways for university leaders

- **Invest in AI tools for faculty** Prioritize AI tools that support setting assignments, grading, and attendance tracking.

- **Provide targeted AI training** Offer professional development to help educators effectively use AI in planning, grading, and communication. See also: **ChatGPT Foundations for Teachers** and **Generative AI for University Leaders**.

- **Promote best practices** Create platforms for educators to share successful AI strategies and practices.

- **Find champions to lead change** Identify faculty members with a strong interest in AI, as they can become strong advocates for teaching and learning AI skills.

Campus highlight: International Information Technology University

During the 2024–2025 academic year, the International Information Technology University (IITU) in Kazakhstan used GenAI technologies, specifically ChatGPT and Google Gemini, to analyze 48 educational programs and strengthen their content. This AI-driven analysis led to the redesign of over 120 courses based on AI recommendations. Updates to educational and methodological materials are ongoing.

Additionally, as part of Kazakhstan's AI SANA innovation program for AI development, IITU is creating five AI agents: AI Proctor, AI Mentor for Learning Trajectories, AI Tutor/Assistant, AI Grant Assistant, and an AI Career Center Bot. To systematically integrate AI into education, IITU is moving to a "student–AI–instructor" model, in which AI serves as a supporting resource for finding alternative solutions, training, analysis, and feedback. The university also plans to implement various teaching methodologies, including the Socratic method, fact-checking, differentiation, and the "defense of results" method.

IITU will continue its collaboration with Coursera, including Coursera's AI assistant, Coach. The university plans to offer 35 courses on Coursera during the second semester of 2026.

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> *Kazakhstan is pursuing a strategy of democratizing AI through education. Today, more than 650,000 university undergraduate students are mastering basic AI literacy under approved national standards. We have amended our national curricula to make AI courses compulsory to all college-level students.*

Sayasat Nurbek
Minister of Science and Higher Education of the Republic of Kazakhstan

Transformation snapshot

- 48 educational programs analyzed using AI

- Over 120 courses redesigned with AI recommendations

- Coursera's AI assistant Coach integrated for student support

Risks and worries

AI in higher education is generally viewed positively, but the introduction of new technologies naturally raises questions and concerns. Many of these concerns mirror broader societal debates about technology's impact on work, learning, and human interaction.

The most prevalent concern among both educators and students, chosen by 37% of respondents, is that AI might diminish human interaction and erode interpersonal skills. This stems from the belief that increased reliance on machines could reduce time spent collaborating with peers and instructors, or that the human elements of a university education—such as developing communication, social, and collaboration skills—might be compromised as students increasingly work with automated study tools.

Equally concerning to 37% of respondents is the potential rise in cheating and plagiarism. While AI can be a powerful tool for enhancing learning and output quality, it can be easily misused when guardrails are poorly defined. This concern is underscored by the fact that nearly a quarter (24%) of students admit to submitting AI-generated work without disclosure.

Interestingly, students are more troubled by AI-related cheating than educators, with 40% agreeing it poses a significant threat. Yet, this apprehension exists alongside striking optimism: 71% of respondents believe AI can improve the quality and rigor of educational assessments. This tension highlights the complexity of integrating powerful new technologies into academic practice.

Privacy is the third major concern, cited by 35% of respondents. These top concerns—human interaction, academic integrity, and privacy—are consistent across different countries, genders, and age groups.

Leading concerns around AI

37% Reduced human interaction

37% Cheating and plagiarism

35% Privacy
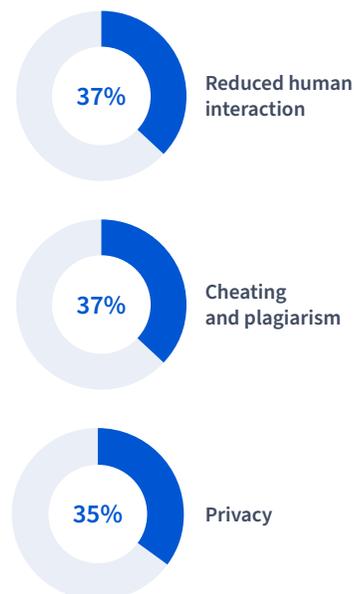
Beyond these immediate risks, respondents also raise questions about AI's potential influence on learning and critical thinking skills. There is a growing need for extensive and rigorous research to determine whether AI fosters or hinders durable skills and metacognitive abilities among students. Bridging this research gap will be vital as AI's role in education continues to expand.[3]

