

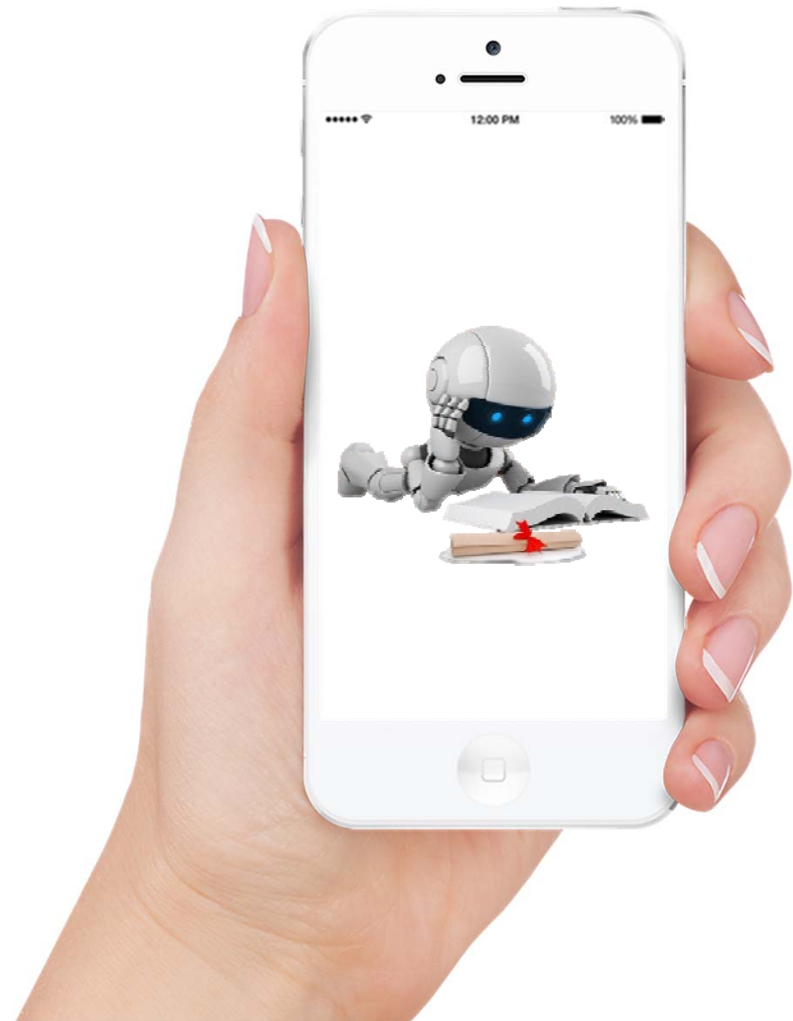
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**Presented by:** Stephen A. Coetzee & Astrid Schmulian  
University of Pretoria, South Africa 🇿🇦

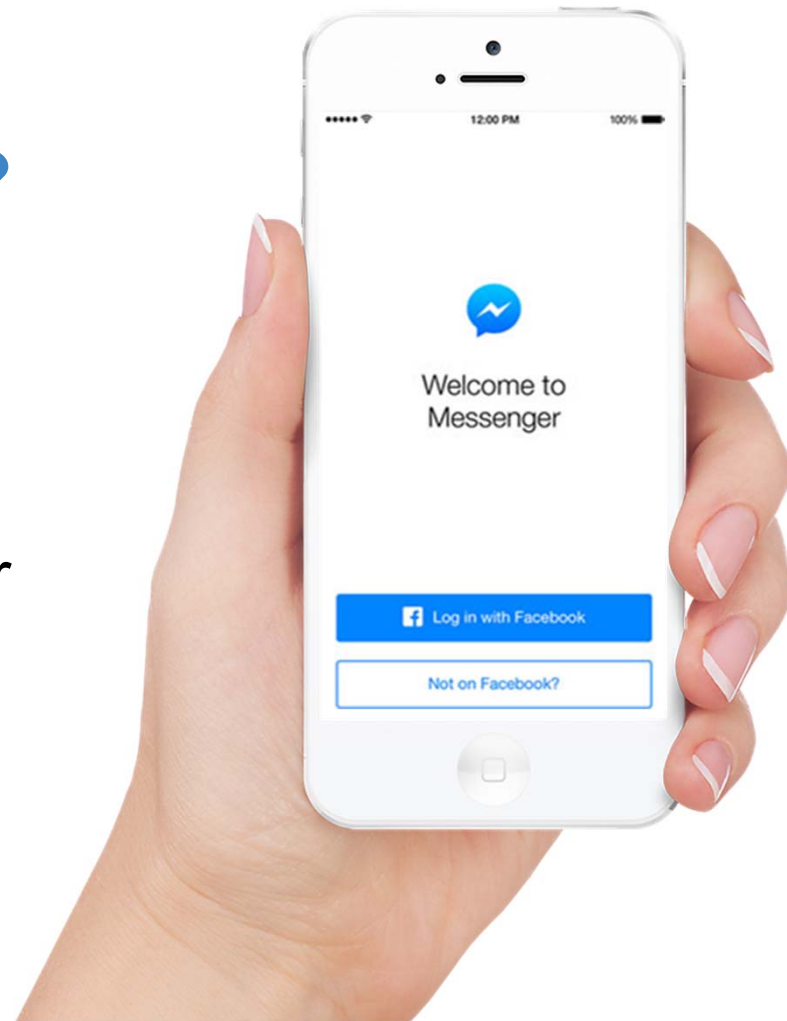
# Agenda

- What is Messenger?
- What is a chatbot?
- Chatbots in education
- Examples



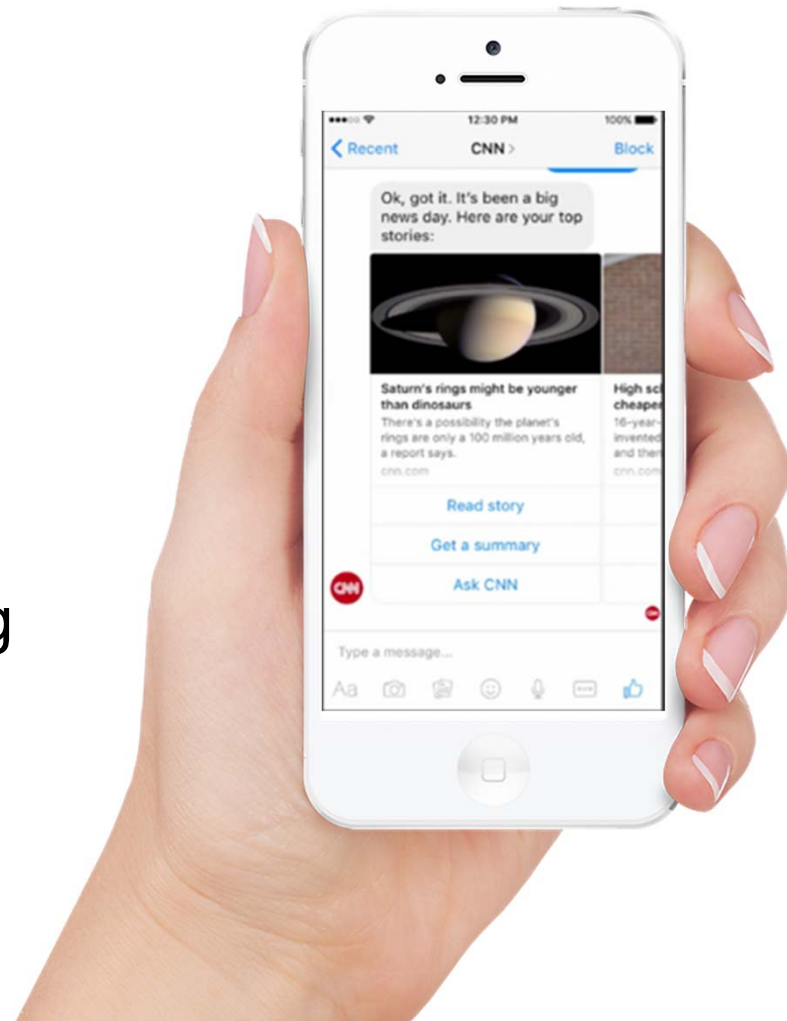
# What is Messenger?

