



**Britannica
EDUCATION**

From Fact-Checked to Future-Ready

Curating AI Content to Enhance Educational Outcomes

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PhilEdCon 2025 – Concurrent Session C**



The Britannica Difference

Company History

250+ years of experience providing fact-checked information

Trustworthy Contributors

Content provided by:

- 100+ Nobel Prize winners
- 100+ world leaders and activists
- 50+ notable sports figures
- 5 U.S. presidents

Accuracy & Relevance

1,000+ monthly updates by our in-house editors



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With an unparalleled global reach in over 100 countries...

Students Reached Globally

150 MILLION+

Monthly Updated Assets

1,000+

Distinct Languages

100+

Pageviews per Year

7 BILLION+

Customer Retention

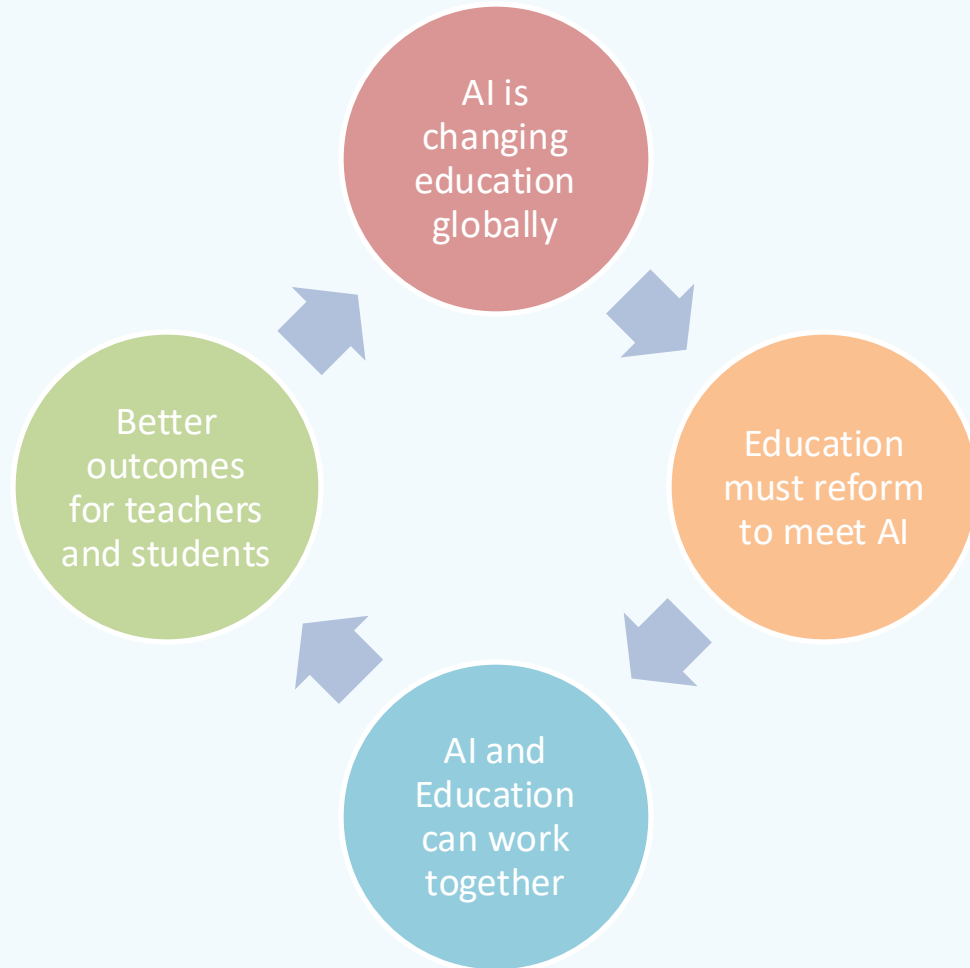
95%+

...we are committed to supporting educators in their efforts to help learners reach their full potential.

How comfortable are you using AI?



PhilEdCon 2025 Theme: Making Reforms Work





NotebookLM



ChatGPT



Copilot

Gemini

Does AI Actually Improve Education?

Yes:

- AI improves education when it frees teachers from administrative tasks, allowing them to focus on effective teaching.
- With trusted, curriculum-aligned content, AI boosts accuracy, confidence, and consistency.
- AI personalises learning at scale, supporting every student at their level.
- With proper guardrails, AI expands access to high-quality explanations and feedback.