"Generative AI will be integral to the future of education, but its adoption demands careful consideration. Instead of letting AI replace creativity and critical thinking, we must guide people to use it as a tool to enhance these skills," says Dr. Jules White, Senior Advisor to the Chancellor on Generative AI at Vanderbilt University.

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> *We're not just teaching people to use AI; we're developing leaders who can make sound judgments when working with AI in decision-making. At IESE, we're integrating AI throughout our curriculum, using simulations and practical exercises where students learn to lead alongside AI systems that are powerful, sometimes unpredictable, and often complex.*

Aniya Iskhakava
Director, IESE Business School

Key takeaways for university leaders

- **Foster human interaction and collaboration**
  Encourage collaborative projects and in-person interactions to ensure students continue to develop essential interpersonal and communication skills alongside their use of AI tools.

- **Provide AI ethics training**
  Offer training programs for educators and students on responsible use of AI tools to build their skills and confidence.

- **Support research on AI's impact**
  Fund and promote research to understand AI's effects on learning, critical thinking, and skills development, and use these insights to guide responsible AI integration.

Academic integrity as a foundation for authentic skill development

Building a culture of academic integrity demands more than just policing misconduct. It requires a proactive shift, cultivating an environment where genuine learning thrives and ethical decisions become second nature. How can we empower learners to value honesty and deep understanding over quick fixes?

Academic integrity isn't just about preventing misconduct. It's about fostering a learning ecosystem built on honesty, responsibility, and respect for knowledge. This requires a multifaceted approach: integrating cutting-edge technology with strategies that discourage unauthorized resource use, promote authentic engagement, and ignite a shared commitment to ethical learning. The goal is to ensure that degrees and credentials represent true mastery, not just symbolic achievement.[4]

At Coursera, we believe authentic learning is about meaningful engagement and demonstrable skill development. We define and measure it through:

Prioritizing learning effort: We recognize that active participation, consistent effort, and dedicated time are crucial indicators of successful learning, regardless of individual learning styles.

Preventing academic misconduct: We aggressively combat plagiarism and unauthorized collaboration, as these directly undermine the integrity of the learning process.

Cultivating a culture of integrity: We foster a community built on shared values of honesty and ethical conduct, creating a supportive learning environment where students feel connected and accountable.

Implementing rigorous skill assessments: We design assessments that accurately measure skill mastery while incorporating safeguards against misconduct, enabling precise and reliable evaluation.

Impact: Coursera's academic integrity tools

- 90% reduction in plagiarized submissions

- 95% reduction in misconduct with proctoring

- 75% reduction in low-effort course completions

- Integrity promoted in over 13 million course completions

Explore Coursera's academic integrity tools to foster authentic learning, uphold excellence, and improve assessments.

Contact us

The role of policy and regulation

Generative AI remains a relatively new technology, marked by the release of ChatGPT in November 2022. Since then, discussions around regulation, policy, and governance have been ongoing and intense. The debate is often polarized between those who advocate for minimal regulation, and those who emphasize the potential risks of unchecked adoption. Governments and institutions continue to grapple with how to balance safety and accountability while also unlocking AI's economic potential.

In this context, it's unsurprising that many survey respondents express concerns about AI governance within their institutions and across higher education in general.

The survey results indicate significant apprehension among educators:

60%
believe unregulated AI will diminish the credibility of university degrees.

52%
think the higher education system in their country is unprepared to handle AI.

28%
believe their university is ready to manage students' use of AI.

28%
reported their university has incorporated AI literacy into the curriculum, defined as the ability to understand, evaluate, and use AI tools.

26%
said their university has a formal policy governing AI use.

This lack of readiness points to the need for clear policies and robust governance frameworks. Effective regulation is crucial not only for ensuring ethical AI use but also for maintaining the credibility of educational qualifications and fostering a stable learning environment. Both students and educators suggest that a laissez-faire approach is insufficient to manage the complexities of AI integration.

