Teacher tapp

AI Spy:

Tracking the AI Tools Teachers Use

Key findings

Most AI brands are still in their infancy and teachers' use, recognition and likelihood of recommending them is relatively low, although there are outlier brands that are doing very well. But this is a fast moving space and teachers' adoption of AI is growing.

Many AI brands offer multiple tools and functions. Given the recent growth in brands offering these functions, along with many having low recognition and usage amongst teachers, it seems likely that the market will not support all of them in the longer term.

Teachers who use generic AI tools, such as Chat GPT, are more likely to also use education-specific AI brands and products. Brands offering AI education solutions may find it useful to promote the benefits of their tools, such as enhanced privacy settings or training on specific curricular models, to regular AI users in order to grow usage.

Teachers use AI tools to generate a wide range of resources, including lesson plans, worksheets, model answers, comprehension questions, and assessments. Many teachers also use AI tools to differentiate learning materials for students.

What is Teacher Tapp?

Our mobile app, **Teacher Tapp, surveys over 11,000 teachers** with three multiple choice questions every single day...

(Yes. even Christmas day!)

We have every type of teacher on our app, from primary through to every subject at secondary phase, and at every level of seniority too.

We've collected **more than 65 million data points** already so we know our teachers *really* well!
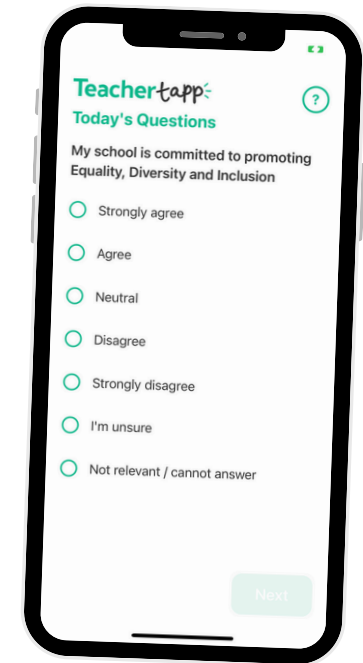
Founded by experts

Professor Becky Allen and **Laura McInerney** set up Teacher Tapp in 2017 as an experiment when Becky was running Education Datalab and Laura was editor of Schools Week.

Teacher Tapp surveys have been featured on the *BBC, Sky News, Radio 4's More or Less, The Guardian, The Times, TES and Schools Week.*
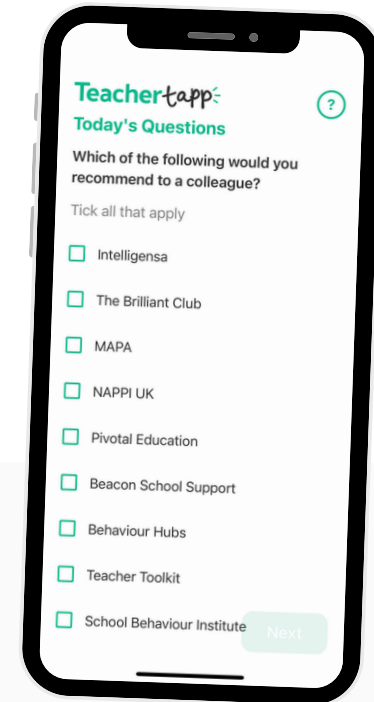
What is Teacher Tapp's Brand Tracker?

Once a month we ask our panellists a set of questions known as the Brand Tracker Questions. We ask questions about **30** different education organisations each month - and cover around **300 organisations per year.**

Our questions ask if teachers have:
- heard of
- use, or
- recommend

any organisation, product or programme. On average each brand is polled by **~3,000 teachers,** including senior and headteachers. From this data we create a variety of brand tracking tools.

We select brands to include based on a variety of measures, including popularity, increasing interest in a market, and client need. All organisations can purchase a subscription to the Tracker and in-depth analysis for their own company. BUT buying a report is not a requirement for entry into the tracker! (So companies are included even if they don't purchase).
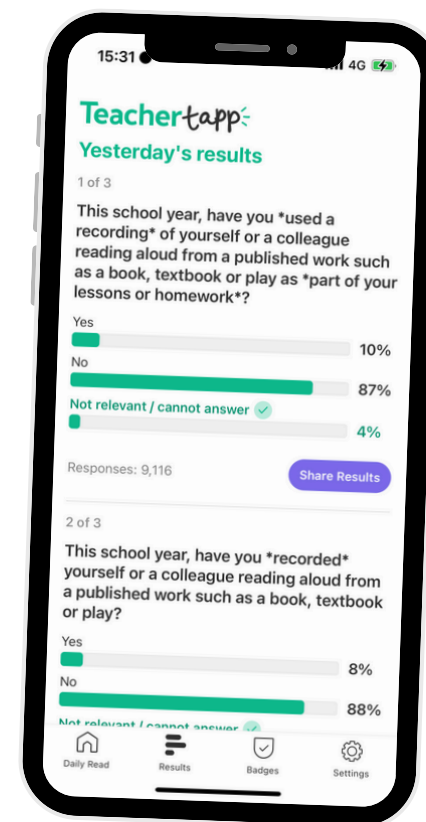
How do we know our data is reliable?

Our daily surveys fairly represent the teaching population overall, so you can have confidence in our results.

1. We 're-weight' our sample each day. This means we statistically re-balance the results, using the Workforce Census, to ensure we have the right proportion of teachers by gender, age, phase, job seniority and region.

2. We check results from key questions against other national surveys. We can show that we get very similar results to other 'random sample' surveys.

With over **11,000** daily participants in over **5,000** schools, we have a wider reach than any other regular teacher survey.

