

2023

PARENTS' VIEWS OF

AI & TECHNOLOGY IN K-12 EDUCATION

A national survey of parents of school-aged children on the state of K-12 education and new and emerging technologies in the classroom.

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PREPARED BY



NATIONAL COALITION FOR
PUBLIC SCHOOL OPTIONS

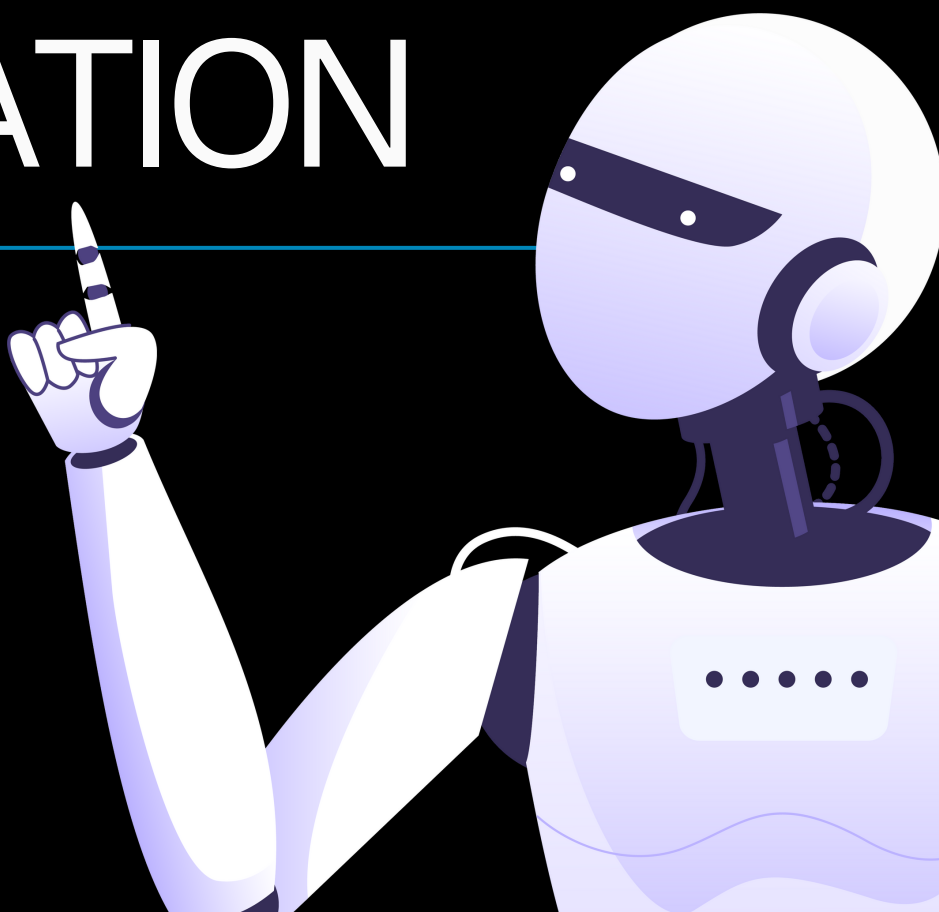


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Executive Summary

From Star Wars to WALL-E, the cinema has spent decades showing us the limitless potential of artificial intelligence (AI). While golden talking robots may not walk among us, AI is already with us and is here to stay.

The use of AI is rapidly expanding, touching nearly every aspect of our lives from health care and finance to transportation and agriculture.

According to a May 2023 report by MarketsandMarketsTM, the global AI market size is expected to grow from USD 86.9 billion in 2022 to USD 407.0 billion by 2027. [1] As the market grows, AI will have a disruptive effect on the labor market. In October 2020, a report from the World Economic Forum found that while AI could displace 85 million jobs globally by 2025, it would also generate 97 million new jobs in fields ranging from big data and machine learning to information security and digital marketing.[2]

Over the last year we've seen AI do some incredible human-like things by generating text, images, music and video simply in response to commands given in natural language.

In fact, Sundar Pichai, Google's CEO, calls AI "more profound than fire or electricity or anything we have done in the past."