Closing the gaps in AI literacy and policy is a constructive next step for institutions. As attitudes toward AI in higher education remain largely positive, integrating effective governance strategies and targeted training programs will help mitigate risks while enabling institutions to adopt AI responsibly and effectively.

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Universities must prepare students and professionals for roles that do not yet exist. This requires curricula that combine technical fluency in AI with legal, ethical, and societal awareness shaped by the EU AI Act. Beyond knowledge, we must instill adaptability, critical thinking, and human skills—capacities that technology cannot replace.[5]

Grzegorz Mazurek
Rector, Kozminski University, Poland

Key takeaways for university leaders

- **Develop clear AI policies**
  Create and implement clear, ethical guidelines for AI use within educational institutions, addressing privacy, accountability, and academic integrity, including protocols for the disclosure of AI-generated work.

- **Partner for better governance**
  Encourage collaboration between educational institutions, government agencies, and industry partners to share knowledge, resources, and best practices in AI governance.

03

Country snapshots

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India

In India, AI is widely regarded as a transformative and empowering force in higher education. Students, educators, and institutions are at the forefront of global enthusiasm and adoption of AI technologies. Respondents view AI as a catalyst for enhancing skills, boosting employability, and improving learning outcomes—more than they see it as a threat to academic integrity.

Top 3 highlights

Educator and student sentiment: 87% of educators and students in India view AI's impact on higher education positively, compared to an 81% global average, with only Saudi Arabia higher at 91%.

Positive impact on studies: 53% of university students in India believe AI positively impacts their studies, significantly above the 37% global average.

Preparation for future work: 55% of students in India think AI usage in their studies will prepare them for future employment, versus a 39% global average.

More highlights

- **Student attainment:** 76% of Indian educators and students believe AI will improve student attainment, above the 69% global average.

- **Student AI use:** 59% of Indian students frequently use AI for research and writing essays/ assignments.

- **Integrity outlook:** Only 41% of Indian educators and students view AI-assisted work as cheating, compared to 54% globally.

India accounts for over 58% of enterprise courses created with Coursera's Course Builder, which enhances course creation with AI-driven design guidance, ensuring high-quality and impactful courses aligned with institutional or national priorities.

Positioning itself at the forefront of AI-driven innovation, Symbiosis International University (SIU) strengthens student employability and global exposure through industry-aligned online courses and certifications. With Coursera's Course Builder tool, SIU has designed customized learning pathways aligned with program outcomes, and integrated approximately 50 courses across undergraduate and postgraduate programs. This collaboration supports structured academic integration and access to world-class content, enhancing SIU's digital learning ecosystem.

" *As India aims to build a million-strong AI-skilled workforce by 2026, educators must lay the foundation. By empowering teachers with cutting-edge skills and AI-powered tools, universities can ensure both faculty and students remain future-ready in a rapidly changing world.*

Ashutosh Gupta
Managing Director, India and Asia-Pacific
Coursera

Mexico

The responses from Mexican participants generally align with global averages. While respondents are slightly more skeptical about the current impact of AI, they are also more optimistic about its future potential.

Top 3 highlights

Education quality: 78% of educators and students in Mexico believe AI will significantly improve the quality of education in the future, making Mexico the country with the second highest confidence in this belief.

Impact perception: 73% of educators and students in Mexico say AI is currently having a positive impact, compared to an 83% global average. 12% believe AI is having a negative impact, which is the second-highest disapproval rating worldwide.

Educator AI use: Educators in Mexico are more likely than the global average to describe themselves as heavy users of AI.

More highlights

- **Grade improvement:** 69% of Mexican students agree that AI has already improved their grades, the lowest percentage among the countries surveyed.

- **Student AI use:** Mexican students report less intensive use of AI in their studies compared to their peers from other countries.

- **Quality of education:** 57% of Mexican educators and students agree that the quality of education in higher education institutions has improved since AI's introduction, below the 66% global average.

- **Reduced human interaction:** 40% of Mexican educators and students believe AI can reduce human interactions.