Teachertapp

Yesterday's results

1 of 3

This school year, have you *used a recording* of yourself or a colleague reading aloud from a published work such as a book, textbook or play as *part of your lessons or homework*?

Yes — 10%
No — 87%
Not relevant / cannot answer ✓ — 4%

Responses: 9,116   Share Results

2 of 3

This school year, have you *recorded* yourself or a colleague reading aloud from a published work such as a book, textbook or play?

Yes — 8%
No — 88%
Not relevant / cannot answer ✓

Daily Read   Results   Badges   Settings

How we wrote this report

Since 2020, Teacher Tapp has been checking how teachers are adopting AI tools and their evolving attitudes toward these technologies. Our dataset provides a robust and compelling snapshot of AI integration in schools - insights that have far-reaching implications for educational systems worldwide. We have asked teachers:

- Whether they have used any AI tools
- Their experience of tools
- Their concerns and needs.

Specifically for this report, in November 2024 we asked teachers:

What AI-powered tools or technologies (if any) have you ever used or experimented with in your teaching practice?

We took the **28 most popular responses** and asked teachers if they had **heard of, used, and would recommend them** as part of our December Brand Tracker survey.

We also built an analysis tool to allow us to look at teachers' awareness and adoption of education-specific AI tools, compared to their awareness and adoption of AI tools in general – this group is called 'regular AI users'.
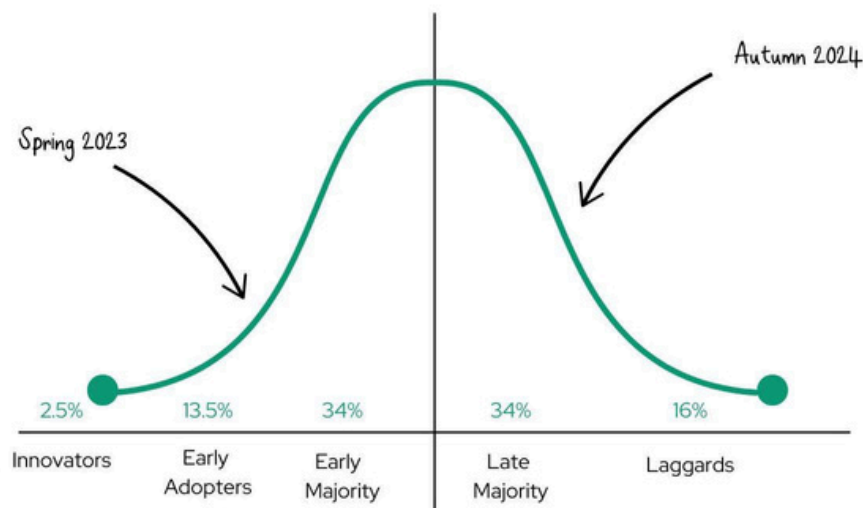
The AI adoption journey

Like any other part of society, among teachers there were early AI adopters.

These teachers are inline with characteristics of early adopters more generally - e.g. younger and male. Teachers working in independent schools were earlier adopters than their state-school counterparts.

By autumn 2024, **0%** of teachers said they didn't know what AI is and only **1-in-3** said they had never tried to use it for their school work.

AI adoption by teachers based on Teacher Tapp polling 2023-2024

Spring 2023 · Autumn 2024

2.5%	13.5%	34%	34%	16%
Innovators	Early Adopters	Early Majority	Late Majority	Laggards

Adapted from Everett M. Rogers, 1962

> **I used AI to create fact files about famous people and countries for children to draw facts and notes from.**
>
> (Primary teacher, South East)

The growth of Chat GPT

Launched in November 2022, ChatGPT quickly amassed millions of users, **including teachers!**

We tracked teacher adoption of ChatGPT across 3 months in spring 2023 and saw a **significant growth in awareness** of the product during this relatively short period as well as increasing usage.

Amongst teachers using ChatGPT, around **half** were using it to help with their school work.

In the past week, have you used ChatGPT?

Legend: — Yes   — I don't know what Chat GPT is
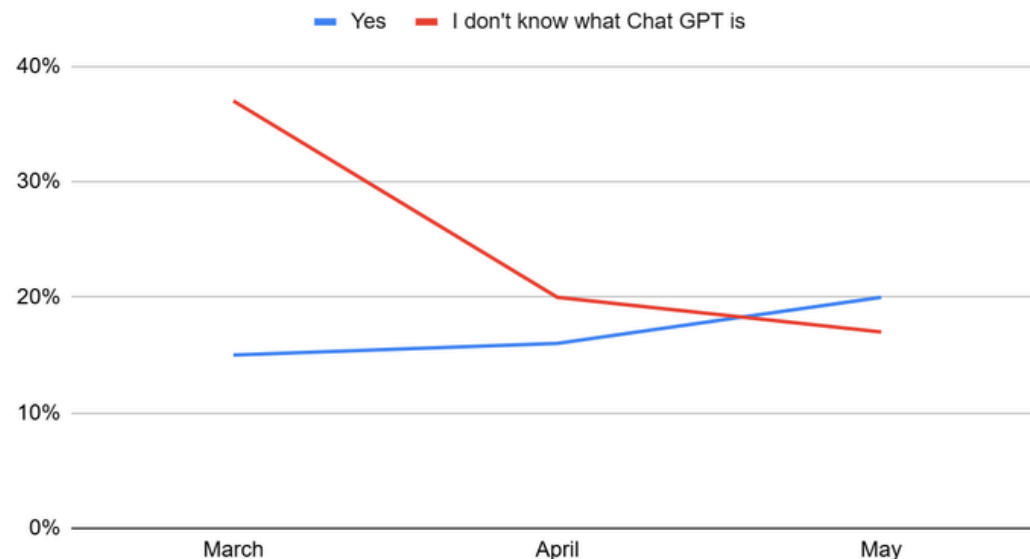
> **I have used ChatGPT to create poems from which students can draw inspiration, analyse, critique etc.**
>
> (Secondary Teacher, East of England)

AI tools designed specifically for education

The education-specific AI products identified by teachers **serve various functions, and many offer multiple tools.**

The most common functionalities in the tools named by teachers are lesson planning (included in 15 of the 28 tools), resource creation (12) and quiz generation (11). There is also a strong degree of overlap between these functions, with 22 of the 28 products including at least two.

