

Artificial Intelligence in Education: Applications, Challenges, and Future Directions—a Critical Review

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Abstract

Artificial Intelligence (AI) has emerged as a transformative force in education, reshaping how learning is delivered, assessed, and managed. This review critically examines the evolution, current applications, challenges, and future opportunities of AI in educational systems. By synthesizing developments from early rule-based and intelligent tutoring systems to contemporary adaptive, data-driven, and generative AI solutions, the paper highlights how AI enhances personalized learning, predictive analytics, automated assessment, and immersive learning environments. Furthermore, the review underscores key ethical, technical, and pedagogical challenges, including digital inequality, data privacy concerns, algorithmic bias, and overreliance on AI, while presenting tables and visual frameworks to clarify their interconnections and implications. Finally, the paper explores future directions, emphasizing human-AI collaboration, explainable AI (XAI), multimodal personalization, and immersive experiential learning as pathways toward inclusive, ethical, and future-ready educational systems. This work offers a strategic and holistic perspective, serving as both an academic reference and a practical roadmap for researchers, educators, and policymakers seeking to responsibly harness AI in education.

Keywords

Artificial Intelligence in Education, Adaptive Learning, Intelligent Tutoring Systems, Predictive Analytics, Generative AI, Educational Innovation, Explainable AI (XAI), Ethical AI Integration

1. Introduction

The integration of Artificial Intelligence (AI) into educational systems has become a transformative force in modern pedagogy. AI technologies, including machine learning (ML), natural language processing (NLP), and deep learning, are now applied to support personalized learning, predictive analytics, intelligent tutoring, and automated assessment [1]. These technologies allow educators to provide data-driven, adaptive educational experiences that respond to the diverse needs of learners in real time.

Traditional educational models often adopt a one-size-fits-all approach that struggles to address variability in student learning pace, engagement, and background knowledge. In contrast, AI systems analyze large-scale student interaction data to recommend learning paths, identify at-risk learners, and enhance decision-making for instructors [2,3]. For example, intelligent tutoring systems (ITS) such as Carnegie Learning and AutoTutor can simulate human-like guidance by adapting exercises and explanations based on student responses [4].

Moreover, the adoption of AI in education is expanding globally, driven by the rise of online learning platforms, Massive Open Online Courses (MOOCs), and hybrid classrooms. AI-powered analytics enable early identification of learning difficulties and support evidence-based interventions, which are increasingly vital in higher education and large-scale K-12 implementations [5].

However, despite the benefits of AI-driven education, its integration raises ethical, technical, and pedagogical challenges, including concerns about data privacy, algorithmic bias, and digital inequality [6]. These complexities highlight the need for a critical review of AI approaches in educational systems.

2. Background

The application of Artificial Intelligence (AI) in education has evolved over several decades, transitioning from early computer-assisted instruction (CAI) systems to today's intelligent, adaptive, and data-driven educational technologies. This evolution reflects the increasing complexity and scalability of educational demands, as well as the technological advancements in machine learning, natural language processing (NLP), and big data analytics [1].

2.1 Early AI Applications in Education

The earliest integration of AI in education emerged during the 1970s and 1980s with rule-based expert systems and CAI platforms, which provided static, pre-programmed feedback to learners [7]. These systems were limited in adaptivity;

they could evaluate correctness but could not personalize instruction based on learner behavior. For example, PLATO (Programmed Logic for Automatic Teaching Operations) represented one of the first large-scale instructional systems but lacked real-time adaptivity [8].

The 1990s and early 2000s witnessed the rise of Intelligent Tutoring Systems (ITS), which combined machine learning algorithms and knowledge representation to deliver context-aware, individualized support. Systems like AutoTutor and Cognitive Tutor (later Carnegie Learning) could model learner knowledge, detect misconceptions, and provide interactive feedback, showing measurable improvements in STEM education [4,9].

