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Employing Artificial Intelligence to Improve Educational Guidance and Counseling Strategies (International Models)

توظيف الذكاء الاصطناعي في تحسين استراتيجيات التوجيه والإرشاد التربوي(نماذج دولية)

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Abstract:

The research aims to study ways to employ artificial intelligence technologies and interactive online platforms in the development of educational guidance and counseling, by utilizing tools such as Padlet, Wooclap, ChatGPT, and others to design more effective training activities and programs. The research also discusses the challenges associated with usage, including issues of low technical proficiency among some counselors, as well as the limited effectiveness of emotional communication through digital media. The research concludes that artificial intelligence serves as a supportive complement to human counselors, enhancing the quality of guidance services and keeping pace with the demands of e-learning, while emphasizing the need for training counselors and conducting more in-depth field studies in the Arab context.

Keywords:artificial intelligence, educational guidance, educational pathways, counseling and guidance strategies.

ملخص:

يهدف البحث إلى دراسة سبل توظيف تقنيات الذكاء الاصطناعي والمنصات الإلكترونية التفاعلية في تطوير الإرشاد والتوجيه التربوي، من خلال استخدام أدوات مثل Padletو Wooclapو ChatGPTوغيرها في تصميم أنشطة وبرامج تدريبية أكثر فاعلية. كما يناقش البحث التحديات المرتبطة بالاستخدام، ومنها قضايا ضعف الكفاءة التقنية لدى بعض المرشدين، إضافة إلى محدودية فاعلية التواصل العاطفي عبر الوسائط الرقمية. وقد خلص البحث إلى أن الذكاء الاصطناعي يمثل مكملًا داعمًا للمرشد البشري، يعزز جودة الخدمات الإرشادية ويواكب متطلبات التعليم الإلكتروني، مع ضرورة تدريب المرشدين وإجراء دراسات ميدانية عربية أكثر عمقًا.

الكلمات المفتاحية: الذكاء الاصطناعي، التوجيه التربوي، المسارات التعليمية، استراتيجيات التوجيه والإرشاد.

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1. Introduction

In the era of rapid technological advancement, artificial intelligence takes the lead as it reshapes various fields of human life. Among these fields, education and career guidance have witnessed significant transformations, supported by innovative AI technologies.

The integration of AI technologies into educational systems has become increasingly common, providing tailored solutions to meet the diverse needs of students. In this context, the proposed system represents a qualitative leap in the field of academic guidance, aiming to enhance the student experience by offering personalized career guidance, course recommendations, and academic support. By utilizing generative AI capabilities, the chatbot can interact in the native language, facilitating seamless communication and the

dissemination of knowledge. Students can easily access academic resources, course materials, and learning opportunities. By bridging the gap between AI-based guidance and educational infrastructure, the integrated system enables students to make informed decisions regarding their academic and career paths.

With the growing trend toward remote learning and e-learning, the topic of digital educational guidance and counseling has become a central issue in the educational field, due to its lower cost and easier accessibility compared to traditional counseling (Adinkrah& Kankam, 2023). Within this context, several Arab platforms have emerged offering online guidance services, such as the Electronic Portal for Professional Development and Education in the Kingdom of Saudi Arabia, the "Tay" Guidance Platform in the Sultanate of Oman, as well as the "Tamkeen" platform for educational and professional support in Saudi Arabia, which specializes in providing psychological, educational, and professional consultations. These platforms aim to enable individuals to understand themselves, discover their abilities, diagnose their problems, and develop their potential in ways that achieve personal, educational, professional, and family harmony. With the rapid advancement of artificial intelligence technologies, it has become possible to enhance the efficiency of these platforms through the use of data analysis algorithms, intelligent chatbots, and prediction systems, to provide more accurate and effective personalized guidance, thereby contributing to improving the quality of guidance services and supporting decision-makers in educational institutions.

Artificial intelligence technologies have imposed themselves in educational environments, offering personalized learning experiences, adaptive teaching systems, and automated assessment tools. By leveraging machine learning algorithms and natural language processing technologies, AI-based educational interventions aim to meet individual student needs, improve learning outcomes, and streamline administrative procedures. In this context, the integration of generative artificial intelligence and its applications represents an advanced approach to enhancing academic guidance services, providing guidance and support specifically tailored for students in their academic and professional journeys.

From the perspective of educational psychology, effective academic advising plays a pivotal role in enhancing students' engagement, motivation, and achievement. According to the Social Cognitive Career Theory, individuals' career choices are influenced by a complex interaction between personal traits, environmental factors, and learning experiences. By integrating AI-powered chatbots into academic advising services, educators can provide personalized support and guidance to students that align with their individual interests, skills, and aspirations. This includes goal setting and decision-making processes, which enhances students' sense of autonomy and decision-making ability.