The overlap between tools offered by AI products

Other popular functions include assessment (10), writing reports / communicating with parents (9) and differentiation (9).
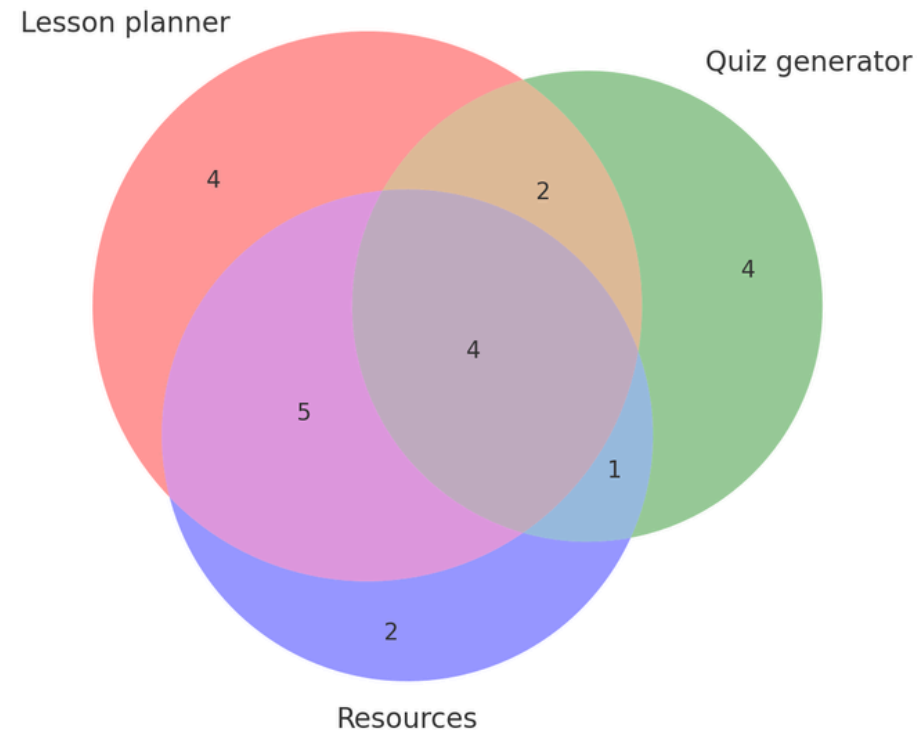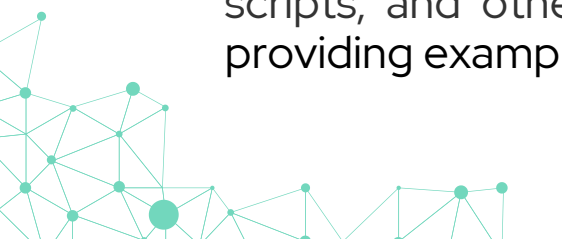
What do teachers use AI tools for?

Teachers use AI tools to generate a wide range of resources, including lesson plans, worksheets, model answers, comprehension questions, and assessments. Many teachers also use AI tools to differentiate learning materials for students.

Top 10 uses in education

1 **Generating Model Texts (aka WAGOLLs):** Teachers use AI tools to create model texts (also known as "What A Good One Looks Like," or WAGOLLs) that exemplify specific writing features, vocabulary, and text types for students to analyze and emulate.

2 **Writing Reports:** AI tools have been used by teachers in writing various types of reports, including student reports, professional development reports, governor reports, and subject reports. They say it helps generate comments, phrases, and entire paragraphs, saving teachers time and effort.

3 **Creating resources:** Teachers use AI tools to create resources such as worksheets and comprehension questions based on various sources including texts, videos, and YouTube transcripts.

4 **Lesson Planning and Curriculum Development:** AI tools have been used by teachers to assist in generating lesson plan ideas, sequencing lessons, creating lesson overviews, and outlining schemes of work. It has helped teachers explore new topics and organize their teaching content more effectively.

5 **Writing Letters and Emails:** Teachers use AI tools to help draft professional and appropriate communication for parents, staff, and other stakeholders. Teachers have used it to assist with wording sensitive topics, creating templates, and ensuring clear and accessible language.

6 **Generating Quiz Questions and Multiple Choice Questions:** Teachers have used AI tools to create quizzes and multiple choice questions for a variety of purposes, including retrieval practice, formative assessment, and homework assignments. They use AI tools to generate questions based on specific texts, videos, or topics, and to provide answer keys and mark schemes.

7 **Simplifying and Differentiating Text:** Teachers adjust the reading age and complexity of texts to make them more accessible for students with varying reading abilities and learning needs. Teachers report that this can be particularly helpful for EAL students and those with SEN.

8 **Creating Revision Resources:** Teachers in secondary schools use AI tools to generate revision materials such as summaries, key word lists, flash cards, and quizzes, helping students prepare for exams and assessments more effectively.