2.2 Transition to Adaptive and Data-Driven Learning

By the 2010s, the growth of big data and learning analytics enabled the shift from static ITS to adaptive and predictive AI systems. Adaptive learning platforms such as DreamBox Learning and Squirrel AI could dynamically adjust content and difficulty based on real-time learner performance, moving closer to a personalized learning paradigm [2].

In parallel, Learning Analytics (LA) and Educational Data Mining (EDM) emerged as critical subfields, enabling institutions to analyze large-scale educational data to predict student success, identify at-risk learners, and guide instructional interventions [10]. This shift reflects the convergence of AI with data-driven decision-making, forming the foundation of next-generation educational ecosystems.

2.3 Emergence of Generative and Conversational AI

The most recent wave of AI in education, particularly from 2020 onwards, has been fueled by generative AI models such as OpenAI's GPT-3 and GPT-4, Anthropic's Claude, and Google's PaLM [11,12]. These models have introduced capabilities that go beyond traditional ITS, including:

- **Conversational tutoring and feedback** in natural language.
- **Automated content generation**, such as quizzes, summaries, and instructional materials.
- **Simulation of human-like dialogue** to foster engagement in self-paced online learning.

Early studies suggest that generative AI can enhance writing skills, improve critical thinking, and reduce cognitive load, but concerns remain about academic integrity, bias, and dependency [13].

Table 1 provides a comparative summary of the evolution of AI applications in education, highlighting their key characteristics, advantages, and limitations.

Table 1. Historical Evolution of AI in Education with Core Characteristics and Constraints

Era	AI Approach	Key Features	Limitations
1970s–1980s	Rule-based CAI	Fixed content, immediate feedback	No adaptivity, limited scalability
1990s–2000s	Intelligent Tutoring Systems	Learner modeling, interactive guidance	High development cost, limited domains
2010s	Adaptive & Data-driven Systems	Personalized pathways, predictive analytics	Requires large-scale data, privacy concerns
2020s–Present	Generative & Conversational AI	NLP-based tutoring, content creation	Risk of bias, ethical and integrity issues

This evolution highlights a progressive shift from static to adaptive and intelligent systems, with each era addressing previous limitations but introducing new ethical, technical, and pedagogical challenges.

3. Core AI Applications in Education

AI is not only providing various applications that are seemingly changing education and improving teaching this has also helped support various learners and improve on administrative related tasks. With adaptive learning systems being the most impactful, these applications personalize and adapt the learning experience for each user at their own pace and ability level. In contrast to conventional classrooms where all students are subjected to the same pace, adaptive systems constantly monitor learner performance after each question and adapt the instructional content and process dynamically in real time. For example, some platforms like Dream Box Learning, Squirrel AI, are embedding reinforcement learning algorithms that help generate customized learning paths. While these systems show improved engagement and mastery-based learning, they are limited by available high quality large-scale data to utilize and still struggle with modeling affective aspects like motivation even if they are available[14].

Intelligent Tutors have emerged as one of the key AI applications by mimicking human tutoring when it comes to this trend in personalization [4,5]. ITS, by applying machine learning along with knowledge representation and natural language processing (NLP), which can give interactive support focused on students action with almost instant feedback. Some more popular examples are Auto Tutor, with its Socratic-style dialogues with students, and Carnegie Learning Cognitive Tutor, which personalizes mathematics instruction from student mistakes. ITS has been found through empirical evidence to be able to attain learning gains similar to that of human tutors, and in a more resource-bound and domain-specific manner, particularly in well-structured domains like math's and computer science[9,10].

A critical domain of AI in education focuses on predicting how students will perform and identifying students at risk through predictive analytics and early warning systems. In these systems, learning analytics and educational data mining techniques are used to infer patterns in behavioral, attendance, and assessment data. Using predictive help is embodied in systems like Purdue University's Course Signals, which identifies students at risk of dropping out of large classes, and thereby raising retention and success rates. Although predictive analytics promote proactive, data-driven intervention, they give rise to concerns about algorithmic bias and data privacy, particularly when decisions may unintentionally disadvantage students from underrepresented groups [15].