- **Academic integrity:** 43% of Mexican educators and students are concerned that AI might increase cheating and plagiarism.

- **Personalized learning:** Mexican students and educators cited personalized learning as a key benefit of AI, with the second-highest proportion worldwide recognizing this advantage.

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One of the most impactful and rewarding experiences has been the integration of Coursera's AI-powered tools—particularly AI Grading and Coursera Coach. These features have significantly improved the student learning experience by providing immediate content feedback and 24/7 personalized support, which in turn enhances students' confidence and engagement with the course.

Machine translations have broken down language barriers, enabling over 31,000 UPC students to access high-quality content in Spanish and advancing educational equity. Moreover, we have collected student testimonials confirming that Coursera certifications have directly contributed to securing their first jobs—clear evidence of its real-world impact on employability.

Soledad Alfaro
Online Learning Manager
Universidad Peruana de Ciencias Aplicadas

Saudi Arabia

Responses in Saudi Arabia broadly align with global trends. Students and educators here are among the most frequent users of AI, yet they are also the most likely to say their education system is not fully prepared for its integration.

Top 3 highlights

Positive outlook on AI: 91% of students and educators in Saudi Arabia are positive about AI's impact on higher education, the highest globally, compared to an 83% average. Only 2% of students and educators view AI's impact negatively, compared to a 9% global average.

Grade improvement: 86% of students agree that AI has helped them improve their grades, with 46% reporting substantial improvement, versus the global averages of 80% and 35%, respectively.

Concern about AI unpreparedness: 77% of students and educators believe their higher education institutions are unprepared to deal with AI, significantly higher than the 56% global average.

More highlights

- **Student AI use:** While Saudi students support AI use, they use it less for research and content creation than students in other countries. They are more likely to use AI for exam preparation compared to peer in other countries.

- **Integrity outlook:** 80% of Saudi students and educators believe AI-assisted coursework should be considered cheating, much higher than the 54% global average.

- **Degree credibility:** 83% of Saudi students and educators are concerned that unregulated AI use could undermine the credibility of university degrees, compared to a 65% global average.

- **AI-generated coursework:** 25% of Saudi students acknowledge having submitted AI-generated coursework, slightly above the global average.

In Saudi Arabia, the University of Prince Mugrin (UPM) is leveraging Coursera's AI-powered Coach to scale learning support and reduce faculty workload. Additionally, the university is accelerating curriculum updates by enabling rapid content creation through Course Builder. "We view Coursera as essential for elevating the academic experience for students and faculty and enhancing the skills and knowledge of our administrative staff," says Dr. Sanaa Askool, President's Consultant for Academic Programs and Research.

United Kingdom (UK)

In the UK, attitudes toward AI in higher education are cautious yet pragmatic. While there is some skepticism about the benefits of AI, institutions are leading policy adoption and are confident in their ability to manage its use. Educators and students are already incorporating AI into their work, but there are still doubts about its ability to enhance the quality of higher education and prepare students for future careers.

Top 3 highlights

Positive outlook on AI: 77% of students and educators in the UK feel positive about AI's impact on higher education, below the 81% global average, making the UK one of the more cautious markets.

AI preparedness: 46% of educators and students believe their system is unprepared for AI, which is the lowest percentage compared to the 56% global average.

AI policy: 30% of universities have a formal policy on AI usage, the highest proportion compared to the 26% global average.

More highlights

- **Education quality:** 65% of students and educators in the UK believe AI can improve higher education quality, below the 70% global average—still a significant increase from 44% in 2024.

- **Preparation for future work:** Only 31% of UK university students think AI will help them prepare for future employment, compared to the 39% global average, and a slight drop from 33% in 2024.

- **Degree credibility:** 55% of UK educators and students believe unregulated AI will undermine the credibility of degrees, the lowest compared to the 65% global average.

- **Degree obsolescence:** 53% of UK respondents think most degree programs will become obsolete within the next decade due to AI, lower than the 60% global average.

- **Educator AI use:** 33% of UK university educators report always using AI in their work, slightly higher than the 30% global average.