Messenger is an **instant messaging service** released by Facebook, available as an **app** (iOS or Android) or at [www.messenger.com](http://www.messenger.com)



# What is a chatbot?

Artificial narrow intelligent (ANI) **programs** designed to interact, through text or speech, with users in a human-like way, answering questions and performing tasks, in a specific area





Adidas

2,441,254 liked this



British Airways

2,769,312 liked this



MTV

49,137,401 liked this



BuzzFeed

8,876,667 liked this



World Surf League

5,741,230 liked this



ABC News

2,584,079 liked this



TechCrunch

2,495,112 liked this



Complex

3,619,148 liked this



CNBC

1,758,993 liked this



Christina Milian

4,708,905 liked this



JWoww

9,793,225 liked this



Goal.com

12,043,292 liked this



Volkswagen

29,673,185 liked this



Lowe's Home Improvement

3,835,686 liked this

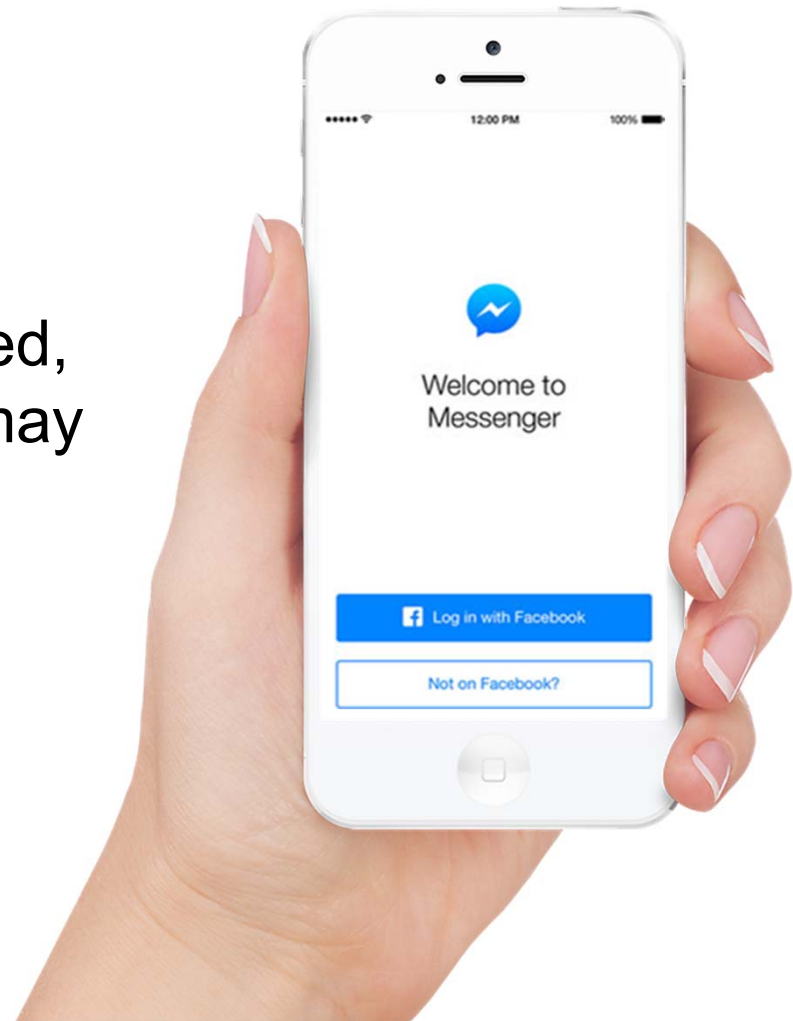


UBER

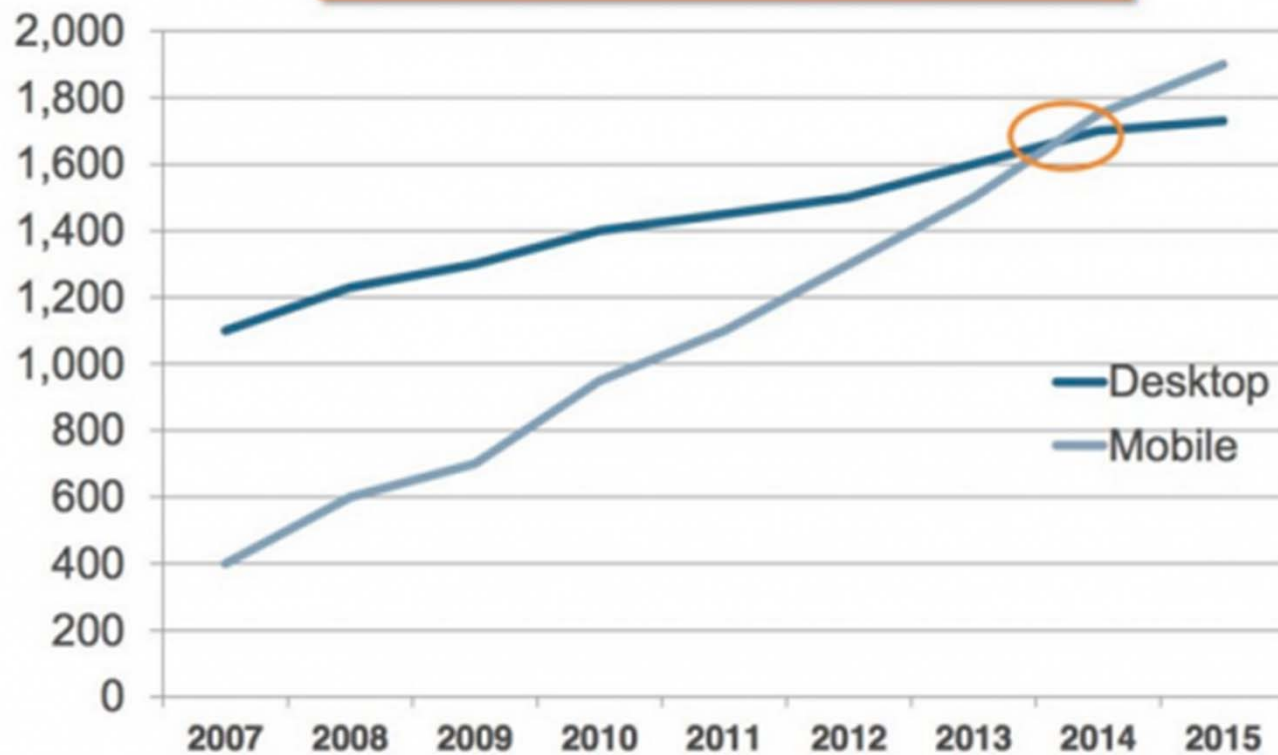
7,770,602 liked this

# Apps vs Chatbots

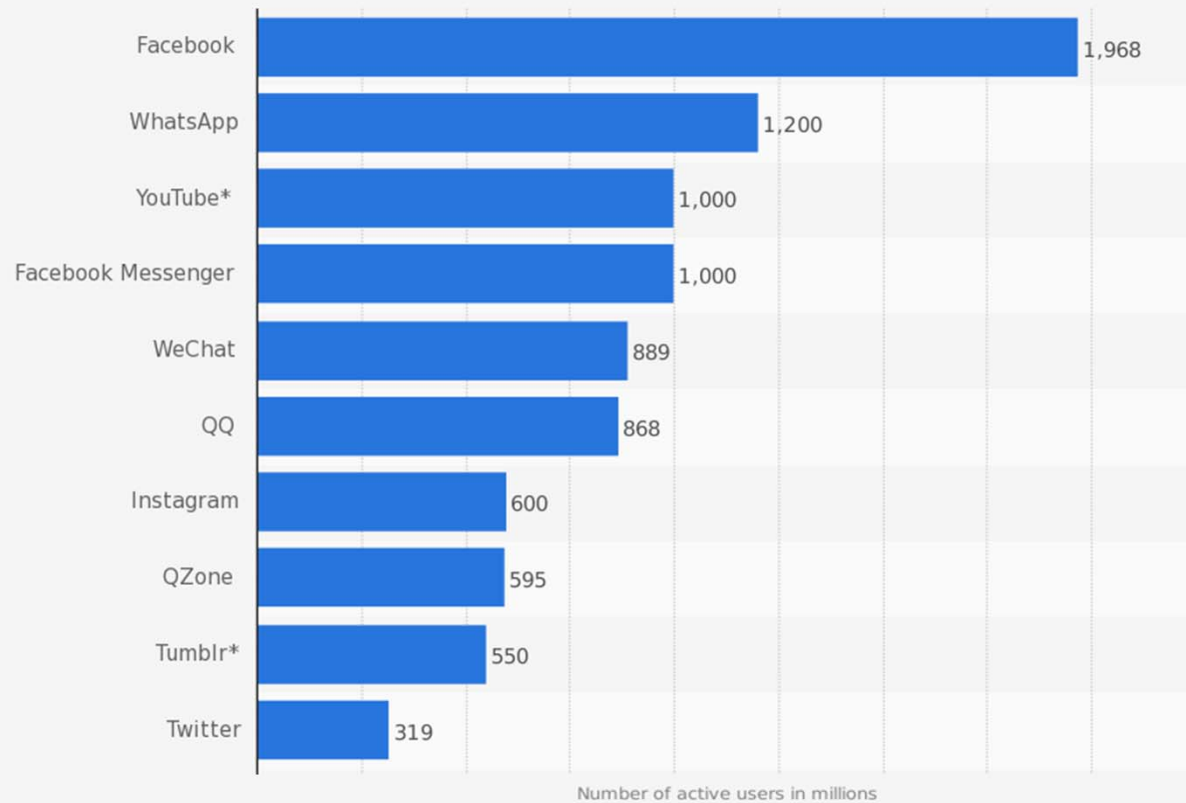
**Apps** need to be downloaded, logged into, updated, and may not be compatible with all devices, **chatbots** exist in a messaging app.



**Number of Global Users (Millions)**



### Leading social networks worldwide as of April 2017, ranked by number of active users (in millions)



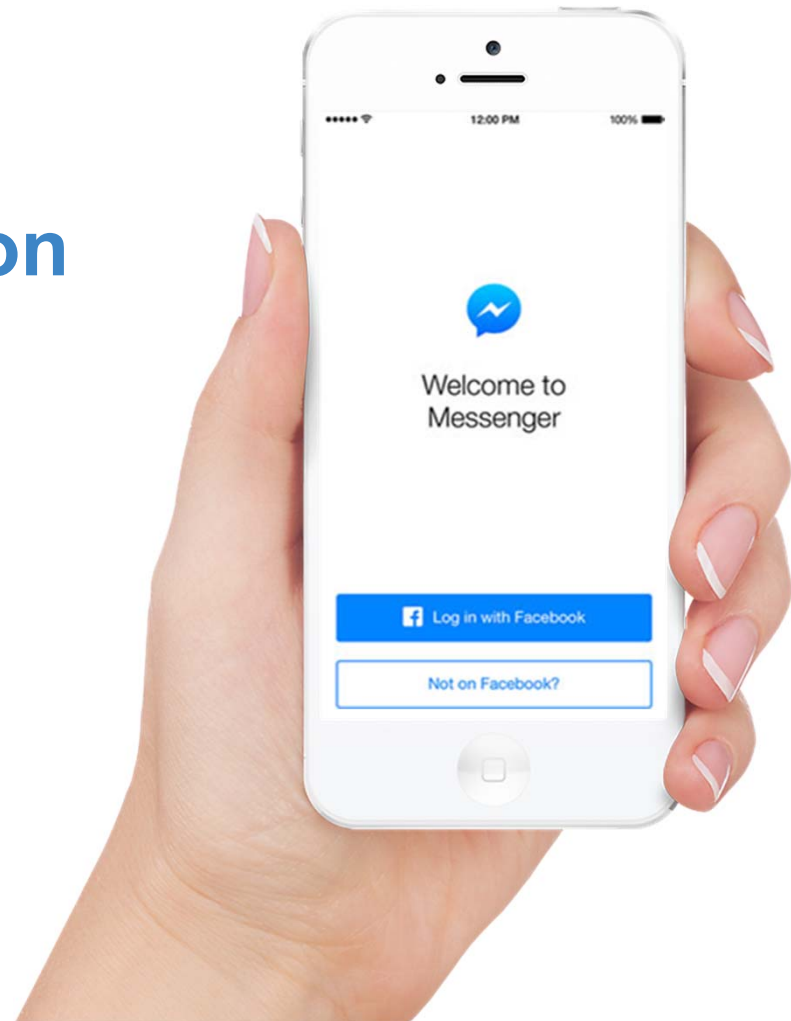
**Source:**  
Facebook; We Are Social; WhatsApp; Twitter;  
Tumblr; LinkedIn; Google  
© Statista 2017

**Additional Information:**  
Worldwide; We Are Social; WhatsApp; Tumblr; LinkedIn; Google;  
as of April 11, 2017; social networks and messenger/chat  
app/voip included