The importance of guidance and counseling programs is evident in their direct contribution to helping individuals identify their educational and career paths, in addition to their role in providing counseling to address challenges they may face. These programs also

provide the necessary information and support to enable individuals to recognize, develop, and direct their skills and interests toward paths that achieve success and excellence. (Abdellatif, 2011)

Yin et al. indicate that achieving this goal requires training the educational counselor to design activities that contribute to developing his or her personal, social, and emotional skills. Social and emotional skills refer to the process through which individuals acquire the knowledge, attitudes, and abilities necessary to understand and effectively manage their emotions, strive toward positive goals, enhance empathy for others, build and maintain supportive relationships, and make responsible, conscious, and balanced decisions.

To achieve this, it is essential to enlist qualified specialists in the field of guidance and counseling, so that they can provide advice and guidance to both youth and adults alike. On the other hand, there is a need to provide effective training programs and models that contribute to the continuous training and development of professionals working in the field of guidance and counseling, especially in light of the spread of e-learning and e-training and the growing role of artificial intelligence. This development requires equipping counselors and specialists with the necessary skills and competencies to use and optimally employ these technologies. Therefore, it is necessary to direct efforts towards preparing qualified professionals capable of effectively benefiting from e-learning and e-training platforms, and adapting artificial intelligence applications to design high-quality training programs and counseling activities.

2Research Problem

The contemporary world is witnessing rapid developments in the field of artificial intelligence, which has become a knowledge and technological revolution that has directly affected various sectors, including the education sector. Educational guidance and counseling is considered one of the most sensitive fields in the educational system, as it is a pivotal tool to help learners understand themselves, determine their educational and career paths, and face the challenges that confront their academic and personal journeys. However, this field still suffers in many contexts from the limitations of traditional tools, which may be unable to meet the increasing and diverse needs of learners in the era of digital education.

The integration of artificial intelligence technologies into educational guidance and counseling strategies opens up broad horizons for providing more effective services through interactive platforms capable of data analysis and offering intelligent recommendations, such as virtual guidance systems and chatbots. However, this utilization also presents numerous challenges, including the limited proficiency of some educational counselors in dealing with modern technology, as well as the shortcomings of digital tools in direct human communication.

The issue becomes more acute in the Arab context, where AI applications in the field of guidance and counseling remain limited compared to advanced international experiences that have successfully integrated these technologies into their educational systems. This highlights the need to study and compare some leading international models with emerging

Arab initiatives, with the aim of identifying opportunities for benefit and overcoming challenges.

Accordingly, the problem of this research is defined by the main question: How can artificial intelligence, its applications, and interactive electronic platforms be employed in designing training programs and activities specific to the field of guidance and counseling?

2.1 Sub-questions*:*

-What are the most prominent AI applications and platforms used in the field of educational guidance and counseling*?*

-To what extent can these applications improve the quality of counseling services compared to traditional guidance*?*

- What are the main technical challenges faced by educational counselors in employing artificial intelligence?

3. Research Objective*:*

This research aims to study ways to employ artificial intelligence technologies and interactive electronic platforms in the development and design of educational guidance and counseling programs and activities. This will be achieved by exploring their potential to provide more accurate and effective personalized counseling, identifying the challenges associated with their application, and seeking to present a practical vision that contributes to enhancing the efficiency of educational counselors and improving the quality of counseling services provided to students.

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5.Terms and Concepts:

*5.1.*Artificial Intelligence:

Artificial intelligence is defined as a set of characteristics and mechanisms provided to computer programs to enable them to simulate human mental abilities and patterns of human thinking. These characteristics include the ability to learn, reason, and adapt to different situations through appropriate responses. Shawqi (2017) believes that artificial intelligence embodies what is known as machine effectiveness, as it aims to simulate human intelligence and the expertise of specialists in various fields.

6. Importance of the Research:

The importance of this research stems from its focus on a modern and vital topic, namely the employment of artificial intelligence and interactive electronic platforms in the field of educational guidance and counseling—a field that still lacks in-depth studies in the Arab environment. The importance of the research is evident in the following points:

-Scientific Importance: It enriches the educational and cognitive literature with a study that seeks to fill the gap in research related to the effectiveness of artificial intelligence in designing guidance and counseling programs.

-Practical Importance: It offers practical insights that educational counselors and decision-makers can benefit from in developing guidance strategies that align with the requirements of e-learning and distance education.

- It contributes to improving the quality of counseling services provided to students and their families by utilizing modern technologies that help in the early diagnosis of problems and in providing more efficient and effective solutions.