In this era defined by rapid technological advancements, education is one sector that stands at the threshold of a profound transformation.

The convergence of AI technologies, big data analytics, and machine learning algorithms offers an unprecedented opportunity to

[1] MarketsandMarkets Research Pvt. Ltd. "Artificial Intelligence Market Worth \$407.0 Billion by 2027, Growing at a CAGR of 36.2%: Report by MarketsandMarketsTM." GlobeNewswire News Room, 17 May 2023, www.globenewswire.com/en/news-release/2023/05/17/2671170/0/en/Artificial-Intelligence-Market-Worth-407-0-Billion-By-2027-Growing-At-A-CAGR-Of-36-2-Report-By-MarketsandMarkets.html.

[2] "Recession and Automation Changes Our Future of Work, but There Are Jobs Coming, Report Says." World Economic Forum, www.weforum.org/press/2020/10/recession-and-automation-changes-our-future-of-work-but-there-are-jobs-coming-report-says-52c5162fce.

personalize learning experiences, enhance educational outcomes, and bridge educational disparities. By leveraging AI, educators can tailor instruction to individual student needs, identify early warning signs of learning difficulties, and provide targeted interventions, thereby making education more inclusive and effective than ever before.

At the same time, there are ethical considerations surrounding AI in education, such as data privacy, bias mitigation, and algorithmic transparency.

As we embark on this journey into the world of AI in education, it is essential to recognize the profound implications it holds for the future of society. It is a transformative force that will challenge traditional paradigms, necessitate new policies and regulations, and require stakeholders to work collaboratively to ensure equitable access and benefits for all.

One of the key stakeholders here must be parents of students.

To get a better understanding of what parents think about AI and other technologies in the classroom, the National Coalition for Public School Options (PSO) partnered with Cygnal to conduct a national survey of parents with school-aged children. The survey examined parents' thoughts on various school choice options and the impact of AI and esports on students' learning.

Strong support for school choice

The findings found widespread and bipartisan support for empowering parents to have a choice in their child's school (66% favorable). Options including private schools (73%), charter schools (62%), Online schools (61%), Online schools (61%), and education savings accounts (64%) also scored high in favorability.

Parents have a positive view of traditional public schools (69%), and 65% were satisfied with the quality of education students receive in our country today (vs 34% dissatisfied). This number was higher when asked about the quality of education students receive in their local area (67% satisfied vs 31% dissatisfied).

AI has a role in the classroom, but concerns remain

When asked about AI, 50% of parents had a favorable opinion of the technologies (32% unfavorable). The number dropped to 41% (favorable) for Chat GPT-4, a natural language processing AI tool. Less than half (43%) of respondents have tried the technology, with 30% responding they've never heard of it.

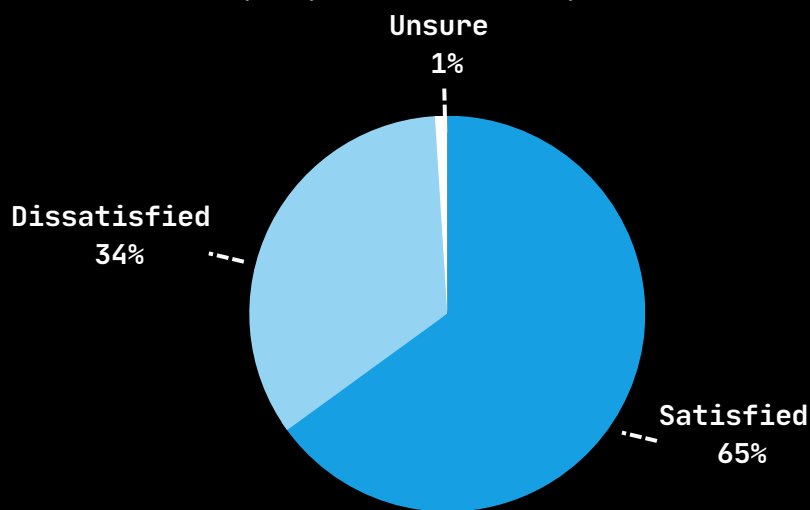
The most telling findings related to AI regard the impact parents think it will have on their lives and their children's lives in the future, with 72% saying AI will bring a new revolution in technology. A similar number of respondents (72%) said they have concerns about AI technology overall. Most of this concern is around the impact AI will have on future job opportunities for their children (68% said they were concerned).