9 **Providing Model Answers and Essay Structures:** Secondary school teachers have used AI tools to generate model answers and essay structures for various exam boards and subjects, allowing students to see examples of high-quality work and understand the expectations for assessments.

10 **Generating Creative Content and Stimuli:** Teachers use AI tools to write poems, stories, scripts, and other creative content for various purposes, such as inspiring student writing, providing examples of different writing styles, and creating engaging classroom activities.

AI for teachers

Earlier last year, Oak National Academy launched their free AI-powered lesson assistant, Aila. Teachers guide and steer Aila to plan national curriculum-aligned lessons in minutes. Aila uses retrieval augmented generation (RAG) to draw on Oak's 10,000 plus teacher-made, quality-assured resources to minimise bias and hallucinations.

Aila helps teachers generate lesson plans, slide decks, worksheets and more; lightening their workload whilst keeping them in the driving seat. Just under 30,000 teachers are using Aila currently and say it's saving them an average of 3-4 hours a week.

Aila is designed to produce reliable, high-quality resources that are safe for use in the classroom. The built-in prompt is cumulatively 9,500 words long, to make sure all outputs are aligned to the English national curriculum, and exemplify strong pedagogy.

Aila runs off GPT-4o, so benefits from the safety mechanisms of this underlying model. Oak have engineered additional safety guardrails such as content guidance warnings which alert teachers to sensitive content as well as an independent content moderation agent that blocks the generation of inappropriate content.

Oak are closely monitoring Aila's outputs and impact through auto-evaluation and testing with teachers. If you are interested in being involved with this further in the coming months, please register your interest here.

◊ **Oak National Academy**

by Hannah-Beth Clark
AI Quality and Safety Principal
at Oak National Academy

AI for school leadership

Why KeyGPT, why now?

The Key have a very large and engaged audience of school leaders and we are seen as a trusted source of information.

Many of our members are still wary of AI so by introducing KeyGPT – which draws from the Key's content and is personalised to a user's role and context in a school or trust - we can bring AI into our relationship with leaders in a safe and supported way.

A question of trust

We are keen to use our trusted voice to support leaders to find ways to use KeyGPT to save time and reduce workload.

So, if you ask KeyGPT to give you advice or guidance on a topic that needs to be handled sensitively, such as the conflict in the Middle East, it will refer you to our 'human' curated content which has been extensively researched and reviewed by a team of expert editors. KeyGPT is designed with guardrails in place so users always get the most appropriate content at the right time.

We're also hosting a popular live leadership course, "Leading AI across your school or trust – what really works', as we know that this kind of small group, peer workshop led by a sector expert is highly valued by schools.

What we've learnt

We've had fun finding out how school leaders are using KeyGPT out in the wild and in some cases it's been quite unexpected. 5000+ schools have tried it so far and our bank of knowledge on what's useful is growing every day.

Early insights have revealed that wellbeing is a big focus with leaders using KeyGPT for prompts such as, 'give me ideas to check in on staff wellbeing in the first 30 minutes of the day'.

Perhaps surprisingly, HR queries have also come up frequently with leaders using KeyGPT to seek advice on issues such as how to role-play difficult conversations with parents or staff.

K **The Key**
by Amy Jewell,
Director of Product
at The Key

Generic AI tools vs teacher-specific tools

As AI technology has advanced, a range of tools have been developed specifically for teachers and school leaders.

Overall, usage of education-specialist AI products remains low; **fewer than 3%** of teachers had used more than one of the brands we tested and **only 24%** of teachers had used at least one of them in the past six months (and much of this is accounted for by just two brands). This compares to **34%** of teachers having used a generic AI tool (e.g. Chat GPT) in the past week.

However, teachers who use generic AI tools are more likely to also use education-specific tools.

> **I use AI to write basic references for staff and then I adapt them to make them personal to them**
>
> (Primary headteacher, South East

Heard of...

The Brand Tracker tested 28 brands, which were chosen from an open question on Teacher Tapp a few weeks earlier. Of these, 5 brands were not recognised at all. Another 18 were recognized by fewer than 10% of teachers. Only 5 brands were recognized by more than 11% of teachers, and the most well-known brand was recognized by 50% of teachers.

New tools vs new brands

19 of the 28 AI brands identified by teachers in November are from companies established in 2023, reflecting a **recent surge in educational technology development.**

There is, as would be expected, a correlation between the age of the company and recognition amongst teachers, with one stand-out exception: TeachMateAI. TeachMateAI, established in 2023 has some of the highest awareness, usage, and recommendation scores of any of the AI brands we looked at.

Amongst the more established companies, there is a pretty even split between brands that offered solutions which used AI before wide-spread commercial awareness caused by the launch of Chat GPT (e.g. Quizzizz) and those from existing brands that have built a new AI feature or tool (e.g. KeyGPT or Aila from Oak National Academy).

What proportion of the AI brands did teachers recognise?