In 2025, **compared to 2024**, student confidence in AI's impact on higher education grew significantly, with 85% of UK university students viewing it positively, up from 67%. In contrast, educator sentiment declined, with only 69% now seeing AI as beneficial, down from 85%. Additionally, the proportion of educators who believed AI could not negatively impact higher education dramatically decreased from 21% to just 3%.

UK educators feel more prepared to navigate AI than those in other countries. Currently, 46% of UK educators and students view their system as unprepared for AI, down from 55% last year, and below the 56% global average. This confidence is bolstered by stronger governance, with 30% of UK educators reporting a formal AI policy compared to the 26% global average. Concerns about AI's impact on academic credibility are easing too, as only 55% now believe unregulated AI could undermine degrees, the lowest concern level among surveyed countries and a notable drop from 70% last year. This suggests AI is becoming more accepted in UK higher education.

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At Oxford Saïd, we see AI as a learning companion, not a content authority or a source of answers. Drawing on evidence-based learning design, we're building online courses for 2026 where AI helps learners understand ideas, think critically, and create things together, acting like a thought partner.

Central to this approach is a responsible and transparent human-AI relationship, one that deliberately evolves from structured support toward learner agency, critical engagement, and purposeful use, ensuring that cognitive responsibility remains with the learner. Ultimately, our aim is not to teach learners to rely on AI, but to learn with it thoughtfully, critically, and with intellectual ownership.

Caroline Williams
Executive Director
Oxford Saïd Online

United States of America (US)

The responses from US educators and students in the US largely align with global averages, often falling in the middle of the response spectrum. They display some areas of increased skepticism, but not drastically different views or priorities.

Top 3 highlights

Outlook on AI: 78% of educators and students in the US feel positive about AI's impact on higher education, slightly below the 83% global average. 14% of US educators and students view AI as having a negative impact, slightly higher than the global average of 9%.

AI preparedness: 50% of educators and students believe their system is unprepared for AI, compared to the 56% global average.

AI policy: 20% of US universities have a formal policy on AI usage, lower than the 26% global average.

More highlights

- **Educator AI use:** 32% of US educators report being heavy users of AI, marking the second-highest percentage globally.

- **Personalized learning:** US respondents were more likely to identify personalized learning as a key benefit of AI in higher education, while less likely to nominate other benefits like additional support, increased productivity, or instant feedback.

- **Student AI use:** US students show greater variation in AI usage, with 7% reporting not using AI at all—compared to the 3% global average—and others using AI for a large proportion of their academic work, similar to their peers globally.

Institutions are increasingly turning to innovative AI solutions to enhance academic readiness for students.

For example, Hult International Business School leverages advanced digital and AI tools to bridge foundational knowledge gaps before students even step into the classroom. Using Coursera's Course Builder, Hult efficiently developed course outlines and learning objectives, seamlessly integrating Coursera catalog materials and faculty content into their LMS. This approach minimized knowledge gaps, increased student engagement, and optimized content integration.

"Course Builder is the right solution for Hult because it offers flexibility, ease of use, and LMS integration," says Tim LeBel, Global Assistant Dean of Programs. As a result, students are well-prepared for their master degree programs, and faculty can create high-quality courses more efficiently.

04

A new era of interactive learning with Coursera

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AI-powered innovations on Coursera

Coursera's AI-powered platform enables institutions to scale engagement and drive measurable outcomes. Through interactive, adaptive learning, students receive real-time guidance and simulation-based practice that accelerate skill mastery and application. Multilingual support expands access to world-class content in learners' native languages.

Look out for these AI-powered innovations:

1 **Coach** empowers learners to achieve their full potential with AI guidance tailored to their individual needs and learning styles. It answers questions, clarifies course materials, summarizes key takeaways, and provides practice questions to reinforce learning.

2 **Dialogue** fosters deeper comprehension and stronger retention through AI-guided discussions. It evolves with each learner's response, using adaptive questioning and targeted feedback to challenge critical thinking, connect course concepts to real-world situations, and ensure lasting understanding.

3 **Role Play** puts learning into practice with interactive simulations. Learners engage with an AI persona to complete specific tasks within authentic workplace scenarios. Upon completion, learners receive actionable insights to help them master the skills required for effective job performance.