The closer the technology gets to their child's education; the more parents are concerned about its use—53% say teachers should be able to use AI to write lessons, while only 43% say K-12 students should be able to use the technology to complete schoolwork. More than half of parents (51%) also want to see regulatory oversight to ensure the technology isn't getting in the way of students' learning, or one-on-one instruction time with a real teacher (50%).

State of Education in America

When asked about the state of education, parents seem to be pretty content with the level of education their children receive, particularly at their local schools.

Are parents happy with the state of education? Assessing overall satisfaction with quality of education today:

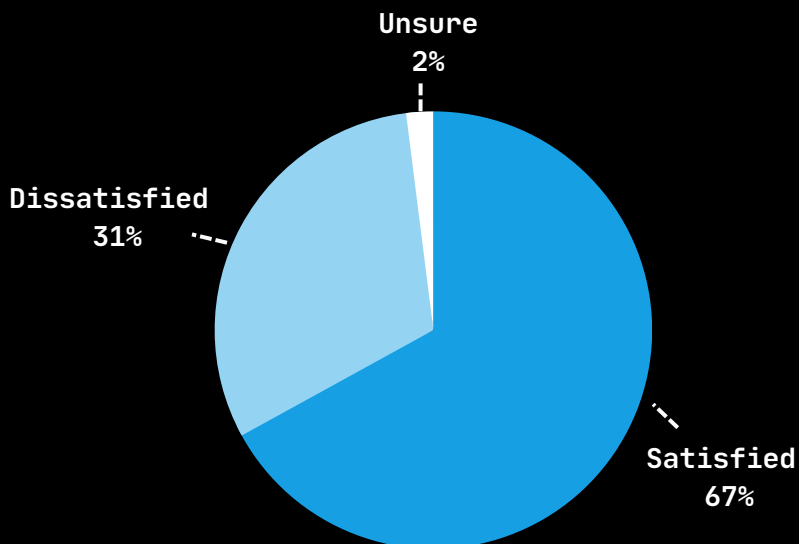


Top areas of improvement for schools

Parents said the following issues were most important to improving the education system:

- Improve security
- Improve curriculum
- More teachers/better teachers
- Improve student and teacher resources
- Improve method of teaching/re-train teachers

How happy are parents with the quality of education in their local schools?



Strong support for education options, including full-time virtual schools

Support for school choice comes in all shapes and sizes, spanning party lines and even reaching rural communities.

Parents support giving parents a choice in their child's education:

	Favorable	Unfavorable	No Opinion	Never Heard of It
School Choice	66%	13%	11%	10%
Private Schools	73%	15%	11%	1%
Charter Schools	62%	17%	18%	3%
Online/Virtual Schools	61%	29%	9%	1%
Traditional Public Schools	69%	25%	4%	2%
Education Savings Accounts	64%	10%	11%	15%

Let's peek behind the curtain of parents who support school choice.

Which political parties do they tend to side with?

School Choice	Online/Virtual Schools	Education Savings Accounts
72% Democrat	68% Democrat	72% Democrat
55% Independent	58% Independent	55% Independent
69% Republican	55% Republican	63% Republican

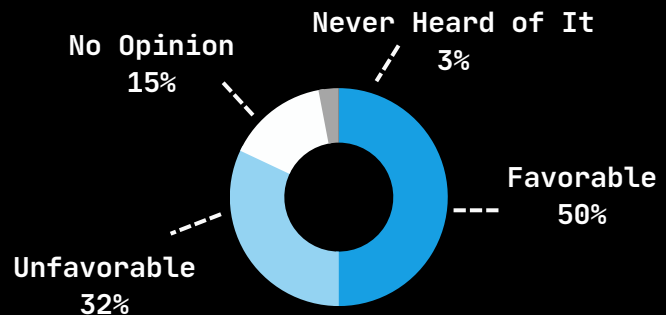
Parents who support school choice tend to reside in what kind of neighborhood?