Another area that has been increasingly transformed by AI capabilities is assessment and feedback—an area closely linked to the learning process itself. While Grade scope is a tool that automatically checks the results for assignments and grades them, Turnitin is an anti-plagiarism tool using NLP-based algorithms to search for similarities and inconsistencies in writing. They allow students to learn iteratively through timely formative feedback and reduce the administrative burden on the teacher considerably. Their utility is limited with creative or open-ended assignments, and how they generate scores is a pedagogical mystery [16].

The latest and most disruptive advancement in this area is, of course, the near-instantaneous activity of generative and conversational AI, driven by models such as Open AI's GPT-4, and Google's PaLM 2. They can output human-like text, create quizzes, write summaries, and provide a conversational experience to study in a way that felt more like having a tutor. Preliminary research suggests these tools could promote greater learner autonomy, critical thinking, and engagement, particularly in self-directed online contexts. However, this new generative AI phenomenon also brings new threats to academic integrity, excessive reliance on machine-generated texts and the legacy of bias or untruths in the form of hallucinations [11,12].

In summation, the uses of AI in education represent a continuum of innovation from adaptive content delivery (the lowest level of the innovation layer) to predictive analytics to generative tools that push the frontiers of personalization towards what can be called an upper extent of the learning personalization continuum. Although these innovations have a wide potential to change the education around the world, at the same time, they bring technical, ethical and pedagogical challenges that need to be considered and solved to use these innovations in education systems effectively and fairly.

4. Challenges and Ethical Considerations

Although the impact of AI on education may be vast and advantageous, the complexity of implementing AI in existing educational systems comes with profound dilemmas, not just technical, but ethical and pedagogical as well. These challenges need to be analyzed critically to allow proper integration of these technologies into the field of education and make it responsible and sustainable.

At the same time, bridging the digital divide and ensuring equitable access to AI-enabled learning solutions remains one of the most pressing challenges. In regions where technology is advanced, adaptive learning systems, intelligent tutoring and AI-enabled analytics may offer help for students; for students in rural areas or other under-resourced areas, reliable Internet access, proper devices, and digital literacy, commonly may be required. Such a gap can lead to a two-tier education system [17,18] with AI-stimulated learning experiences being available only for well-off groups. Instead, AI adoption might just disproportionately benefit privileged students and increase educational inequities, unless we invest in the policies and infrastructures that can ensure otherwise.

Another area of concern is data privacy and security. These systems depend on the collection, storage and analysis of sensitive student data — encompassing academic performance, behavioral patterns and even biometric data from use of facial recognition or gaze-tracking tools. The collection of such large data sets begs questions of ownership—the ownership of educational data, its storage, and its ability to be secured against breaches or abuse [19]. Breach of data or access can lead to more than just the breach of individual privacy, it can also lead to a loss of trust in artificial intelligence-based educational technologies.

Simultaneously, issues surrounding algorithmic bias and fairness have developed into a set of core ethical challenges. AI Models: AI models are reliant—at least for the foreseeable future—on the data used to train them, and any bias in historical data (e.g. whether certain socioeconomic, ethnic, or linguistic groups are relatively over- or under-represented) can reproduce or even amplify inequities in education recommendations. Consider, for example predictive analytics systems intended to identify students at risk of failing, which can produce false negatives or false positives, resulting in a disparity impact, whereby marginalized students are misidentified, which could lead to unintentional discrimination in academic interventions [15,20].

A further element of difficulty is the lack of transparency and explain ability of AI systems. Most deep learning and also generative AI models function as "black boxes," Predicting outputs with little help interpreting the details of how it comes to. The opacity of many systems poses accountability issues, especially when grading, resource allocation or discipline are determined based on AI-driven recommendations [21]. To ensure fairness and trust, XAI (explainable AI) solutions are needed by educational stakeholders as they should clarify how the decisions are reached.