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9.Positives of Artificial Intelligence in Guidance and Counseling

In artificial intelligence, computers can learn from human input and use this information to solve various problems by imitating human thinking and reasoning processes. Computers can acquire the knowledge they need through the efforts of human experts, although a computer cannot learn, gain experience, or conduct research in the same way a human can (Ishak et al., 2020). As is the case in any mental health care facility, the use of artificial intelligence has advantages and disadvantages. SWOT analysis is a common and reliable analytical methodology used to evaluate institutional performance, and the abbreviations refer to the elements of Strengths, Weaknesses, Opportunities, and Threats.

To learn more about the application of artificial intelligence in psychological counseling, data and analyses from various sources are presented below**:**

10.Educational Guidance and Counseling*:*

Counseling is considered the essential element and the main process in guidance operations and its services. It is the interactive relationship that arises between the educational counselor and the counselee with the aim of achieving the objectives of guidance. Counseling is a face-to-face relationship between two people, one being the counselor and the other the counselee. In this relationship, the counselor, with the competencies he possesses, is able to guide the educational situation of the counselee and help him to perceive himself, his motivations, his future possibilities, and understand his problems so that the counselee can use his abilities and energies positively to meet the needs of his society, and to be able to reach appropriate decisions in choosing solutions that suit him for the difficulties and problems he faces in life. Counseling takes different forms; it may be direct or indirect, individual or group, and may be educational, vocational, or aimed at solving psychological, emotional, behavioral, or other problems. Counseling relies on the counseling interview or other supportive means such as various types of personal and educational tests.

11 .Concept of Guidance

Guidance refers to the set of educational, psychological, social, and vocational services aimed at helping the individual to better understand himself, his problems, and his environment, which helps him to plan for his future life according to his abilities, aptitudes, mental and physical capacities, and inclinations in a way that satisfies his needs and achieves his self-concept.

It also aims to help the individual identify their goals in accordance with their abilities and the capabilities of their environment by choosing solutions and methods that suit them to achieve these goals. This leads to better adaptation with oneself and with society, which helps the individual reach the maximum possible integrated growth in personality. In this sense, guidance includes multiple fields such as education, family life, personal or professional life, and also includes various services such as providing information,

counseling services, and vocational adjustment. Guidance may be direct or indirect, individual or group-based, and it aims at both the present and the future, benefiting from the past and its experiences.

12.Artificial intelligence technologies and electronic training platforms:

Interactive electronic platforms are among the effective tools that can be employed in designing counseling and guidance activities. For example:

The Padlet platform (https://www.padlet.com) provides an interactive environment used as an electronic wall where posts and ideas can be added and brainstorming sessions organized, giving students the opportunity to express their opinions and participate in discussions in a flexible and easy way.

The Wooclap platform (https://www.wooclap.com) offers various interactive tools that can be used simultaneously during meetings, such as questions and brainstorming, which supports direct interaction with students and contributes to enhancing formative assessment and developing the counseling process in a more dynamic way.

Also, the Gamma platform is an intelligent website that helps create presentations and documents automatically on any chosen topic, saving time and effort for educational counselors and enabling them to prepare more attractive and interactive training and counseling materials that support the counseling process.

The Magicschool AI website provides tools that help counselors and teachers create a variety of educational resources and activities that support the educational process.

The Diffit website (https://beta.diffit.me) also offers innovative capabilities in designing training and educational activities through multiple models that suit the needs of learners.

In addition, ChatGPT (https://chat.openai.com) is considered one of the most prominent intelligent tools, as it allows access to accurate information on any topic, as well as generating training and guidance ideas, and its ability to translate into various languages, making it an effective supportive tool for educational counselors in preparing their programs and activities.

The MindMeister platform (https://www.mindmeister.com) is one of the distinguished interactive electronic platforms, providing a collaborative environment that allows trainees to contribute to designing and building mind maps collectively. This tool represents an effective means in guidance and counseling, as it helps organize ideas, generate creative solutions, and facilitate educational and professional planning in an interactive visual way that enhances participation and interaction among trainees.

13.Challenges of using artificial intelligence in guidance and counseling

The process of employing artificial intelligence in the field of guidance and counseling faces a number of challenges and risks, the most prominent of which relates to the

protection of client data confidentiality. The principle of confidentiality the ability of counselors to meet modern needs represents another barrier, as studies indicate that the majority of counselors, especially school counselors, still lack proficiency in using and operating information technology (Basmawati, 2016). Another challenge is that electronic counseling based on artificial intelligence primarily relies on the availability of the internet, which represents a weakness in some educational environments that suffer from weak or unbalanced technological infrastructure (Ardini, 2021). Furthermore, the application of psychological communication and empathy through electronic counseling is not as effective as traditional face-to-face counseling, as the human relationship between the counselor and the client is difficult to replicate digitally, especially since artificial intelligence programs lack essential characteristics that define a good counselor, such as empathy that enables the counselor to understand the client's feelings and situations, and acceptance that enhances the client's sense of safety and trust (Basmawati, 2016).