School Choice	Online/Virtual Schools	Education Savings Accounts
59% Rural	51% Rural	56% Rural
59% Suburban	53% Suburban	57% Suburban
78% Urban	75% Urban	78% Urban

Artificial Intelligence

Most parents view AI as a game-changer, but still keep a watchful eye on potential pitfalls.

Overall Opinion of AI



Who is more likely to have a favorable opinion of AI?

Millennial men

(73% between ages 30-39)

White, African American or Hispanic

(52% white, 51% African American and 51% Hispanic)

College Educated

(63% have at least a college degree, with 72% obtaining a graduate degree or higher)

Live in a city

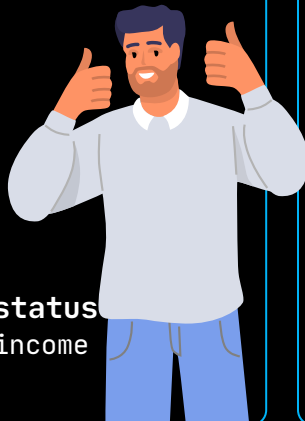
(69% live in an urban area)

Democrat

(62% Democratic)

High socio-economic status

(73% have a household income of \$125,000+)



Who is the most likely to view AI with suspicion?

Elder Millennial/GenX women

(41% women between ages 40-49)

Identify as "Other" ethnicity

(70% identify as other, followed by 39% Asian)

Some College or Technical Certification

42% have a technical certification, and 40% have some college or associate degree)

Live in the suburbs

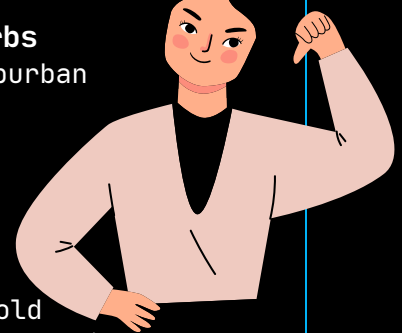
(41% live in an suburban community)

Republican

(39% Republican)

Middle Class

(40% have a household income of \$50,000-74,999)



Parents are supportive of AI and its potential to revolutionize the game. However, while many are cheering on the tech, some concerns still loom large.

72%

believe AI will bring in a new revolution in technology

14% say it will not make much difference, and 14% are unsure

72%

are concerned about AI technology

21% are not concerned, and 7% said they are unsure

40%

say AI will have a positive effect on K-12 education

32% say its impact on education will be negative, while 14% say it will be neither positive nor negative

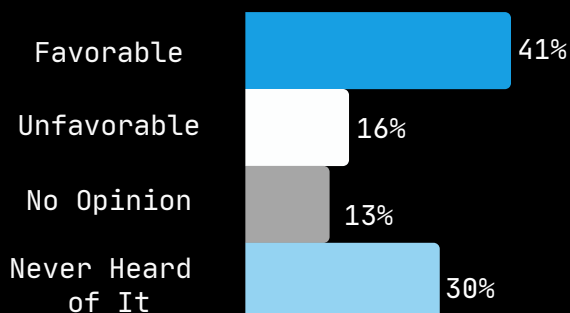
68%

worry about AI's impact on their child's career opportunities

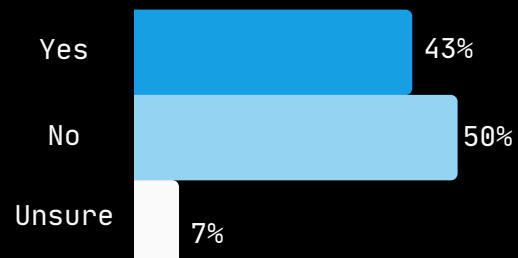
21% are not concerned about AI interfering with their student's career opportunities after high school, while 11% are unsure

Spotlight on Chat GPT-4

What do parents think of Chat GPT-4?



Have they tried Chat GPT-4 or another AI engine?



AI in the K-12 Classroom

As tech gets more involved in their child's education, parents grow increasingly uneasy.