No:

- AI fails when it's introduced without a clear purpose, planning, or teacher training.
- Unverified or unsafe AI content can harm learning rather than help it.
- Technology alone doesn't fix poor pedagogy; without teachers, AI adds noise, not value.
- If students use AI as a shortcut instead of a thinking partner, learning outcomes drop.

The Dilemma

Current Classroom Challenges:

- AI misuse
- Verification workload
- Student over trust



Opportunity

- AI + Trusted Content = Confidence
- Students and teachers need a factual anchor
- Improving education with AI will centre around verification



~~_____~~
PERMISSION SLIP

You have permission to use
AI for this activity

Student Name: ~~_____~~

Date: ~~_____~~

Teacher Signature: ~~_____~~



New Skillset

Modern Teacher and Student Skills:

- Prompting
- Curation
- Verification
- Inquiry



AI Errors

Common AI Failures:

- Wrong facts
- Fake citations
- Bias
- Overconfident tone



Curation Need

- Teachers Need:
 - Reliable baseline
 - Fact-checked
 - Information Prosecution
 - References



Britannica Lens

- Britannica Strengths:
 - Fact-checked
 - Editorial oversight
 - Levelled articles



Case Study: Building Confident Learners with Britannica School

How a Hong Kong-based international school used Britannica School to strengthen digital literacy and inquiry learning

CHALLENGE (2021)

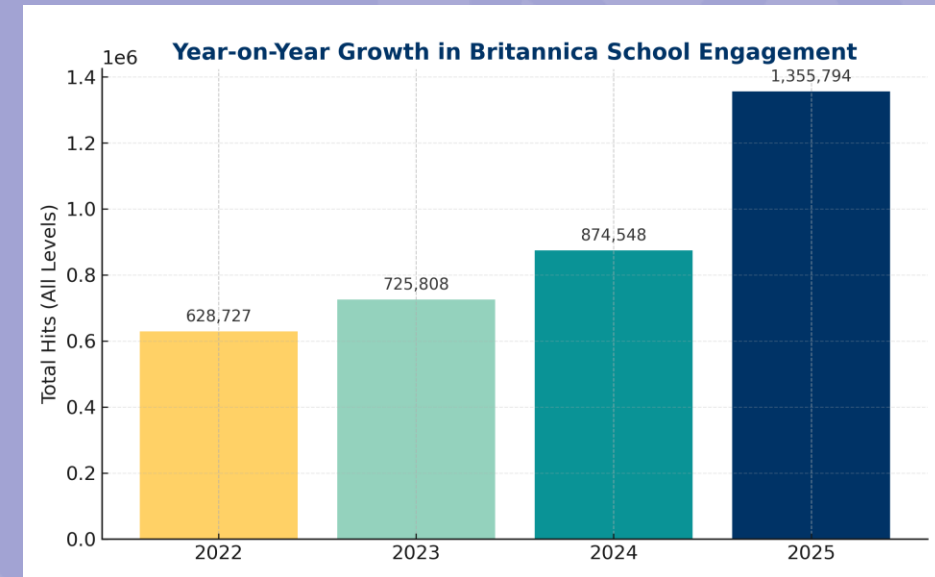
Students relied heavily on open-web searches, leading to unreliable info and weak citation habits. Teachers had little control and influence over what information their students encountered and what was introduced into their work.

SOLUTION (2022)

Britannica School was embedded across K–12, supporting inquiry learning and digital literacy. Furthermore, it changed the behaviours of the faculty and students regarding digital citizenship.

IMPACT (2023 >)

2.9M+ annual hits, stronger research behaviour, safer information use, and year-on-year growth. A genuine embedding and success based on the reform of digital and AI usage within the school.