Recognition
- No teachers
- <10%
- 11% – 50%
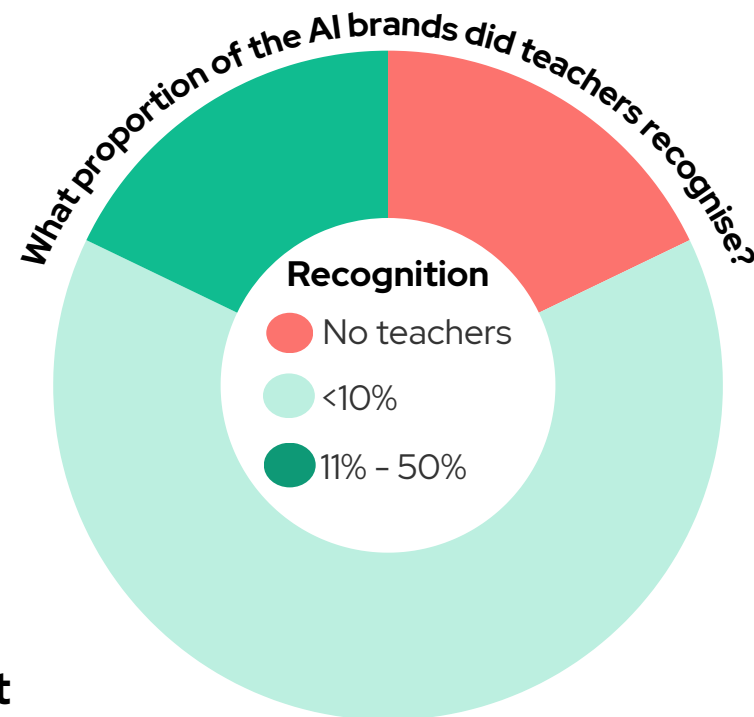
Used

Given awareness of many AI brands is low, usage is also low. **Over half** of teachers have not used any of the AI brands we tested, and even when the brands that **0%** of teachers have heard of are removed from the analysis, usage rates remain still low.

Which of the following do you currently use or have you used in the past 6 months?

What proportion of the AI brands did teachers use?

- None
- 1% – 10%
- 11% – 50%

What proportion of the AI brands did teachers use?

excluding brands that they had not heard of

- None
- 1% – 10%
- 11% – 50%
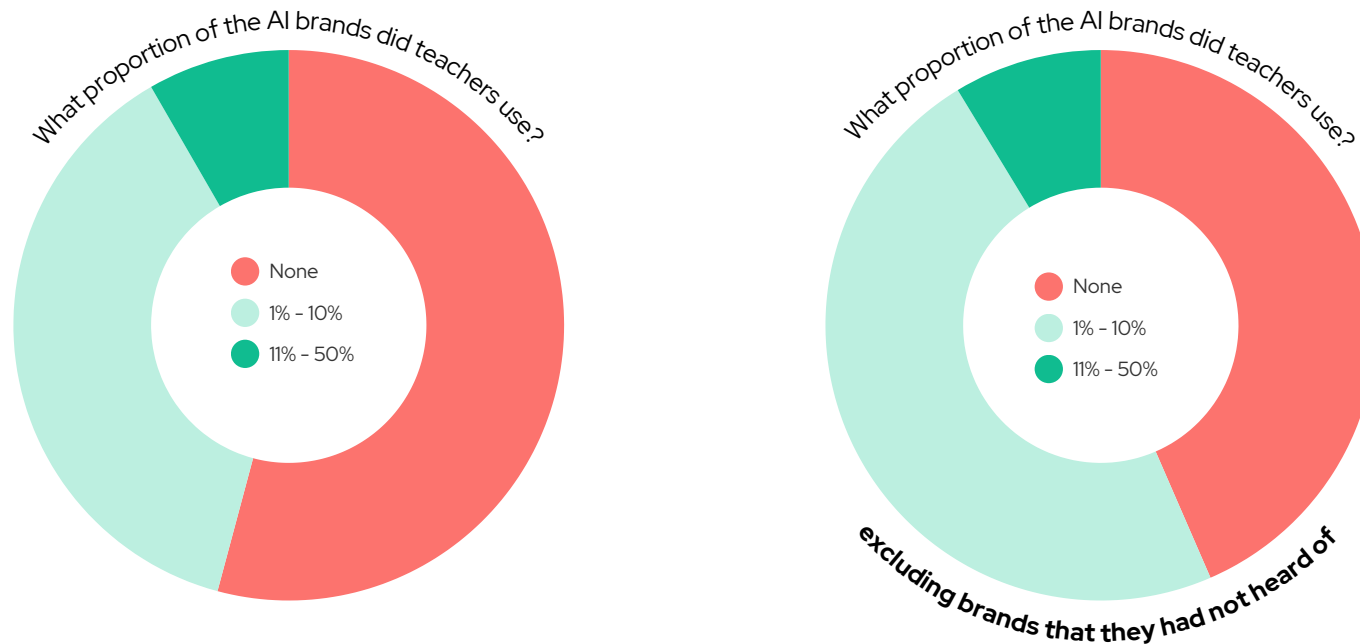
Generally, the **usage of education AI brands is higher amongst teachers who are already using generic AI products** such as Chat GPT. I.e. teachers who use generic AI products are more likely to use education-specific AI products than their colleagues.

BUT where the AI product is designed exclusively for senior leaders (only 2 brands out of our sample of 28) the leaders were **less likely** to be using other types of AI.

Recommend...