4 **Course Builder** is an AI-assisted authoring tool that enables educators and learning leaders to create custom courses using world-class content. It streamlines course design, enhances relevance, and empowers teams to deliver high-quality, goal-aligned learning experiences.

5 **AI Dubbing** brings world-class expertise to every learner, everywhere. It provides high-quality, lip-synced translations in five major languages, replacing the original course audio to create a seamless learning experience.

6 **Academic Integrity Suite** ensures authentic learning with AI-powered integrity tools that safeguard credibility and promote meaningful skill development. This enables educators and administrators to deliver high quality, trustworthy learning experiences at scale.

Build AI literacy across your campus with GenAI education.

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GenAI courses on Coursera

Course	Provider	Key skills
ChatGPT Foundations for Teachers	OpenAI	Generative AI, LLM Application
Generative AI: Empowering Modern Education	IBM	Artificial Intelligence, Data Ethics
AI in Education: Leveraging ChatGPT for Teaching	Wharton, OpenAI	ChatGPT, AI Personalization
Prompt Engineering for ChatGPT	Vanderbilt	Generative AI, Prompt Engineering
Google AI Essentials Specialization	Google	AI Enablement, Operational Efficiency
Generative AI for University Leaders	Vanderbilt University	Generative AI, Strategic AI Implementation
Foundations of AI and Machine Learning	Microsoft	Cloud Computing, Software Development, Data Integration
Generative AI for Everyone	DeepLearning.AI	Generative AI, Data Governance
Introduction to Artificial Intelligence (AI)	IBM	Data Ethics, Data Governance, Artificial Intelligence Basics
AI Security	Infosec	Data Governance, Information Privacy, Risk Management

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Employer demand for skills-based hiring requires educators to prioritize skills-based learning. We must adapt our curricula to prepare students for a job market where desired qualifications are shifting too quickly for traditional education to keep pace.

Francesca Lockhart
Professor and Cybersecurity Clinic Program Lead
The University of Texas at Austin

Coursera partners with OpenAI through an app in ChatGPT to make learning more accessible

Coursera and OpenAI's partnership marks the first time an online learning platform has been directly embedded in ChatGPT—making trusted, world-class educational content more accessible to hundreds of millions of learners worldwide.

Every week, more than 800 million people use ChatGPT, with one of the most common use cases being learning. Now, these users will be able to access relevant Coursera videos and information in ChatGPT conversations, making educational content more discoverable and turning everyday chats into dynamic, interactive learning experiences. To access the Coursera app in ChatGPT, users can ask ChatGPT for the app by name. ChatGPT will also suggest when it recognizes that Coursera content may be useful to the conversation.

"This partnership reflects Coursera and OpenAI's shared commitment to expanding access to education and helping people everywhere learn, grow, and thrive," said Greg Hart, CEO of Coursera. "By putting trusted, verified learning into the hands of hundreds of millions of people, we can help them gain the skills they need to pursue economic opportunity and prepare for the jobs of tomorrow."

"ChatGPT is quickly becoming one of the go-to tools for people who want to learn something new. But the most powerful learning experiences happen when human expertise and AI work together," said Leah Belsky, VP of Education at OpenAI. "By bringing the expertise of world-class educators and institutions within Coursera into ChatGPT, learners can more easily find trusted content, build job-ready skills, move their careers forward, and unlock new opportunities."

This app, built on OpenAI's Apps SDK, represents a significant step in making high-quality education more discoverable at scale—putting Coursera content directly into ChatGPT so learners can move from curiosity to credentials faster and with greater confidence.

Coursera is proud to be the first online learning platform partner—and among the first partners overall—in OpenAI's new generation of apps in ChatGPT. Together, Coursera and OpenAI will continue to explore how generative AI can make learning more personal, interactive, and scalable.

Coursera's new app is available today to all logged-in ChatGPT users on Free, Go, Plus, and Pro plans, starting with English, with video subtitles and dubbing available in select languages. To learn more about the Coursera app in ChatGPT, visit the **Apps in ChatGPT** blog or try it in ChatGPT starting today.

