



TITLE:

THE END OF AN ERROR: BYE-BYE AI?

SPEAKER: ROB HOWARD

PRESENTATION TYPE: ONLINE WEBINAR

Abstract

This talk confronts the enthusiasm surrounding AI in education. Despite sweeping claims that AI would revolutionize teaching and learning, empirical evidence paints a more sobering picture. Drawing on recent studies and classroom-level outcomes, this talk argues that the AI Ed-tech boom has largely failed to deliver on its promises. Adaptive learning platforms, automated grading tools, and generative tutoring systems are inconsistent. Rather than transforming pedagogy, AI has frequently served as a marketing tool for profit-driven Ed-tech companies, diverting resources from proven, human-centered approaches. As the AI hype recedes, it's time to reflect, recalibrate, and reclaim education from speculative technologies.

Biography

Rob Howard is the owner of the Online Language Center and Business Language Training Institute. He is a teacher, writer and frequent worldwide speaker and trainer on Business English, Teacher Development, Entrepreneurship, teaching online, and using technology and images. He is the current IATEFL Poland president, former Joint Coordinator of the IATEFL BESIG, Gallery Teachers Masterclass presenter, iTDi TOEFL course trainer, member of the C Group, as well as co-founder of the Independent Authors & Publishers. Rob is also the creator of EFLtalks, teachers teaching teachers, nominated for the 2016 British Council's ELTon Award for Innovation in Teacher Resources.