The teacher–learner relationship is also affected by the excessive dependency on AI — from a pedagogical point of view, Journal of Strategic Marketing AI can help with routine work and adaptive responses to students, but AI cannot

replace mentorship, emotional support and socialization that are symptomatic of holistic learning [5]. In this scenario, the concern is that over-automation could deprive these students of critical thinking and problem-solving experiences by replacing human-led instruction with machine-led stimulus at inappropriate levels of abundance, reducing teacher agency as an unintended consequence.

Lastly, generative AI brings new challenges to The Tissue, academic integrity. While tools like GPT-4 and PaLM 2 can help students write essays, summarize texts, and generate solutions to problems, they also bring with them a host of concerns about plagiarism, the authenticity of student work, and reliance on AI-generated content [13]. Institutions are now struggling with what it looks like to revise assessment, where AI literacy should be and what the appropriate usage policies should be to help AI augment human efforts rather than replace them.

In short, AI plays both sides of the coin in education. It has the potential to offer personalized, efficient and data-driven learning, but the successful adoption of this technology needs to carefully tackle a number of issues, including equal access to technology, protection of privacy, reduction of bias, transparency, and lack of human factor in education. This calls for proactive ethical frameworks and policy interventions to enable us to harness the power of AI while avoiding its perils.

Table 2. Key Challenges of AI Integration in Education and Their Implications

Category	Challenge	Practical Example	Potential Impact
Access & Equity	Digital Divide	Students in rural areas lack devices and stable internet access	Exacerbation of educational inequality
Data Privacy & Security	Large-scale data collection	Learning analytics platforms storing sensitive student data	Risk of data breaches and loss of trust
Algorithmic Bias	Biased predictions in AI models	Predictive systems misclassify underrepresented student groups	Unfair interventions and systemic discrimination
Transparency & Explainability	Black-box decision-making	Deep learning models used for automated grading without clear rationale	Reduced trust in AI recommendations
Overreliance on AI	Reduced teacher-student interaction	Excessive use of automated tutoring replacing human mentorship	Loss of critical thinking and social learning skills
Academic Integrity	Misuse of generative AI in assignments	Students submitting AI-generated essays without proper attribution	Increased plagiarism and reduced authentic learning

To better contextualize the multifaceted challenges of integrating Artificial Intelligence into educational environments, it is essential to visualize how technical, pedagogical, and ethical issues are interconnected and influence one another. While Table 2 provides a structured summary of the major categories of challenges—including access and equity limitations, data privacy and security risks, algorithmic bias, transparency and explainability issues, the risk of overreliance on AI, and academic integrity concerns—the following figure synthesizes these elements into a conceptual visualization. This visual representation (Figure 1) highlights not only the discrete nature of each challenge but also their overlapping effects on educational equity, student outcomes, and institutional trust, reinforcing the importance of adopting a holistic and proactive approach to AI governance in education.