14.International and Arab Models for Improving Educational Guidance and Counseling Strategies*:*

is one of the fundamental foundations in psychological counseling; however, electronic programs that collect user data remain vulnerable to hacking, which may threaten the privacy of beneficiaries. Additionally,

-United Arab Emirates

The UAE has witnessed initiatives in employing artificial intelligence in educational and career guidance and counseling. The University of Dubai, in collaboration with the Lifology platform, launched a specialized program in "AI Career Guidance," aimed at training counselors to use algorithms to analyze students' abilities and career inclinations and provide them with personalized recommendations, thereby enhancing the quality of academic and career counseling (University of Dubai, 2024). The European University – Dubai branch also developed the "Buddiz" project, an intelligent digital assistant that acts as a study companion for students. It is trained on courses and individual assignments and provides continuous personal support that helps boost learner motivation and academic independence (UE Dubai, 2023).

-Kingdom of Saudi Arabia

In Saudi Arabia, Imam Abdulrahman Bin Faisal University launched the "elo AI Mentor" project, the first multifunctional intelligent mentor in Saudi universities. This system assists students in searching for information, summarizing content, and generating practice questions, providing a supportive tool for counselors and academics to improve the learning and guidance experience (IAU, 2024). The University of Bahrain also announced the introduction of specialized programs such as the Master's in "Applied Artificial Intelligence" and a PhD program in "Counseling Psychology," reflecting an academic trend that integrates scientific research in artificial intelligence with the fields of psychological and family guidance, thus opening new horizons for the development of counseling practices in the Arab context (University of Bahrain, 2023).

-Finland

In Northern Europe, Finland is a leader in using artificial intelligence to support students at the advisory level. One university of applied sciences has developed a chatbot-based system aimed at graduate students, helping them plan their study paths and choose courses in a personalized and intelligent way. The results of the experiment showed that the system enhanced accessibility and facilitated academic planning, but it was not able to provide the motivational or creative dimension offered by a human advisor, which underscored the importance of integrating technology with human support (Finnish University of Applied Sciences, 2023). In addition, the "AI Teaching – Pedagogical AI" initiative works to provide smart tools for teachers to improve activity design and personalize learning, which indirectly reflects on the quality of academic and psychological guidance for students (AIopetus, 2023).

-United Kingdom

In Britain, several initiatives have emerged that combine artificial intelligence and career guidance. Among the most prominent is the Bob-UK project, a digital career guidance platform developed based on artificial intelligence algorithms to analyze users' skills and professional interests, and provide practical recommendations regarding training and job opportunities. This platform was adopted in the context of the "Career Tech Challenge" as a tool to support job seekers and university students (ACH, 2021). The Association of Graduate Careers Advisory Services (AGCAS) also issued a practical guide entitled "AI in Careers and Employability Toolkit," which provides guidance to advisors on how to employ artificial intelligence in advisory practices, with a focus on ethics of use and protecting beneficiaries' data (AGCAS, 2022).

15.Conclusion*:*

The employment of artificial intelligence and interactive electronic platforms in the field of educational guidance and counseling represents a qualitative leap towards developing guidance services and expanding their scope of benefit, in line with the requirements of e-learning and distance education. The research has shown that these technologies are capable of supporting counselors in preparing more effective programs and activities, by providing tools for early diagnosis of students' needs, designing personalized guidance plans, enhancing interactive participation, and offering innovative solutions that contribute to improving the quality of the guidance process.

Despite the wide opportunities these applications offer, there are still existing challenges, most notably the lack of practical evidence regarding the employment of artificial intelligence in counseling, the scarcity of Arabic studies measuring the effectiveness of these tools in local educational environments, as well as the need to train counselors to make optimal use of them.

Accordingly, this research confirms that artificial intelligence is not a substitute for the human counselor, but rather a supportive complement that enhances their efficiency and the

quality of services provided to students and their families.

The research recommends the necessity of conducting field studies to measure the impact of employing artificial intelligence applications in developing the skills of educational counselors, through designing practical training programs and evaluating their results. It also suggests that educational institutions adopt comparative experiments between traditional counseling and AI-supported counseling, which would help identify strengths and weaknesses and benefit from their integration. On the other hand, there is a need for relevant authorities to establish clear policies and standards to ensure data security and privacy protection when using these technologies in psychological and educational counseling. The research also emphasizes the importance of Arab researchers moving towards designing an Arab guidance model supported by artificial intelligence that takes into account the cultural and social privacy of the local educational environment.

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