Parent support for various uses of AI technology in K-12 education

	Yes	No	Unsure
Teachers should be able to use AI to write lessons and develop class materials (including tests)	53%	33%	14%
K-12 schools should be able to use AI to evaluate students' academic performance	45%	42%	13%
K-12 schools should be able to use AI to provide direct teaching and instruction to students	44%	43%	13%
K-12 students should be able to use AI for schoolwork and assignments	43%	43%	14%

Although AI has garnered significant parental support, there is a growing desire for regulations governing its implementation in K-12 education. After viewing messaging both for and against regulation, some parents were motivated to advocate for more regulation, while others were moved to oppose it.

Before Messaging

55% Support more regulation
16% Neither support nor oppose more regulation
17% Oppose more regulation
12% Unsure

After Messaging

58% Support more regulation
15% Neither support nor oppose more regulation
19% Oppose more regulation
7% Unsure

Pro-regulation messaging and its impact on parent support

When messaging involves the negative effects of AI on student learning and its impact on one-on-one teacher time, parents are more likely to support regulation.

Pro-regulation messages

	More Likely	Much More Likely	Makes No Difference	Less Likely	Much Less Likely	Not Sure
Stealing Jobs <i>"Although AI is generally new, it is already impacting jobs from a variety of industries. K-12 education is no different - without regulations, AI could transform the K-12 education system overnight and thousands of teachers could be replaced by AI instruction."</i>	45.3%	24.6%	13.9%	28.3%	15.1%	12.5%
Hurting Learning <i>"AI is making it easier than ever for students to complete their work without actually learning. Students can simply type in an essay prompt and have an AI program write their essays for them. We need oversight to make sure that students aren't easing their way through school with AI."</i>	50.5%	30.1%	11.9%	26.2%	14.4%	11.4%
Class Size <i>"With AI, classes will be able to be taught by AI programs that can reach hundreds of students, taking away one-on-one teaching that is only available with a human teacher. Regulations are needed on AI so students can receive one-on-one instruction and the ability to speak to a real teacher."</i>	50.3%	25.8%	12.8%	25.5%	12.2%	11.4%

Pro-regulation messaging continued

Parents were found to be less supportive of regulations requiring disclosure of AI-generated teaching materials and as it relates to special education services. The response to messages about these regulations was lukewarm at best.

Pro-regulation messages

	More Likely	Much More Likely	Makes No Difference	Less Likely	Much Less Likely	Not Sure
Teaching Materials <i>"With AI, students and parents may not be aware that teaching materials and instruction are developed and provided by AI rather than real teachers, and they may not be able to interact with a human educator if a student is struggling."</i>	44.3%	24.8%	15.3%	27.4%	13.6%	13.0%
Special Needs <i>"K-12 special needs students need extremely personalized educational options. Without oversight, AI could replace special needs teachers without parents knowing the future consequences and potential learning loss."</i>	43.6%	22.7%	15.0%	29.0%	16.1%	12.4%

Anti-regulation messaging and its impact on parent support

When discussing the negative impact of AI regulation on hindering innovation, parents are less likely to support regulation.

