

Global Artificial Intelligence (AI) in Education Market Research and Forecast 2018-2023

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Abstracts

Artificial intelligence plays an important role in improving the education system. Artificial intelligence in education is used to automate grading, support teachers, support students, meet a variety of student needs, allow teachers to act as learning motivators, provide personalized help and identify weaknesses in the classroom. Artificial intelligence has ability to accelerate the learning process that can streamline everything from admissions and grading. Currently, AI technology has capability to automate grading of multiple choice materials, however, it is expected that the technology will be able to grade more than standardized assessments as AI develops and becomes more intelligent.

Growing numbers of adaptive learning programs, games, and software owing to technological advancement is the major factor driving the growth of the AI in Education market across the globe. Moreover, the increasing trends of smart learning and demand for personalized education are some of the factors propelling the growth of the global AI in Education market. Further, growing alliance among vendors and institutions owing to increase the application of AI software and solution for learning application is driving the market growth. Budget limitations due to high initial investment and lack of skilled teachers as well as students are some factors limiting the growth of the global AI in Education Market. However, increasing investments in the education sector and growing demand for enhancing education systems is likely to fuel the market growth in the near future.

The AI in Education market can be segmented on the basis of deployment, technology, type, application and. Based on deployment, the market can be diversified into cloud based and on-premise based deployment. Cloud-based AI solutions is expected to dominates the global AI in education market by deployment model owing to increase the

adoption of cloud-based services. Based on technology, the market is bifurcated into deep learning and machine learning and natural language processing (NLP). On the basis of type, the market is segmented into software and service. On the basis of application, the market is segmented into computer-assisted instruction, educational diagnosis and assessment, student-initiated learning, intelligent computer-assisted instruction and others. Other application of AI in education include education data management, job recommendation, and training and development.

The global AI in Education market is further analyzed on the basis of the geographical regions that are contributing significantly towards the growth of the market. North America holds a dominant position in the global AI in Education market. Due to increasing cloud-based adoption, increasing trends of smart learning and demand for personalized education, the AI in education market is growing significantly. APAC is expected to dominate the market in forecast period. This is mainly owing to presence of dominating players such as china and Japan. Further Europe has significant market share in the global AI in Education market.

Some of the key vendors of the AI in Education market are Aleks Corporation, Amazon Web Services, Inc., Cognizant, Google Inc., IBM Corporation, Pearson, Microsoft Corporation and Quantum Adaptive Learning, LLC. In order to sustain in the competitive market, these players adopt various strategies such as acquisitions, mergers, geographical expansions, joint ventures and product development and so on. For instance, on March 2018, Microsoft has opened its newly AI School in France to accelerate the development of strong education system.

RESEARCH METHODOLOGY

The market study of AI in Education market is incorporated by extensive primary and secondary research conducted by research team at OMR. Secondary research has been conducted to refine the available data to breakdown the market in various segments, derive total market size, market forecast and growth rate. Different approaches have been worked on to derive the market value and market growth rate. Our team collects facts and data related to the market from different geography to provide a better regional outlook. In the report country level analysis is provided by analyzing various regional players, regional tax laws and policies, consumer behavior and macro-economic factors. Numbers extracted from Secondary research have been authenticated by conducting proper primary research. It includes tracking down key people from the industry and interviewing them to validate the data. This enables our analyst to derive the closest possible figures without any major deviations in the actual

number. Our analysts try to contact as many executives, managers, key opinion leaders and industry experts. Primary research brings the authenticity in our reports.

Secondary sources include:

Financial reports of companies involved in the market
Authentic Public Databases such as Association for the Advancement of Artificial Intelligence,
The Business of Artificial Intelligence, and American Association for Artificial Intelligence
Whitepapers, research-papers, and news blogs
Company websites and their product catalogue
Electronic component Supplier

The report is intended for school and colleges, universities, and government organizations for overall market analysis and competitive analysis. The report provides in-depth analysis on pricing, market size, intended quality of the product preferred by consumers, initial norms and vehicle segment. The report will serve as a source for 360-degree analysis of the market thoroughly integrating different models.

MARKET SEGMENTATION:

Global AI in Education Market is segmented on the basis of regional outlook and following segments:

Global AI in Education Market Research and Analysis, By Type
Global AI in Education Market Research and Analysis, By Technology
Global AI in Education Market Research and Analysis, By Deployment Model
Global AI in Education Market Research and Analysis, By Application
Global AI in Education Market Research and Analysis, By Region

THE REPORT COVERS:

Comprehensive research methodology of global AI in Education market.

This report also includes detailed and extensive market overview with key analyst insights.

Exhaustive analysis of macro and micro factors influencing the market guided by key recommendations.

Analysis of regional regulations and other government policies impacting the global AI in Education market.

Insights about market determinants which are stimulating the global AI in Education market.

Detailed and extensive market segments with regional distribution of forecasted revenues.

Extensive profiles and recent developments of market players.

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7. COGNII, INC.
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11. FISHTREE INC.

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