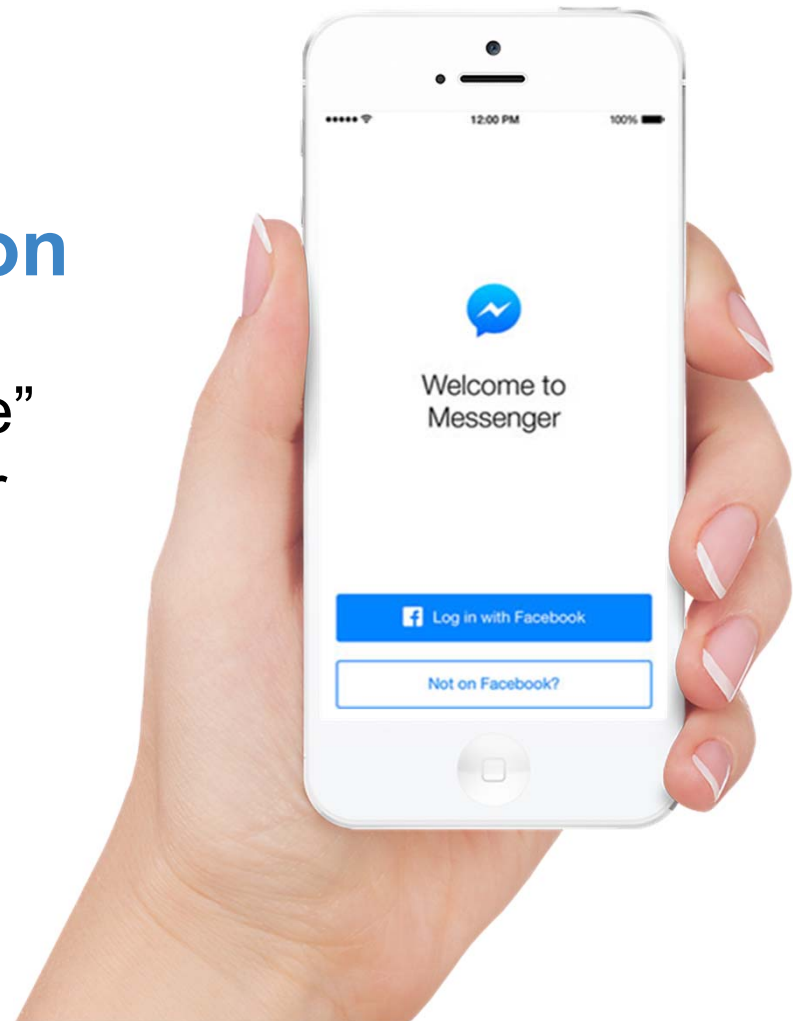
# Chatbots in Education

- Overview
- University admission
- Course administration
- Textbook & tutor



# Chatbots in Education

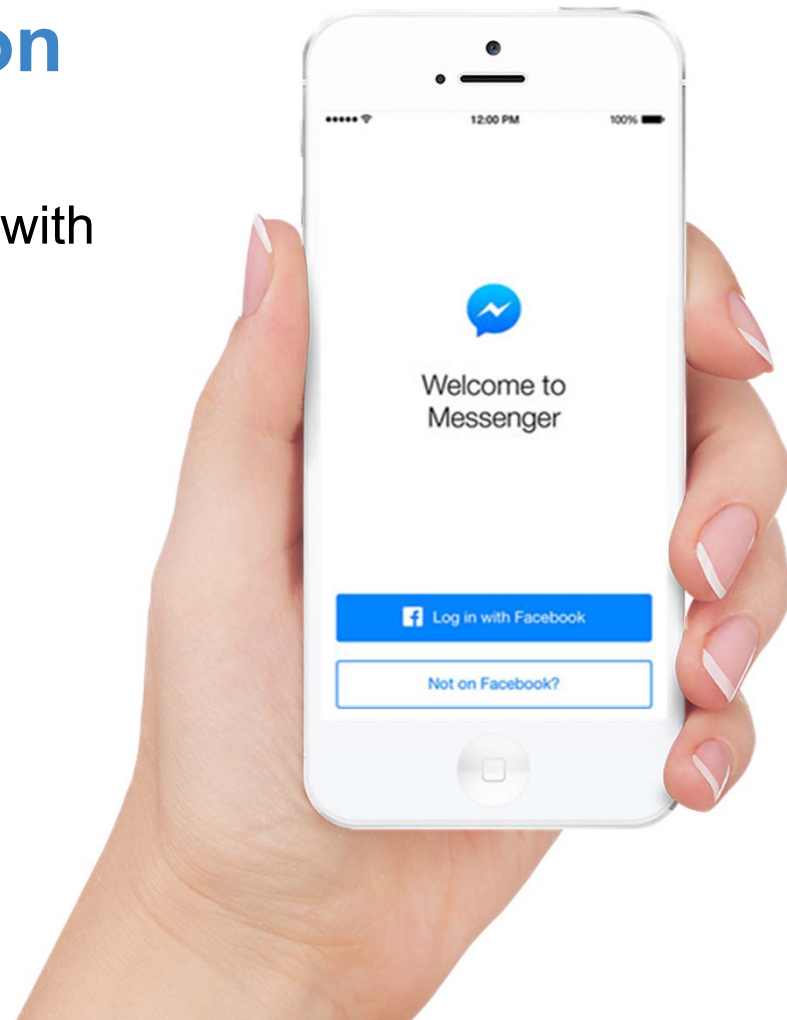
Messenger apps are “native” communication methods for millennials.



# Chatbots in Education

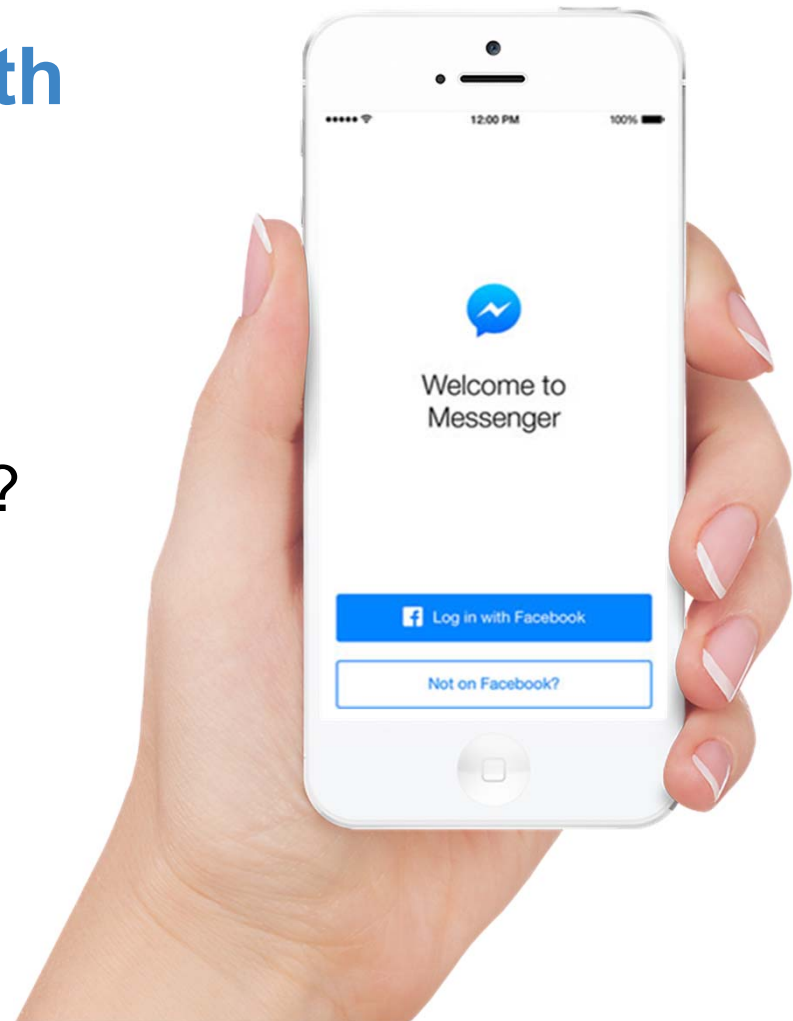
- Offer help on demand
- Less anxiety than interacting with the teacher
- Chat history & analytics
- Large classes
- Repetitive questions
- Personalised learning
- Differentiated instruction
- Increase engagement
- Scaffolding
- Campus closures
- Flipped classroom