As these AI brands are so new, and few teachers have heard of them or used them, the proportion of teachers recommending them is low.
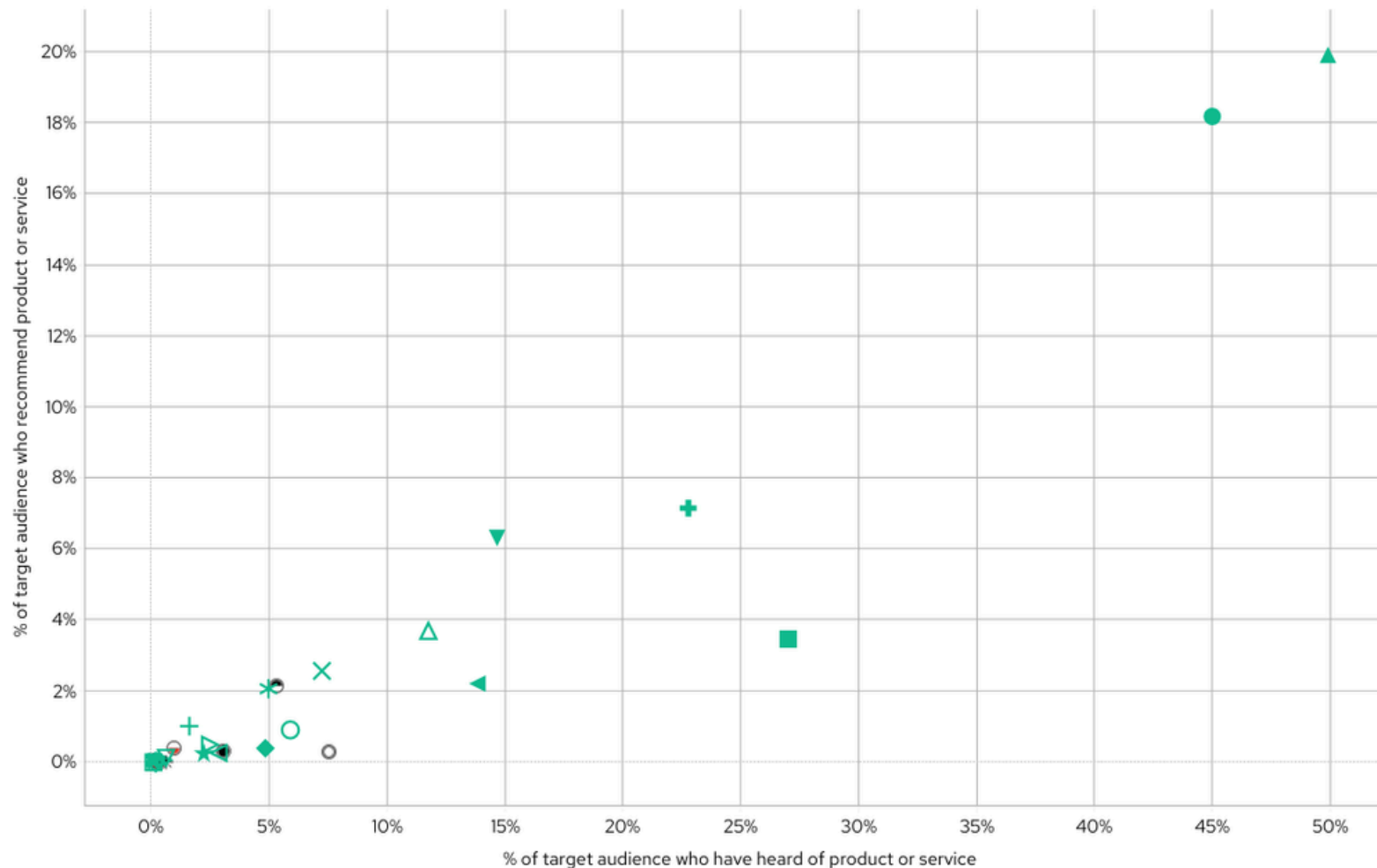
Despite this, **two brands won** a 'Recommendation Award' following their inclusion in the December Brand Tracker. Gold Recommendation Awards are given to any brand with a usage rate of 10% or greater, and where at least 90% of their users also recommend them.

Which of the following would you recommend to a colleague?

Teacher tapp
Gold Recommendation Award
December 2024
Congratulations...
TeachMateAI

*Teacher Tapp Brand Tracker, 8th December 2024. Each month Teacher Tapp polls over 11,000 teachers on their awareness, usage and recommendation of 30 education brands. Brands are included on a 6-monthly or annual basis. Gold Recommendation Awards go to any organisations with at least a 10% usage rate and at least 90% of users also recommend it.

Teacher tapp
Gold Recommendation Award
December 2024
Congratulations...
Seneca

*Teacher Tapp Brand Tracker, 8th December 2024. Each month Teacher Tapp polls over 11,000 teachers on their awareness, usage and recommendation of 30 education brands. Brands are included on a 6-monthly or annual basis. Gold Recommendation Awards go to any organisations with at least a 10% usage rate and at least 90% of users also recommend it.

The interaction between awareness, use and recommendations

Products and services – heard versus recommend for target audience

% of target audience who recommend product or service (y-axis)
% of target audience who have heard of product or service (x-axis)

These scatter plots show the linear relationship between teachers who have heard of the AI brands, and those recommending and using them.

The cluster of brands in the bottom left of the charts visualises that most AI brands are largely unknown.

The outliers in the top right are the most sucessful AI brands at present.

