# Role of Artificial Intelligence in Enhancing Student Engagement

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## Abstract

Student engagement is very important for academic achievement and retention.In the context of rapidly evolving educational environments, Artificial Intelligence (AI) has emerged as a transformative tool capable of enhancing interactive and personalized learning experiences. This paper critically examines the role of AI in promoting student engagement through adaptive learning systems, intelligent tutoring platforms, and data-driven feedback mechanisms. Using a qualitative review of recent empirical studies and practical implementations, the study analyzes how AI technologies identify individual learning patterns, predict potential learning difficulties, and dynamically adjust instructional strategies. The paper also addresses key challenges associated with AI integration, including concerns related to data privacy, ethical considerations, and technological limitations. The findings suggest that when strategically implemented, AI can significantly enhance student motivation, active participation, and academic performance. The study contributes to the growing discourse on AI in education by highlighting its potential to support educators in fostering inclusive, learner-centered classrooms.

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