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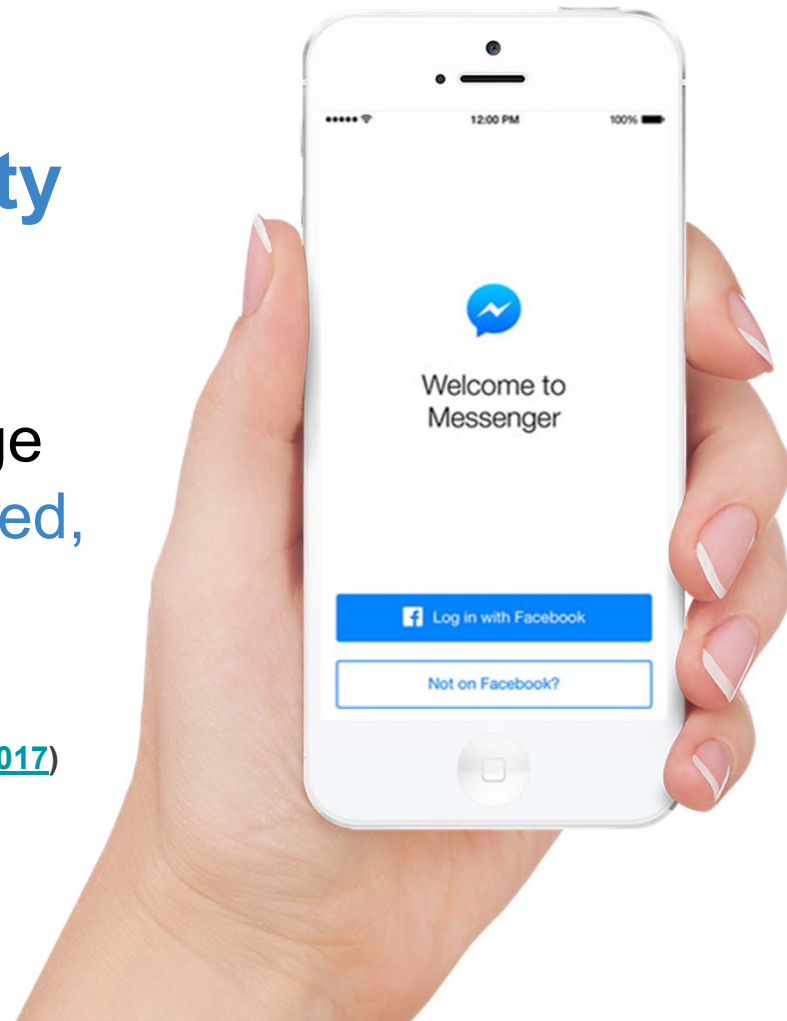
# What went wrong with education apps?

- Flashcards
- Rote learning
- Designed by instructors?
- Commitment to learning theories?



# Chatbots in university admission

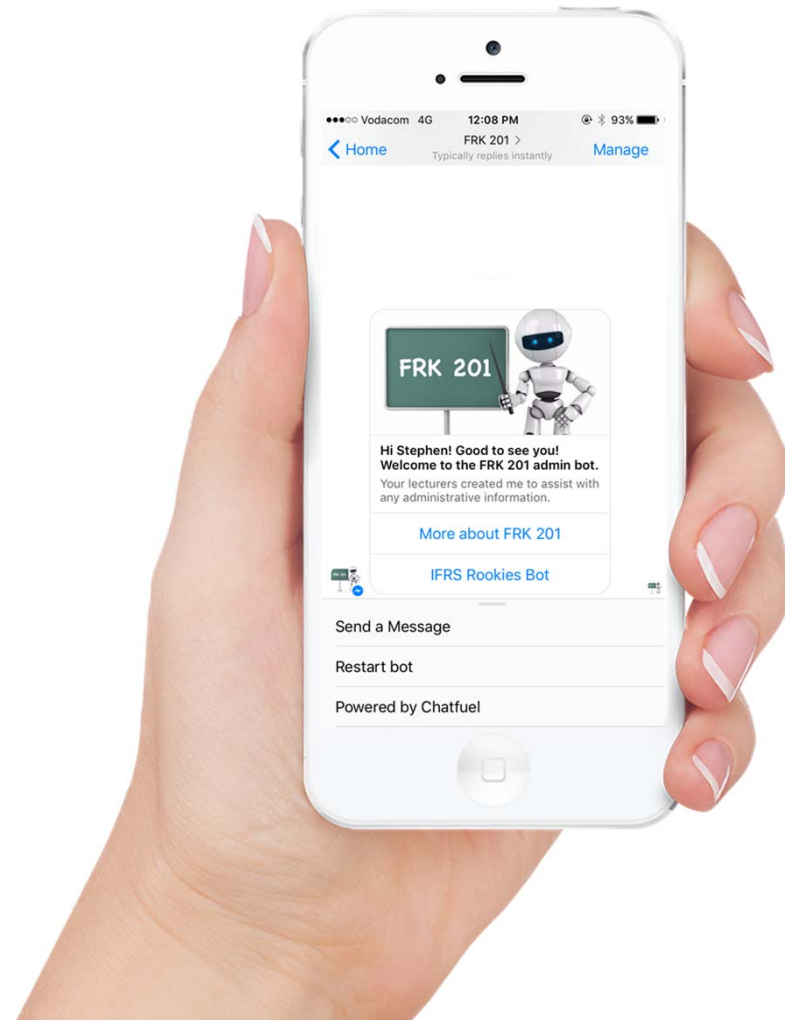
By using an AI text message system offering **data-informed, personalized guidance**, students are more likely to enroll in college ([Page & Gehlbach, 2017](#))



# Chatbots in course administration

- Learner's guide
- FAQ's
- Course communication
- <https://m.me/frk201tuks>

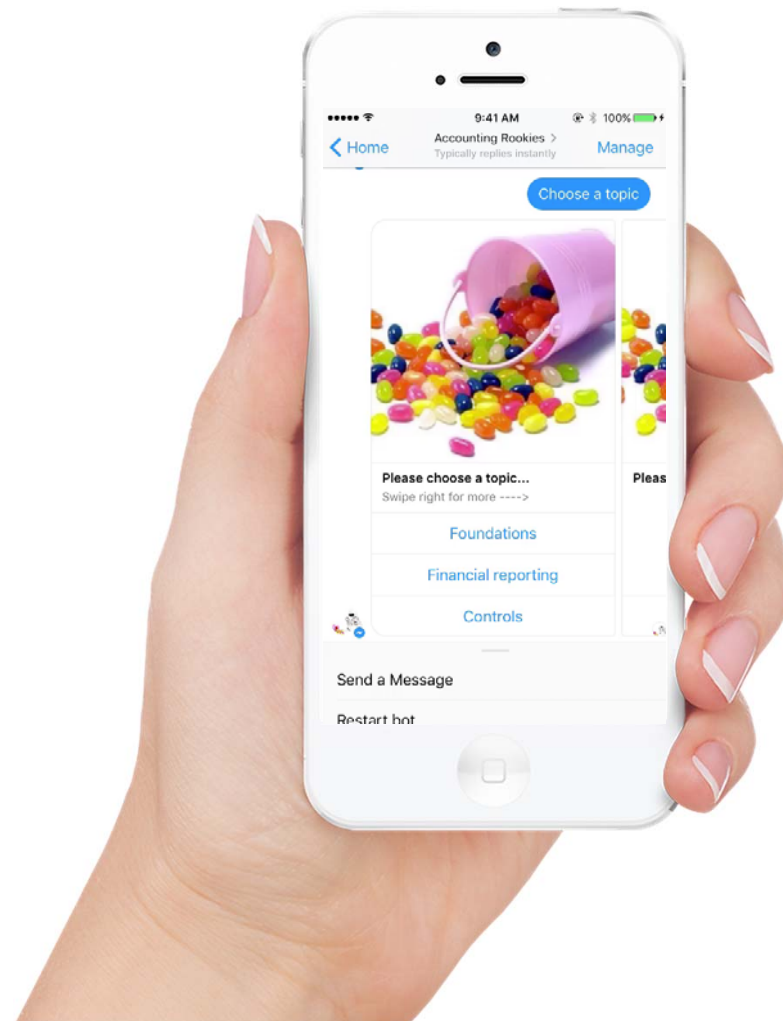
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## Accounting Rookies