Products and services – heard versus use for target audience
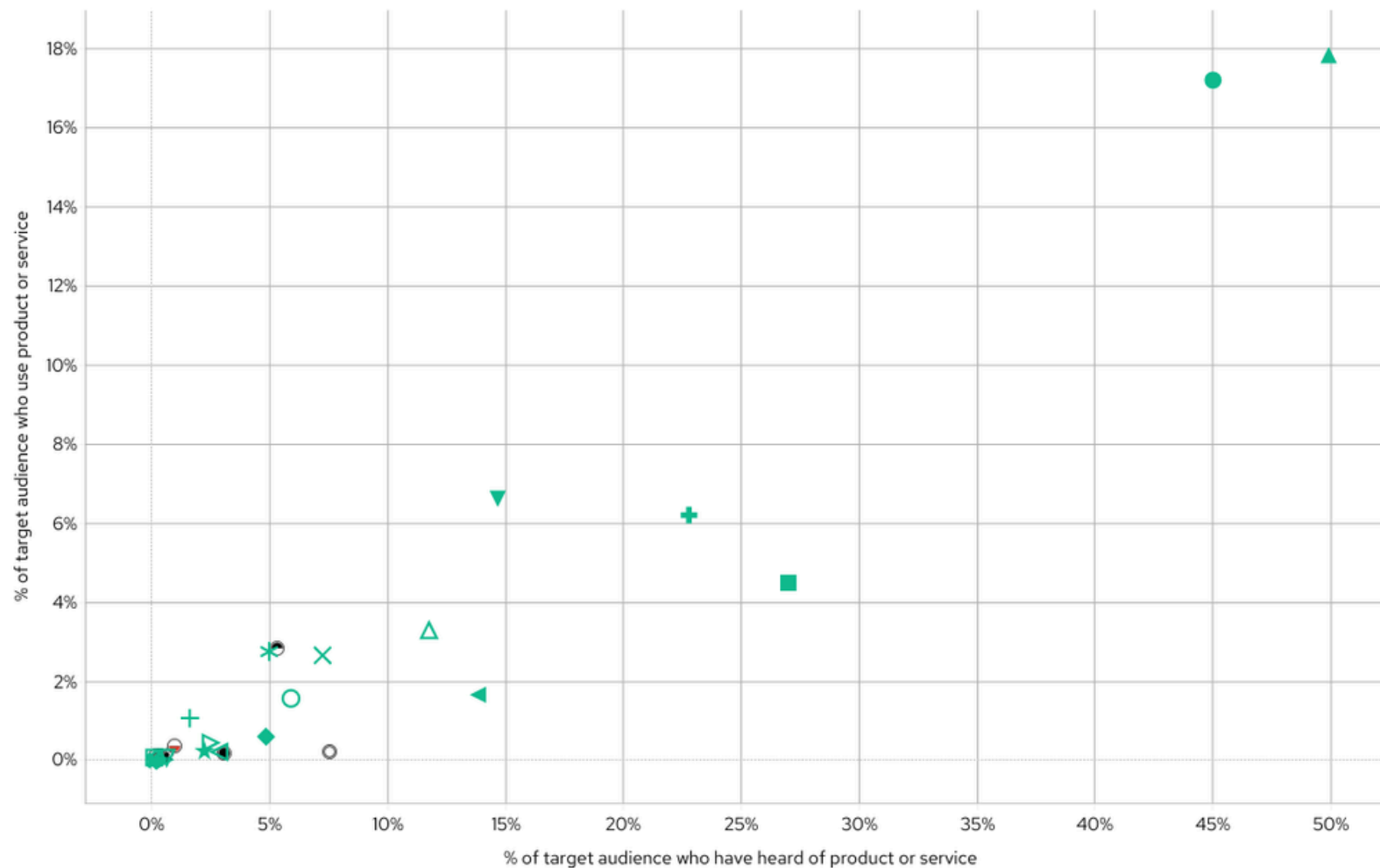
Upgrade your report to reveal company names!

Get detailed analysis on each of the 28 AI brands from just £5,000.

Contact **hello@teachertapp.co.uk** for more details.

> "As well as my main subject. I teach subjects that I am not a specialist in. So just to ensure that I have the correct answer for the 'do now' task I sometimes use AI and ask the question to ensure that my answer matches up.

Secondary Teacher,
Midlands

Supporting Teachers Across the AI Adoption Spectrum

As AI tools and technologies become more integral to education, education companies have an opportunity to guide and support teachers at all stages of familiarity and adoption.

Here are 4 practical strategies for engaging different groups of teachers.

1   Teachers Who Don't Know Much (or Anything) About AI

These teachers may have heard of AI but lack a clear understanding of its relevance to education.

- **Raise Awareness Through Simple Messaging:** Use accessible language to explain how AI tools can save time, reduce workload, or improve teaching outcomes. For example, "Our AI-powered grading system reduces marking time by 30%." Avoid technical jargon and focus on tangible benefits.

- **Showcase Real-World Examples:** Provide relatable case studies of how other teachers use AI, especially in similar contexts (e.g., primary or secondary education).

- **Free Introductory Training:** Offer free webinars, videos, or guides that demystify AI. For example, "AI 101 for Teachers" could explain what AI is, how it works, and how it can be applied in classrooms.

- **Increase Transparency:** If your company is using AI within well-known education products, clearly communicate which features in your product are powered by AI and how they enhance functionality.

2 Teachers Who Haven't Used AI for Their Work

These teachers may understand AI conceptually but feel unsure about how to incorporate it into their daily practice.

- **Offer Practical Resources:** Create downloadable templates or step-by-step guides on specific uses of AI, such as generating lesson plans or creating differentiated resources. Make this as specific as possible to the year groups and subjects they are teaching.

- **Provide Hands-On Experiences:** Run interactive workshops where teachers can try out AI tools in a supportive environment, with clear demonstrations of their ease of use and benefits. These can take place online at the end of the school day, with teachers using free AI tools or your own products.

- **Address Common Concerns:** Proactively tackle barriers such as time constraints, lack of confidence, or worries about accuracy by highlighting how AI can complement — not replace—teachers' expertise. Provide courses on responsible AI use in education. Emphasise ethical considerations, such as data privacy and avoiding bias.

3   Teachers Who Are Casual Users of AI

This group uses generic AI tools, such as ChatGPT, but hasn't explored specialised educational AI products.