Scan to access full study -

Empowering 30,000 Students to Research with Confidence

How a leading Chinese university built credible research habits with Britannica Academic

The Challenge (2022):

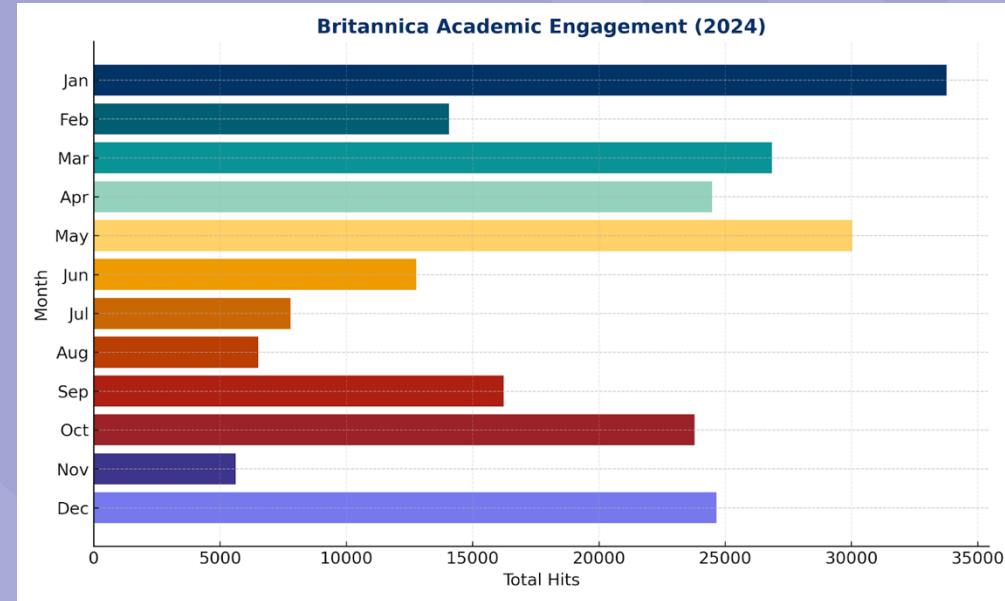
Students relied too heavily on open-web sources, leading to unreliable citations and wasted time verifying facts.

The Solution (2024):

Faculty, librarians, and academic writing instructors introduced *Britannica Academic* as the trusted starting point for credible, bilingual research.

The Impact:

By late 2024, over **226,000 total interactions** were logged showing that Britannica Academic had become a daily habit across faculties. Students research faster, cite better, and start every inquiry from a place of confidence.



Scan to access full study -



Strengthening Scholarly Discipline at a University of the Philippines

How a values-driven university improved academic rigour and digital research through Britannica School

CHALLENGE:

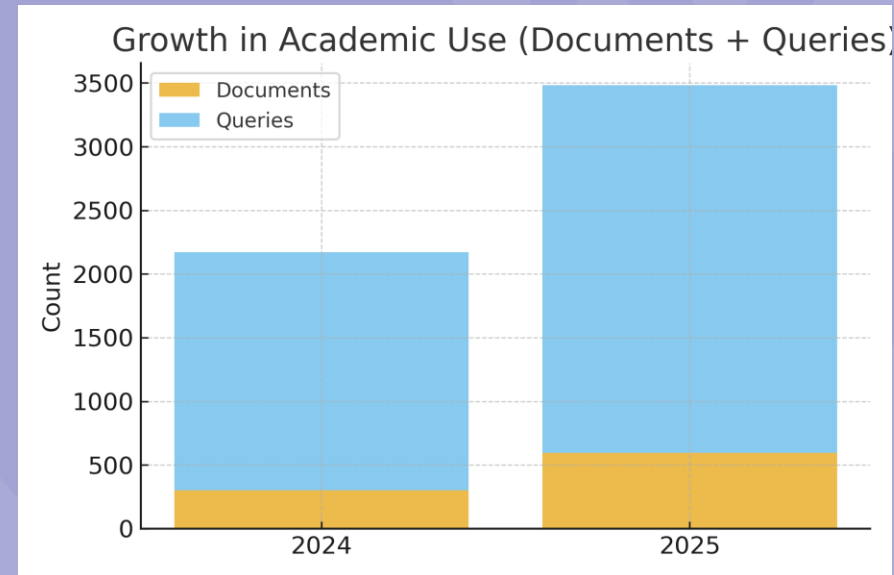
Students relied on unreliable online sources, creating weak research foundations.

SOLUTION:

The institution integrated Britannica School to reinforce academic rigour and ethical scholarship.

IMPACT:

Significant growth in student research engagement and improved academic integrity.