Select the menu option  
presented or type in **your**  
**question**

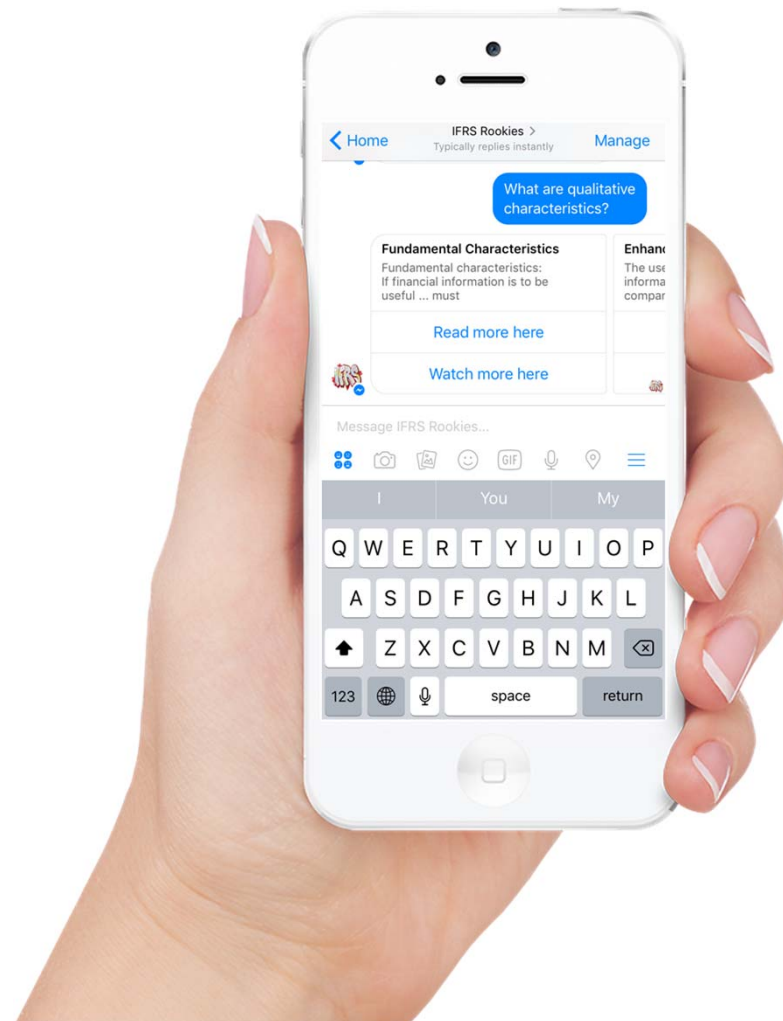
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**IFRS Rookies**

Links to more  
information or **videos**

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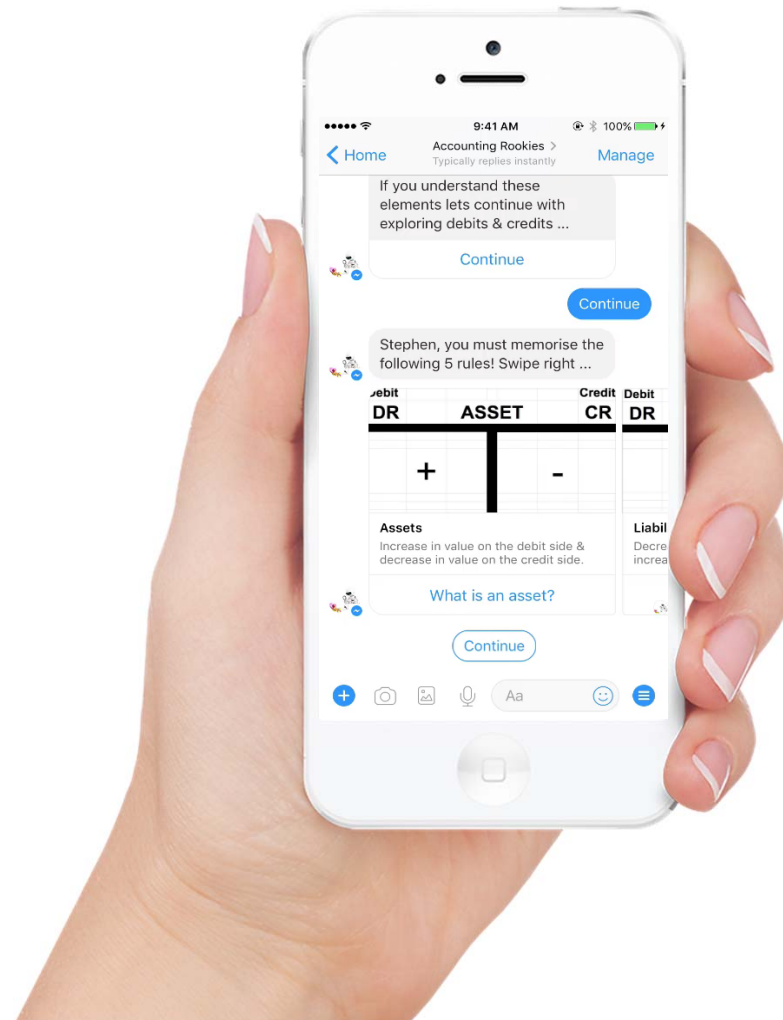




Accounting Rookies

Interactive examples

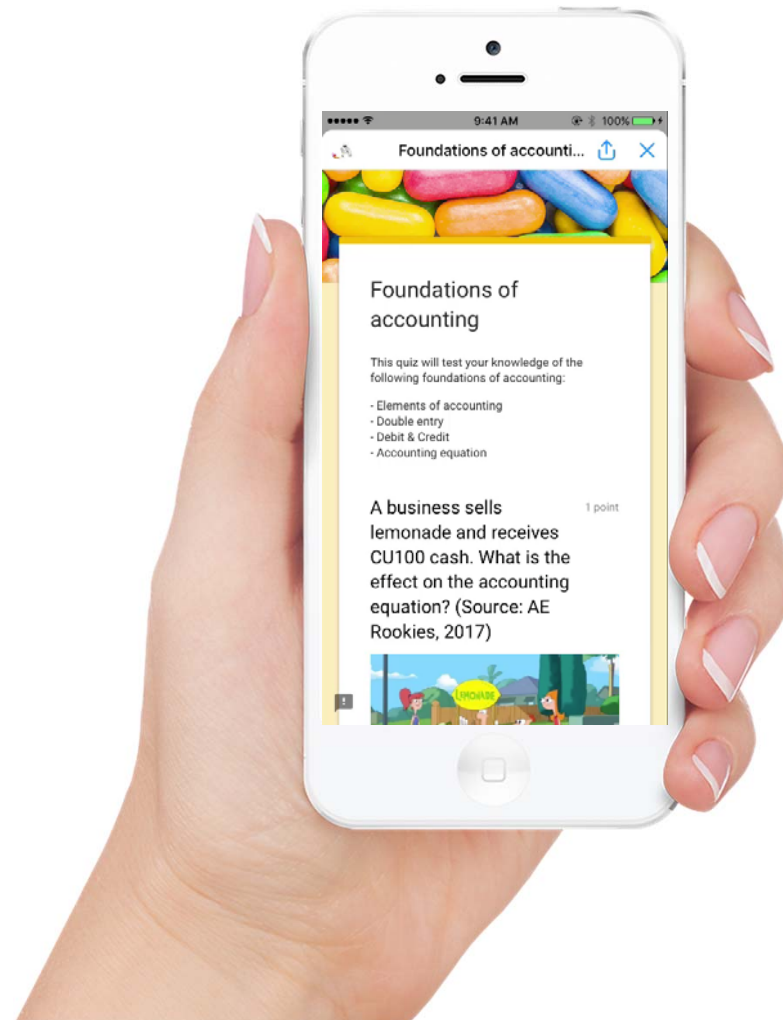
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## Accounting Rookies

