Chapter 6
Protecting Privacy in AI-Enhanced Education:
A Comprehensive Examination of Data Privacy Concerns and Solutions in AI-Based Learning

Islam Asim Ismail
https://orcid.org/0000-0001-5115-3005
The English and Foreign Languages University, Palestine

ABSTRACT

Artificial Intelligence in education has revolutionized learning environments, but it brings significant challenges concerning data privacy and ethical considerations. Through a comprehensive review of contemporary research, the author investigates the types of data collected in AI-driven education, risks, ethical considerations, and potential solutions to address these issues. The chapter presents case studies, including the inBloom initiative and the implementation of learning analytics at the Open University UK, to illustrate real-world privacy challenges and solutions. Our analysis reveals a complex landscape where AI-enhanced education promises improved learning outcomes but also introduces risks related to data breaches, algorithmic bias, and misuse of sensitive information. In response to these challenges, we propose a multi-faceted approach. We recommend that educational institutions develop clear data usage policies, policymakers update regulations to address AI complexities, EdTech developers adopt a "privacy by design" approach, and educators improve their data literacy.

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1. INTRODUCTION

1.1 The Rise of AI in Education

The development of Artificial Intelligence (AI) in education represents a fascinating chapter in the annals of educational technology. Back in the 1970s, basic computer-assisted instruction systems characterized the early stages of AI in learning environments (Zawacki-Richter et al., 2019). These early AI basic inventions laid the groundwork for what would become a revolutionary force in pedagogy and learning methodologies. The significant growth of the educational AI sector is projected to reach a valuation of $6 billion by 2024. However, despite this expansion, a universally accepted definition of "AI" remains elusive, largely due to the technology's developing nature. Marvin Minsky, widely regarded as the pioneer of AI, defined it as "the science of making machines do things that require intelligence if done by men." This conceptualization emphasizes the creation of intelligent agents—machines programmed to emulate human-like rational thinking or actions—to achieve specific goals.

Machine learning (ML), a subset of AI, is frequently employed in technologies that enable machines to make predictions without human intervention. ML focuses on training computational models to perform tasks using data. Two primary categories of ML exist: supervised learning, which uses labeled training datasets to create input-based functions, and unsupervised learning, which employs algorithms to generate functions based on patterns identified in unlabeled data. The automated nature of ML renders it scalable, efficient, and often highly accurate. They contribute to its widespread adoption in educational contexts and beyond.

In line with the brief preview above, the educational field has witnessed a sudden surge in AI integration. This acceleration is not merely a function of technological advancement but rather a complex interplay of many factors, including increased computational power, sophisticated algorithm development, and a growing recognition of AI's potential to address persistent educational challenges (Holmes et al., 2019a). The last decade, in particular, has seen a paradigm shift in how educators and researchers approach AI in learning contexts. What was once considered speculative or experimental has rapidly transitioned into widely adopted solutions. Intelligent tutoring systems, adaptive learning platforms, and AI-driven analytics are no longer confined to research labs but are increasingly commonplace in educational institutions worldwide (Hwang et al., 2020).

This transition has not occurred in isolation. It is inextricably linked to broader technological trends, notably the maturation of machine learning techniques and significant strides in natural language processing. These developments have enabled AI systems to interact with learners increasingly and effectively. It also opened up