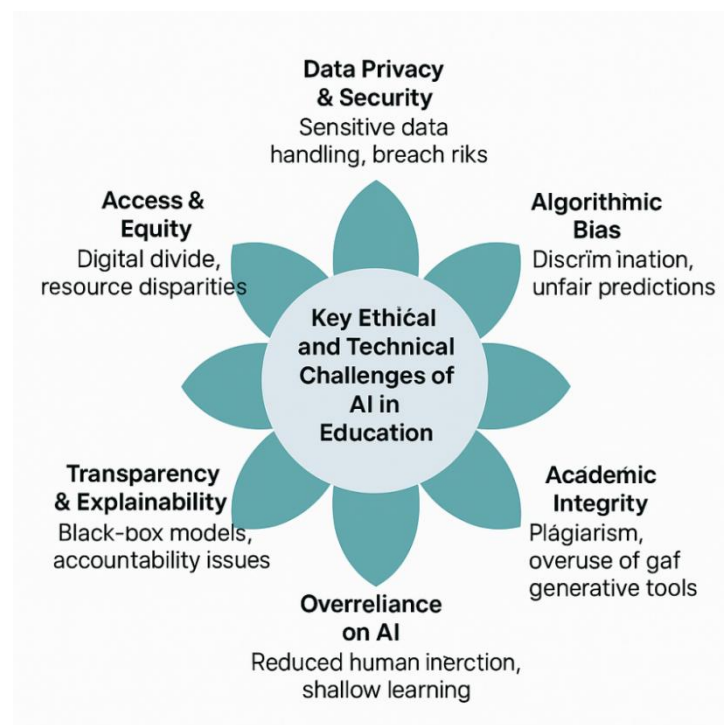


Figure 1. Key Ethical and Technical Challenges of AI in Education

5. Future Directions and Opportunities

The future of Artificial Intelligence (AI) in education is rich with opportunities that have the potential to redefine learning, teaching, and institutional management. As AI technologies continue to mature, their integration into educational ecosystems will likely shift from isolated pilot projects to fully embedded, systemic solutions that enhance equity, personalization, and innovation.

One of the most promising directions is the advancement of fully personalized and adaptive learning environments. Unlike current systems, which primarily adjust content difficulty and pace, next-generation adaptive platforms are expected to integrate multimodal learning analytics, including behavioral, emotional, and contextual data, to provide holistic personalization [22]. For instance, future intelligent platforms could detect learner frustration or disengagement through voice analysis or facial expression recognition and automatically adjust content delivery or recommend motivational interventions. This evolution moves education closer to a student-centric model, where AI continuously adapts to cognitive and affective needs.

Another significant opportunity lies in the integration of AI with immersive technologies such as Virtual Reality (VR), Augmented Reality (AR), and Mixed Reality (MR). AI-enhanced immersive environments could offer realistic simulations for experiential learning, enabling students to practice skills in medicine, engineering, and environmental sciences without the constraints of physical laboratories [23]. For example, medical students could perform virtual surgeries with real-time AI feedback, or engineering students could interact with AI-driven simulations of complex systems, bridging the gap between theoretical learning and practical application.

Additionally, AI-driven predictive analytics is expected to evolve into proactive learning support systems that can not only identify students at risk but also recommend specific interventions and resources in real time. This approach could transform academic advising and retention strategies, particularly in large-scale higher education institutions where human oversight alone is insufficient. Coupled with institutional decision support, predictive AI can optimize curriculum design, resource allocation, and student support services, creating data-driven ecosystems that enhance both student success and institutional efficiency.

Generative AI represents another frontier for educational innovation. When tools like GPT-4 and the next generation of large language models increase in accuracy, context awareness, and become multimodal, they will revolutionize the processes of content generation, evaluation, and collaborative learning experiences. While on one hand teachers could potentially call upon their own AI co-designers to create lesson plans, assessments and individualized feedback, on the other hand students can be talking to their own AI mentors that encourage creativity and critical thinking. That said, future applications should be made with AI literacy in mind, so that the people using these tools know their capabilities and shortcomings, but also their potential for misuse and exploitation, avoiding becoming overly reliant on them.

A third important area is the push for ethical, explainable and inclusive AI in education. Regulatory frameworks and institutional policies complement the bias mitigation, transparency, and fairness research directions, which will capture the benefits of AI more fully. The role of Explainable AI (XAI) based planning (AI that can explain how and why certain recommendations are being made) is going to be increasingly more important in ensuring that the teachers & administrators understand how the recommendations are being made and thereby improving the trust and accountability of the same.

And, last but not least, AI in education of the future will surely be characterized by definitely collaborative AI-human ecosystems. AI will not threaten teachers but come alongside them as a partner augmenting their abilities, automating repetitive, routine tasks and enabling teachers to do what they do best: mentor, inspire, and nurture creativity in the classroom; augmenting social and emotional learning, creativity and autonomy – replacing boxes with humans as Building intended. Such a human-in-the-loop model ensures that even in highly technologized landscapes that the human dimension of education is the prime component.