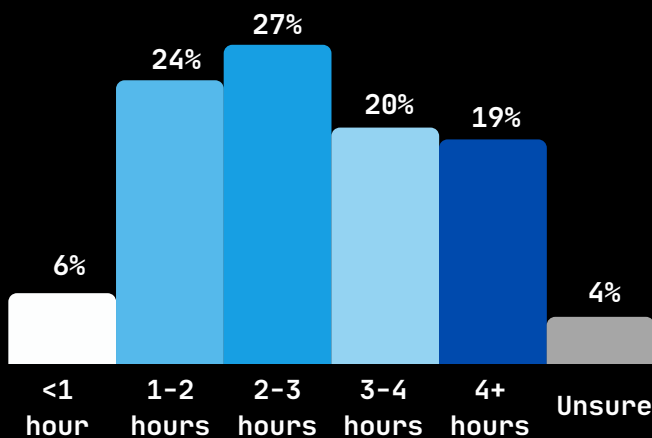
Anti-regulation messages

	More Likely	Much More Likely	Makes No Difference	Less Likely	Much Less Likely	Not Sure
Innovation <i>"AI is in an early stage where any regulations will hurt innovation and ruin potentially life-changing discoveries in a variety of industries, including K-12 education. Regulating AI will mean fewer breakthroughs that would help students and teachers."</i>	37.4%	18.2%	15.6%	30.9%	14.4%	16.1%
Reach <i>"Using AI, top-tier teachers can be augmented, not replaced, and will have the ability to reach far more students than they ever have before. That means that AI will allow more students to have access to the best teaching. Adding regulations on AI would harm students by limiting them to only the teachers in their specific neighborhood or town."</i>	43.5%	20.5%	15.6%	26.0%	11.7%	14.9%
Access <i>"Kids right now have the ability to access AI and learn how to read and write using just the AI technology. We should focus on expanding access to AI tools like Chat-GPT to help students and families trapped in under-performing schools."</i>	45.2%	21.3%	15.8%	24.8%	12.8%	14.2%
Special Needs <i>"Special education students and other at-risk students require more one-on-one services. Using AI, schools can provide more and better diagnostics and targeted interventions that support the individual needs of each student. Regulating AI will hurt students' ability to receive critical education services."</i>	46.2%	22.7%	14.7%	24.5%	12.0%	14.6%

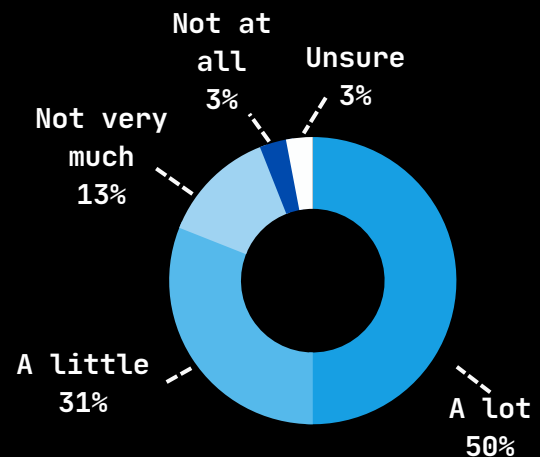
Students and Screen Time

Many parents are monitoring their children's screen time and online activities, with a significant number expressing concern about the amount of time their kids spend in front of a screen.

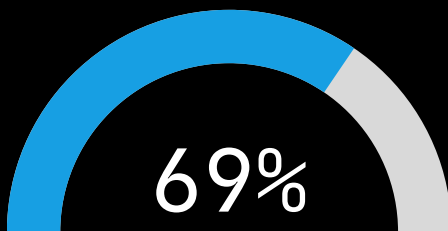
Average amount of time parents say their child spends in front of a screen



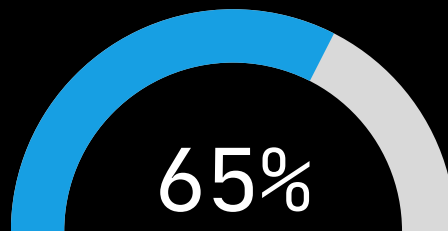
How much do parents monitor their child's screen time?



Most students play esports or video games, and parents are concerned about the amount of time their child spends playing these games.



have students that play esports or video games (vs. 27% that do not)



have concerns about the amount of time their child plays esports (vs. 34% are not concerned)



Methodology

This survey was conducted August 1 – 3, 2023, with 1,000 parents of school aged children. The survey was conducted using an online survey platform whereby respondents were only able to participate by unique, secure invitations delivered via email and mobile device notifications. Only one response was allowed per respondent.


About Cygnal


Cygnal is an award-winning international polling, public opinion, and predictive analytics firm that pioneered multi-mode polling, text-to-web collection, and emotive analysis. Cygnal consistently ranks as the most accurate firm, and clients rely on Cygnal's ability to create intelligence for action. Its team members have worked in 48 states and multiple countries on more than 2,700 corporate, public affairs, and political campaigns.


About The National Coalition for Public School Options

The National Coalition for Public School Options is an advocacy group that supports families and their pursuit of free and equitable access to education. We defend the family's right to choose options that are safe, enriched, and suit the needs of each individual child. We give a voice to all options, all families, all backgrounds.



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