Scan to access full study -



Case Study Patterns

Common Impacts:

Speed

Accuracy

Sustained Adoption

Student independence

Teacher Time Management

AI Curation Challenge

"The Philippines was first discovered by the Portuguese explorer Ferdinand Magellan in 1621, who named the islands after Queen Isabella of Spain. Today, the Philippines is considered the wealthiest country in Southeast Asia because of its rapidly growing technology industry. The government recently implemented the MATATAG Curriculum, which experts say will replace all traditional subjects by 2025 in favour of AI-powered learning modules. Filipino students consistently rank number one in global science assessments, proving the success of the country's education reforms. Many historians also argue that Jose Rizal was crowned the first President of the Philippines before Emilio Aguinaldo, but lost recognition due to colonial censorship."

What was wrong?

1. Incorrect Historical Facts
2. False Regional/Economic Claim
3. False Claim About MATATAG
4. Curriculum False Education
5. Outcomes Claim Fabricated
6. Historical Interpretation

1. Bias and Loaded Language
2. Missing Citations
3. Hallucination Pattern

Trusted Lens Model

4-Step Model:

- 1 Ask AI
- 2 Check **trusted sources**
- 3 Adjust
- 4 Apply



Planning Examples:

Inquiry warm-ups

Reading sets

Project-Based Learning

Levelled Resources

Enhanced Assessment

How This Reduces Workload:

Faster Preparation

Fewer Errors

Reduced Admin

More time to teach!

Future of Britannica AI

Britannica AI Roadmap:

- ASK Britannica
- Studio tools
- TeacherA



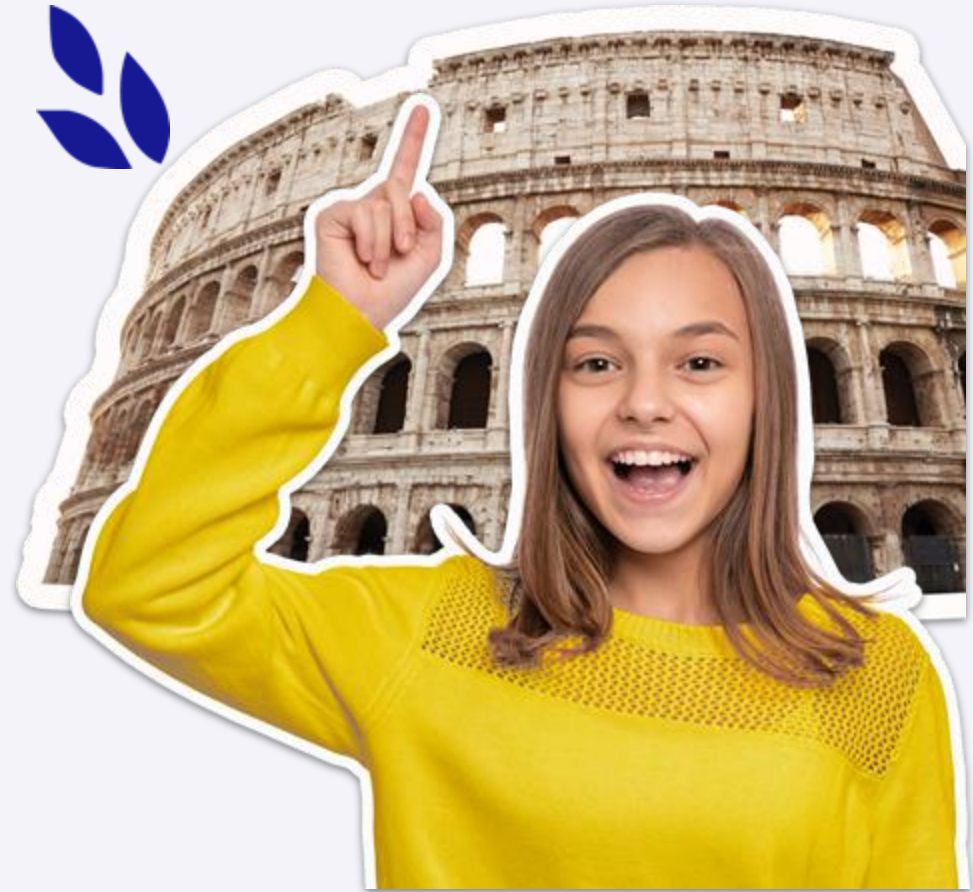
TeacherA



Britannica
STUDIO

Vision PH

- AI-ready teachers
- AI-resilient students



Takeaways

Key Takeaways:

- AI needs curation
- Teachers In-Charge
- Responsible Usage



“Better education, globally, starts with empowered teachers and included learners—AI makes the possible practical.”

-Britannica Education