Test your knowledge

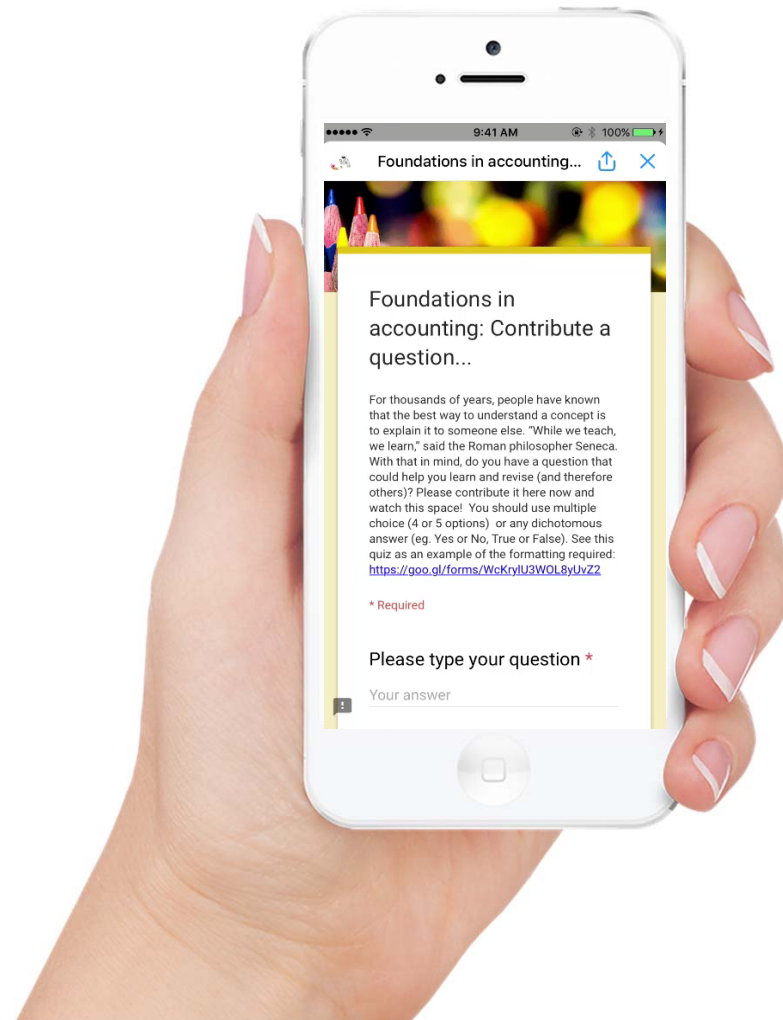
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# Accounting Rookies

## Contribute a question

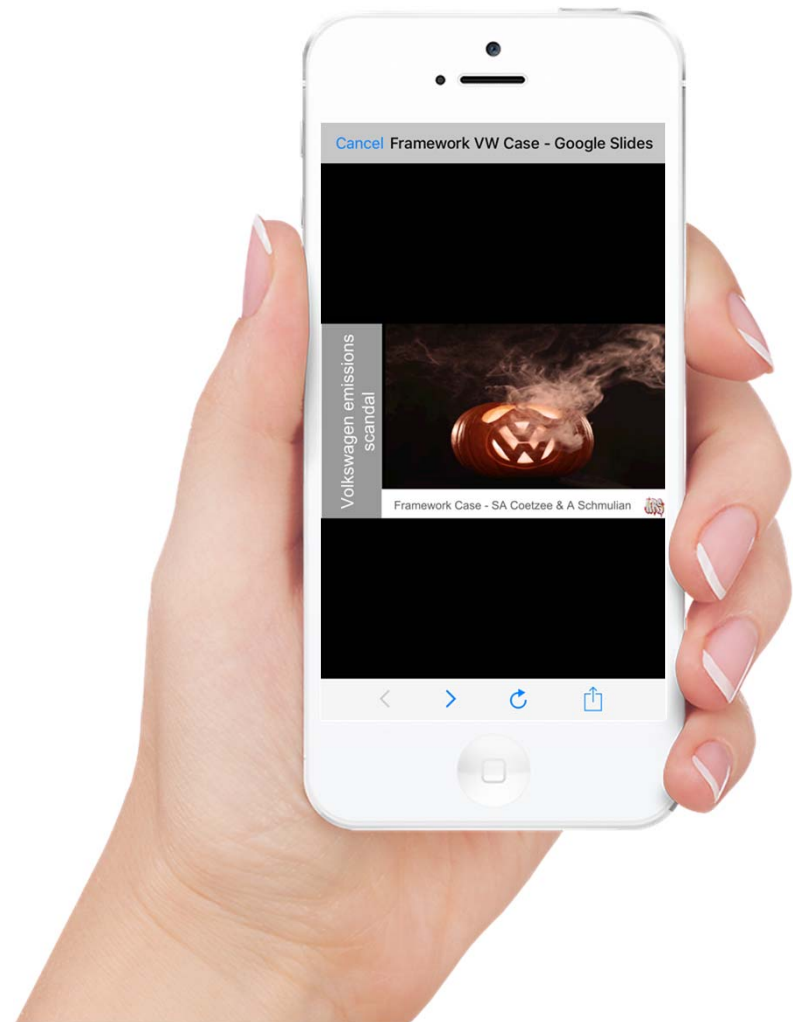
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**IFRS Rookies**

Explore a small **case**

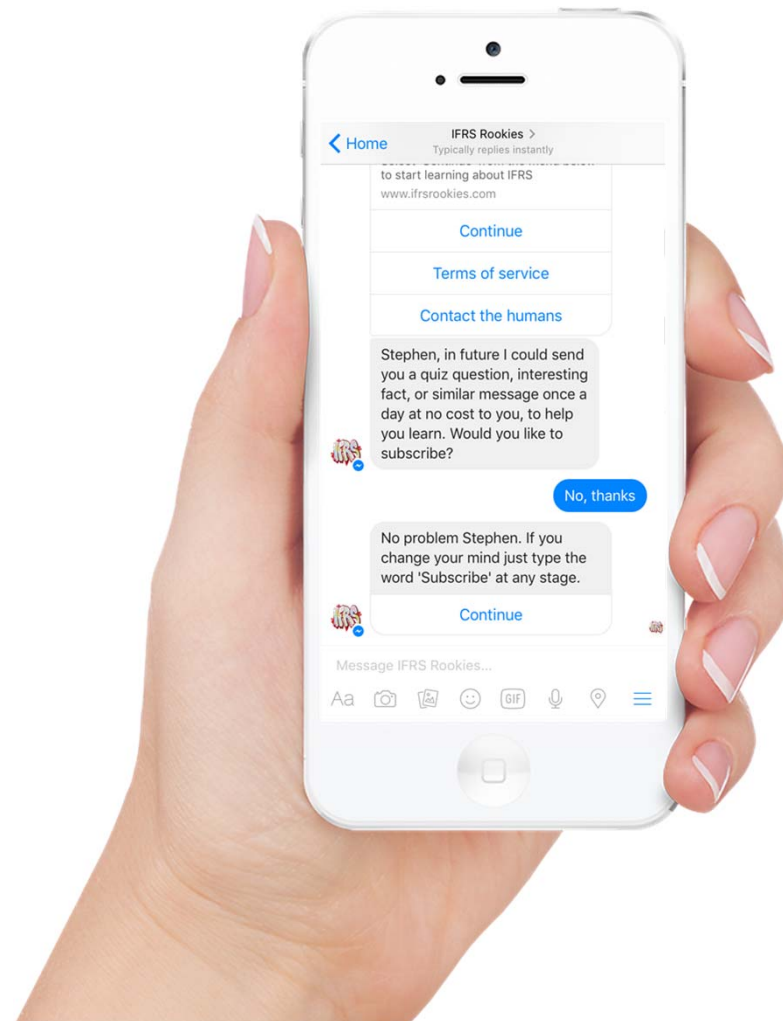
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## IFRS Rookies

