


Chapter 19

The State of Artificial Intelligence (AI) Use in Higher Education Institutions (HEIs) in the Philippines

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ABSTRACT

Artificial Intelligence (AI) is a technology slowly gaining traction in the Philippine educational landscape. This chapter intends to investigate and share the different perspectives and insights of higher education institutions in the country regarding the use of AI in faculty and students' teaching and learning experiences. Given that the Philippines is a developing country with numerous educational issues and problems, the impact of the previous COVID-19 pandemic has led to the emergence of additional challenges. The abrupt transition from face-to-face to online learning paved the way for students and faculty to use AI as a helpful tool to adapt to the changes in the education spectrum. The authors argued that there were essential mechanisms that higher education institutions must look over before embracing AI in the curriculum. The institutions must first weigh the benefits and risks to arrive at a sound policy regulating AI within the educational system.

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INTRODUCTION

Artificial Intelligence (AI) has seen unprecedented development and innovation in recent years, transforming numerous industries across the globe. As the Asian region embraces AI innovations, upholding equity, inclusivity, and ethical principles is crucial to forge a more resilient and equitable educational landscape (Hara, 2024). With AI's growing technological impact in the global arena, it is inevitable that AI will be part of everyone's everyday lives for the next century. The landscape of artificial intelligence in the Philippines is rapidly evolving, with increasing adoption across various sectors such as healthcare, finance, and agriculture. Some Filipino professionals, at the same time, generally view AI as an opportunity rather than a threat. They also imply their willingness to train and incorporate AI into their workflows (de Leon et al., 2024). The Fourth Industrial Revolution, characterized by technological diversity and the Internet of Things, has ushered in this trend, enabling us to adapt firmly to the rapid evolution of humanity. The Internet of Things (IoT) is one of the disruptive technologies (aside from AI) that is also a part of the Fourth Industrial Revolution. This emerging technology also offers extraordinary opportunities to develop new models. It can provide automation and monitoring in everything we do, especially in the education system (Illahi et al., 2019). Both AI and IoT benefit different stakeholders, especially society.

The Philippines, a developing country in Southeast Asia, also has a fair share of technological innovations as it tries to embrace the growing demands of technology in its countryside slowly. AI has already significantly impacted the financial sector (Samonte & Ong, 2023), human resource management (Kshetri, 2021), public administration (Moreno, 2023), public health (Corpuz, 2023), small and medium enterprises (Hernandez et al., 2023), even the hospitality industry (Pinpin-Lucero, 2022), and the quality management systems (QMS) of higher education institutions (HEIs) in the country (Tobias et al., 2023). Accordingly, the QMS leans towards sustainability, big data, and applied technological innovation based on the analysis of Minglana et al. (2021). Even in disaster management, the AI application has its own practical use (Escolano et al., 2023).

The government is taking steps to promote AI development through initiatives such as funding for research and development. However, there is a need for robust policies to address ethical considerations and ensure that AI technologies benefit society as a whole. The development of AI has paved the way for many innovative procedures and systems. Some of the nation's higher education institutions (HEIs) have already adopted AI to enhance the educational experience and address new challenges. Some of the leading universities in the country (e.g., University of the Philippines, Far Eastern University, Mindanao State University) have already imposed some measures for the appropriate use of AI in their educational system.

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