AI will be even more personalized and experiential, provide intuitive decision support, and lead for ethical innovation and development in the future of education in 2023 and beyond. With cautious and responsible adoption approaches, combined with interdisciplinary collaboration, AI will go from being a mere supportive tool to a driver of more inclusive, efficient and future-proof educational systems.

6. Critical Insights and Strategic Contributions

This review paper aims to enhance awareness and foster strategic efforts towards the role of Artificial Intelligence (AI) in education, and as such it provides important insights. By integrating and analyzing the literature the study goes beyond mere descriptive reporting by discussing the significance of AI in education both practically, theoretically, and strategically.

First, it provides a comprehensive review of the applications of AI in education including adaptive learning systems, intelligent tutoring, predictive analytics, automated assessment, and generative AI technologies. Through this unifying narrative of the applications, the review allows readers to view the range of AI evolution from prior rule based systems to conversational, and ultimately generative models.

Third, the paper offers insights into the multifaceted crises that arise with the introduction of AI into educational arenas, notably ethical hazards, data privacy issues, algorithmic bias, and the digital divide. Compared to many previous examples which describe each of these challenges as discrete matters, this work depicts the interdependencies between these challenges in tables and conceptual figures making it easier for stakeholders to recognize systemic risks and take an anticipatory approach to mitigate them.

Third, how the author chooses to frame its insights to inform policy development, institutional planning, and future research. The review provides a glimpse into the future, among others by identifying emerging opportunities in the space of immersive and personalized learning experiences, explainable AI (XAI) within education, and human-AI collaboration in education, which can help researchers, developers, and decision makers evolve toward an ethical and transformative use of AI.

Thus, the key part of new work on a strategic scale lies in bridging theory with practice—it provides not only an academic resource, but also a practical guide to integrating AI that enhances learning impact while protecting ethical boundaries and ensuring equitable education innovation.

7. Conclusions

Artificial Intelligence (AI) integration into education is disrupting teachers, learners, and institutions like never before through discovering new levels of personalization, efficiency, and innovation in education. This review has highlighted the evolution, modality, applications, challenges, and future opportunities for AI in various educational contexts, showcasing the key features of the positive and negative aspects of deploying AI in educational settings.

The evolution of AI in education depicts a transition from more rudimentary systems, to intelligent tutoring systems, to the aggrandizing generative and conversational AI that we see today—whereby, the future of education becomes adaptive, responsive, and interactive via data-powered learning. There are specific applications like adaptive learning systems, predictive analytics, automated assessment, and generative tools that have demonstrated the ability to increase learner engagement, support educators, and improve institutional decision making. Meanwhile, the ethical and technical hurdles—including data privacy, algorithmic bias, digital divide, and fear of overdependence on AI—stay the most serious obstacles that urgently need to be mitigated.

The future of AI in education, therefore, might be more about human-AI collaboration, where AI serves as a support tool and partner, not a replacement. Realizing the full potential of AI will require not only XAI, equitable access to learning technologies across societal divides, and policy frameworks that prevent abuse of learners' rights, but also rather severe ethical safeguards to foster the development of such technologies. Multimodal personalized learning, multi-prong AI-powered immersive ecosystems, and predictive early interventions are some of the emerging trends that could potentially reshape educational ecosystems into more inclusive and future-ready models.

Ultimately, the way forward is about finding a balance between innovation and the human aspects of education. It is expected that institutions, policymakers, and researchers will collaborate to capitalize on AI responsibly, so that the integration brings equal, sustainable, and transformative learning experiences. With a principled and strategic approach, AI can evolve from a tool that supports learning into one that undergirds next-gen educational experiences and pathways for individual academic success and lifelong learning.

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