Subscribe to receive a  
**daily quiz** or **example**  
pushed to your phone

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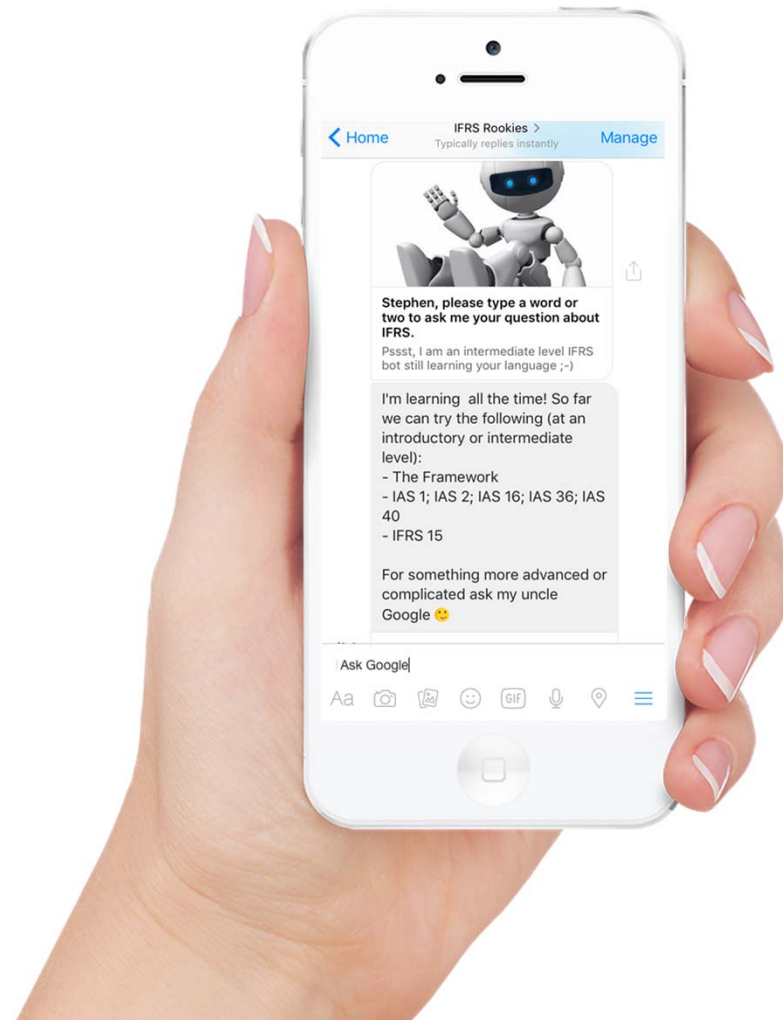
## IFRS Rookies

Not finding what you are looking for?

Type “Ask Google”

Only carefully selected results are presented from reliable sources

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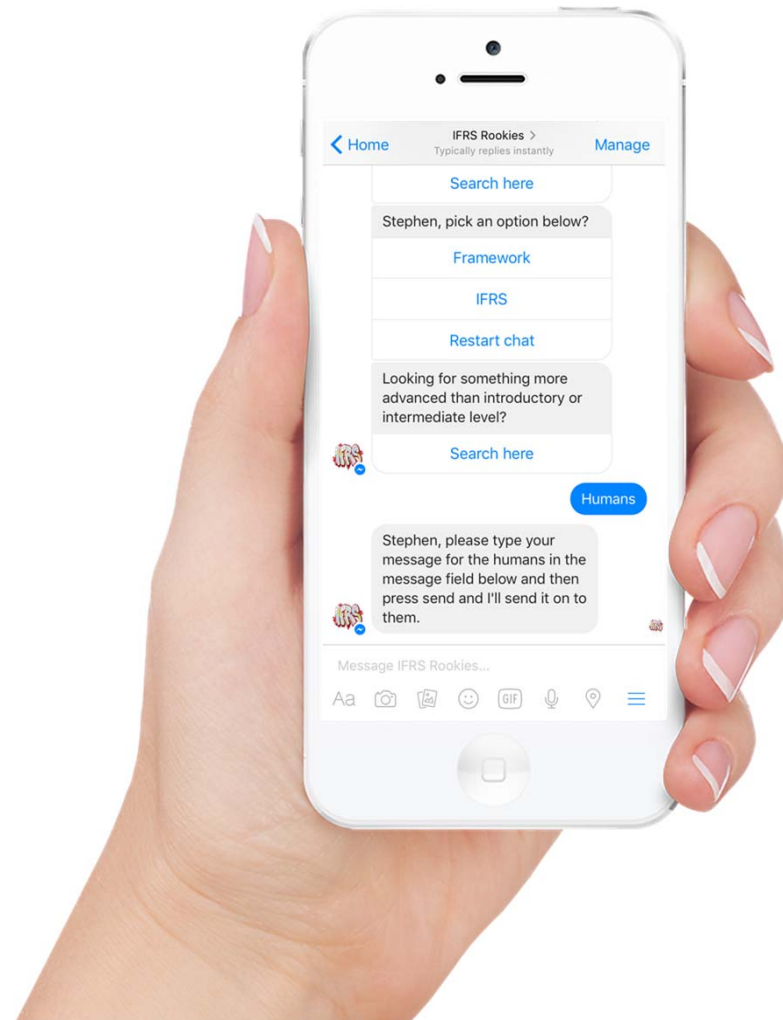


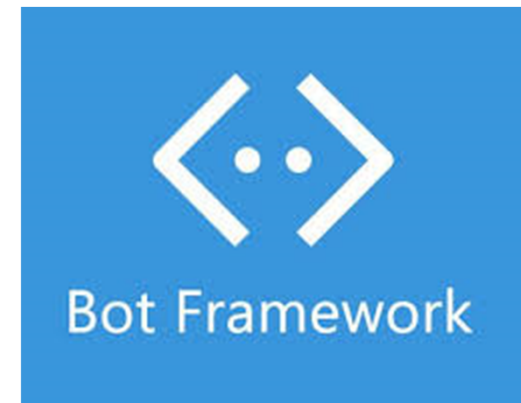
## IFRS Rookies

In the end the humans  
are there for you

Type “**Humans**” and they  
will be in touch with you  
soon

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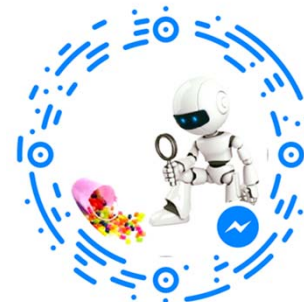


Bots  
for Messenger

Chatfuel



“Like most technology in education, the field would be best served if educators themselves took to programming the apps we’d like to use. **If you have an idea, give it a try!**”  
(Riel, 2016)





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