- **Differentiate Your Offering:** Emphasise how education-specific AI tools or education products that are enhanced by AI address privacy concerns, align with curriculum requirements, or include features tailored to teachers' needs.

- **Provide Quick Comparisons:** Create side-by-side comparisons showing how your product is more efficient, secure, or relevant than generic tools.

- **Offer Customised Training and Support:** Offer free or low-cost onboarding sessions, ensuring teachers feel supported as they explore your product.

- **Tailor your communications and resources** to specific school types (e.g., primary vs secondary) and teacher roles (e.g., classroom teachers vs leadership teams).

> " I used ChatGPT to make multiple choice questions for a homework quiz.
>
> (Secondary teacher, North West) "

4 Teachers Who Are Regular Users of AI

These teachers have already integrated AI into their work but may not yet use education-specific tools.

- **Focus on Advanced Features:** Highlight how your product goes beyond the basics, such as generating curriculum-aligned assessments or providing student-specific interventions.

- **Promote Communities of Practice:** Build online or in-person communities where experienced users can share tips, resources, and success stories.

- **Enhance Workflow Integration:** Demonstrate how your tools seamlessly integrate with existing platforms (e.g., Google Classroom, Microsoft Teams) to streamline teachers' workflows.

- **Gather and Use Feedback:** Regularly survey these teachers to understand their needs and challenges. Use this feedback to refine your products and create resources that address common pain points.

The featured brands

TeachMateAI
Socrative
Diffit
Aila from Oak National Academy
Ask Kira
SLT AI
MagicSchool
RockettAI
Twee
Brisk Teaching
Century Tech
Teacherbot
TILF
Twinkl AI Hub

Teachy
LingoTeach.AI
TeacherMatic
SchoolAI
Khanmigo
Lesson Lab
Teachify
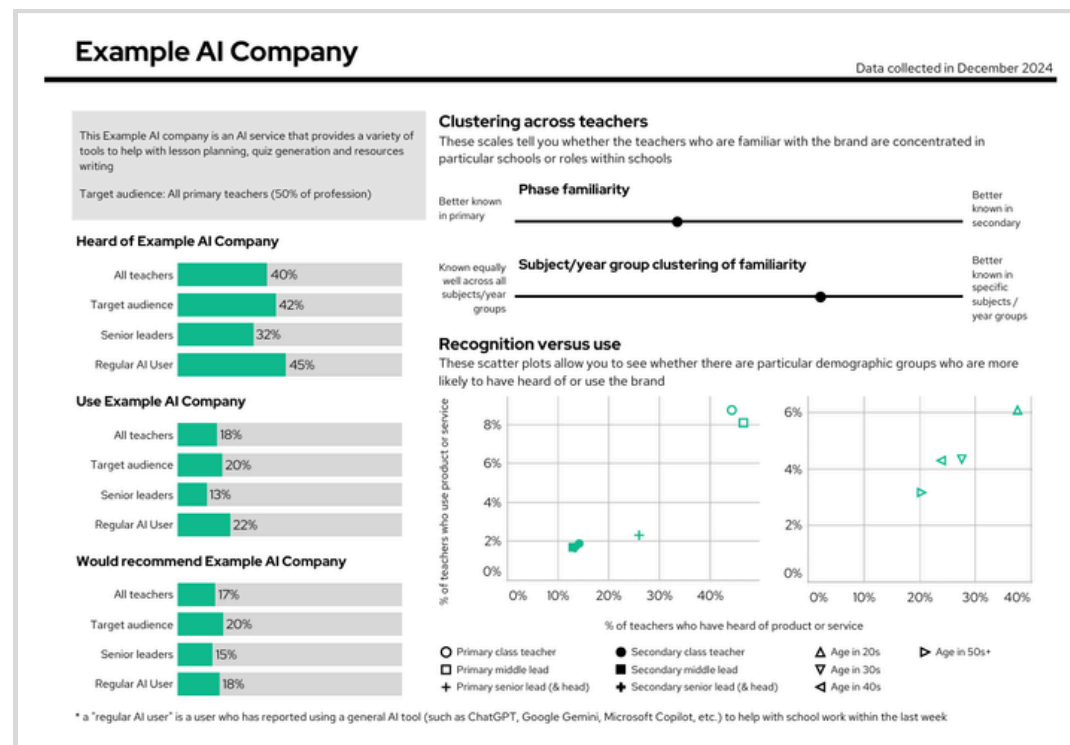Quizzizz
Seneca
Teachers Buddy
KeyGTP
Olex.AI
editai
redmenta

Want MORE insights into this topic?

Get detailed analysis on each of the 28 AI brands from just £5,000.

- See results for each brand split by 'all teachers' 'senior leaders' and 'regular AI users'

- Check phase and subject clustering

- View recognition vs use charts for different types of teachers.

Contact **hello@teachertapp.co.uk** for more details.

Would you like more insights into your brand?

Contact **hello@teachertapp.co.uk** for more details

Choose between

Brand Tracker Highlight Reports

Our expert analysts have formulated a set of **comparable benchmarks** to **profile your target audience** across 5 groups:

- perfect
- problem
- prevented
- possible, or
- potential customers.

You can request the highlights reports of any company.

Brand Tracker Deep Dive Reports

Deep dive reports help you work out **who** most knows, likes and uses your product so you can make better marketing decisions.

It shows findings by **job role, school type, region, age, subject, phase**, and we can add bespoke options as required.

Deep Dive reports are only available for organisations that you manage.

Teachertapp

Ready to start learning?

We love to answer your questions
it's what we do best!

If you'd like to know more about Teacher Tapp survey questions or our brand tracking service, get in touch:

Email hello@teachertapp.co.uk