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Appendix

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Methodology

This research was commissioned by Coursera and conducted by Censuswide, with a sample of 4,261 educators in universities (professors, lecturers, and seminar/discussion leaders) and university students (18+) in the United Kingdom (UK), United States of America (US), India, Mexico, and Saudi Arabia. The data was collected between October 15–23, 2025 using an online survey. Censuswide abides by and employs members of the Market Research Society and follows the MRS code of conduct and ESOMAR principles. Censuswide is also a member of the British Polling Council. Percentages have been rounded to the nearest whole number for legibility.

About Coursera

Coursera was launched in 2012 by two Stanford Computer Science professors, Andrew Ng and Daphne Koller, with a mission to provide universal access to world-class learning. It's now one of the largest online learning platforms in the world, with over 195 million registered learners.[6]

Coursera partners with over 375 leading university and industry partners to offer a broad catalog of content and credentials, including courses, Specializations, Professional Certificates, Guided Projects, and bachelor's and master's degrees.[7] Institutions around the world use Coursera to upskill and reskill their employees, citizens, and students in fields such as data science, technology, and business. Coursera became a Delaware public benefit corporation and a B-Corp in February 2021.
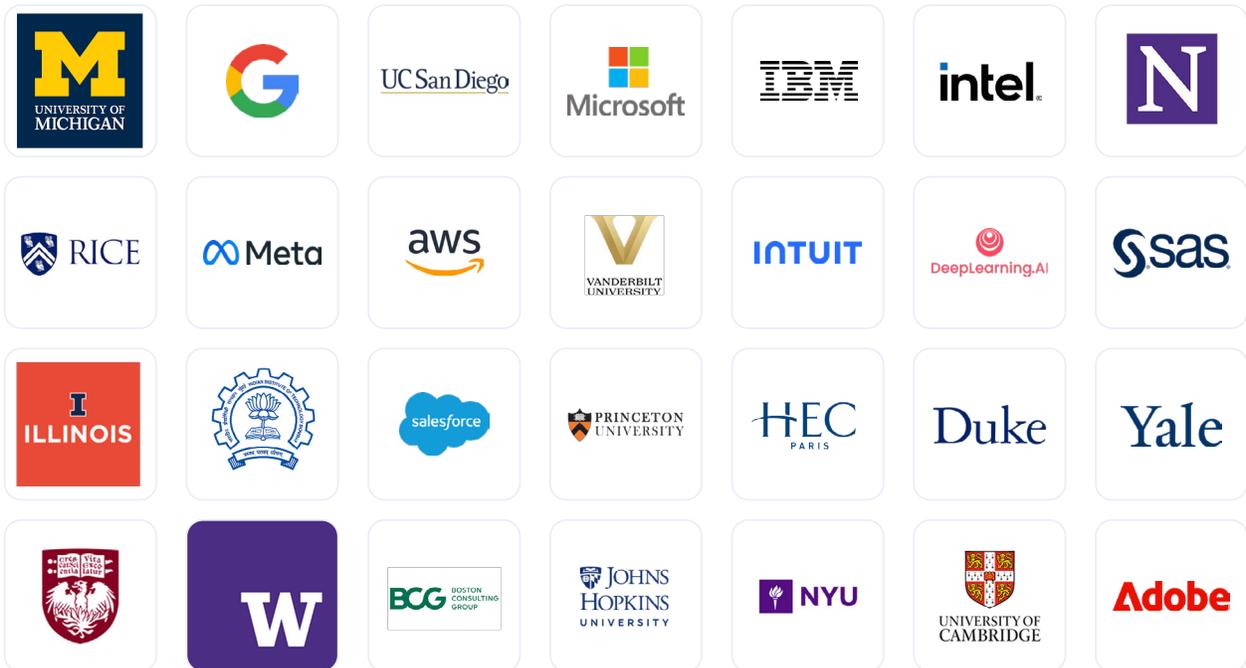
Equip students with in-demand skills and prepare them for job success.

Learn more

375+ university and industry partners collaborate on Coursera

Endnotes

1. **Micro-Credentials Impact Report 2025** (Coursera, 2025)

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