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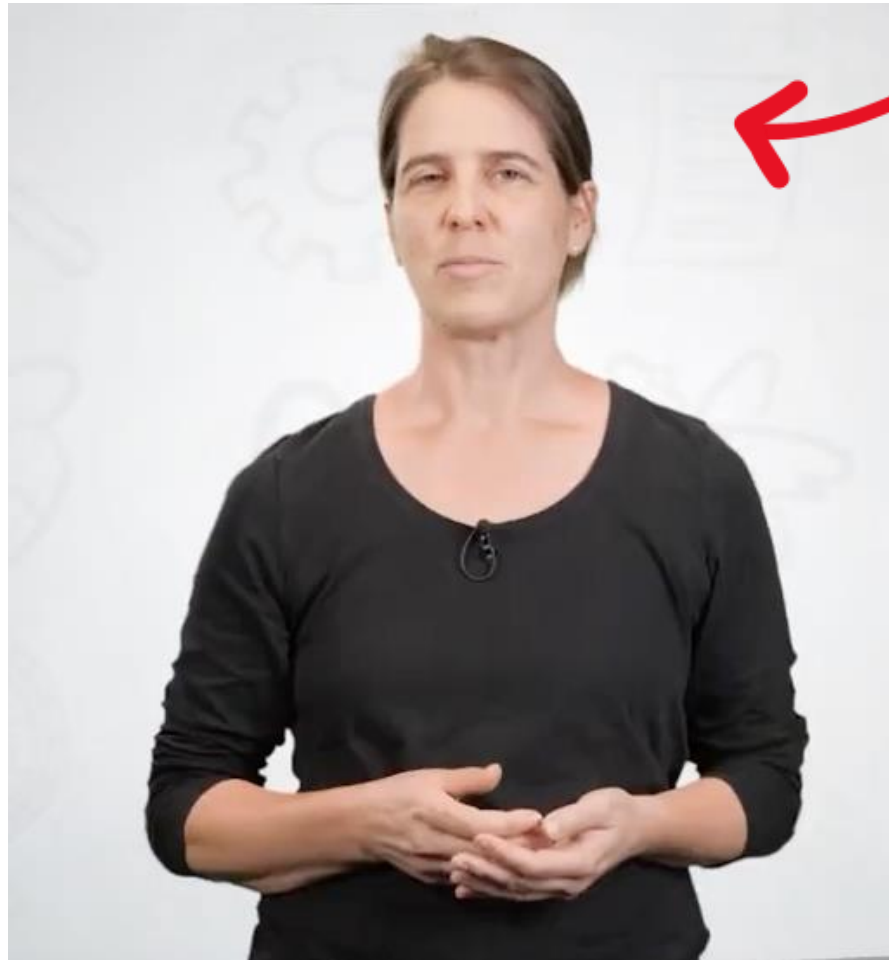
Adj.-Prof. PhD Martin Ebner

iMooX

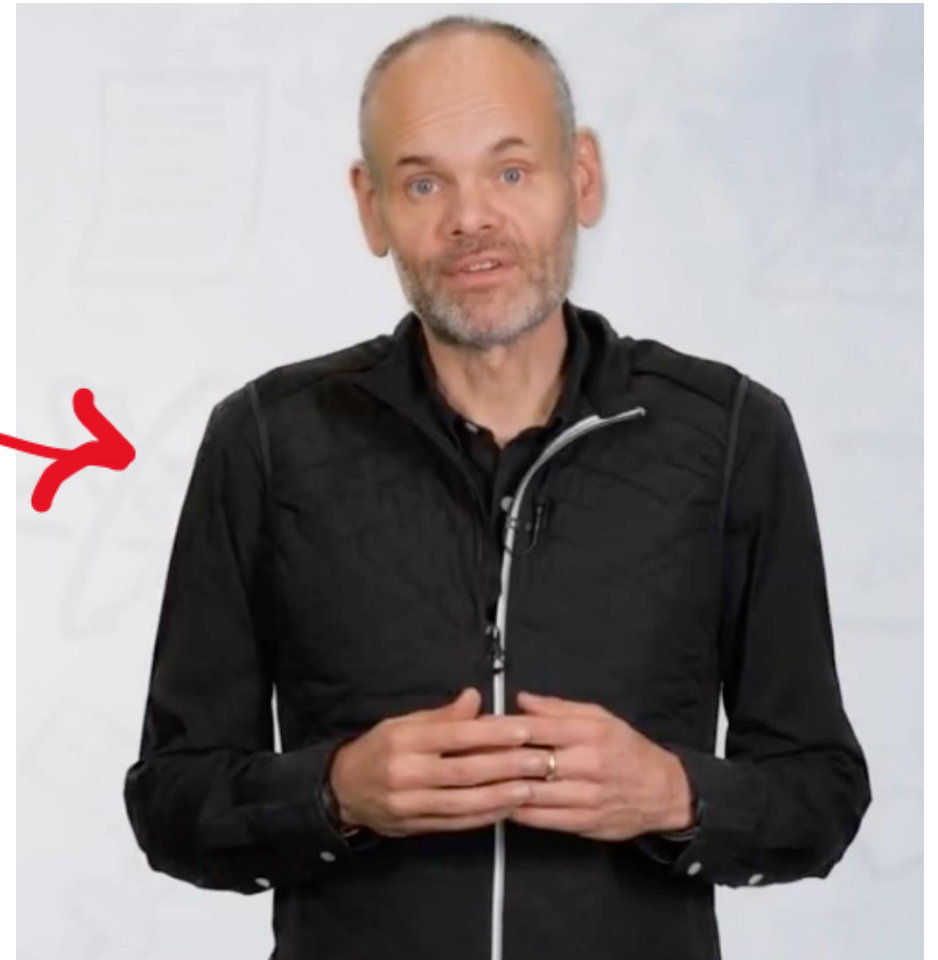


AI avatars and their application in MOOCs

Sandras Avatar



Martins Avatar





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Created with Dall·e

2024: Multilingual MOOC with video avatars of the course instructors

Multilingual MOOC

- AI in use for translation + avatars
- <https://imoox.at/course/OERinHE>

DE, EN, FR, IT, PL, SV, PT, ID, CA, FI, TR

Selbstlern-Kurs

Rechtswissenschaften - Medienwissenschaften










Open Educational Resources (OER) in Higher Education

Technische Universität Graz
Martin Ebner & Sandra Schön

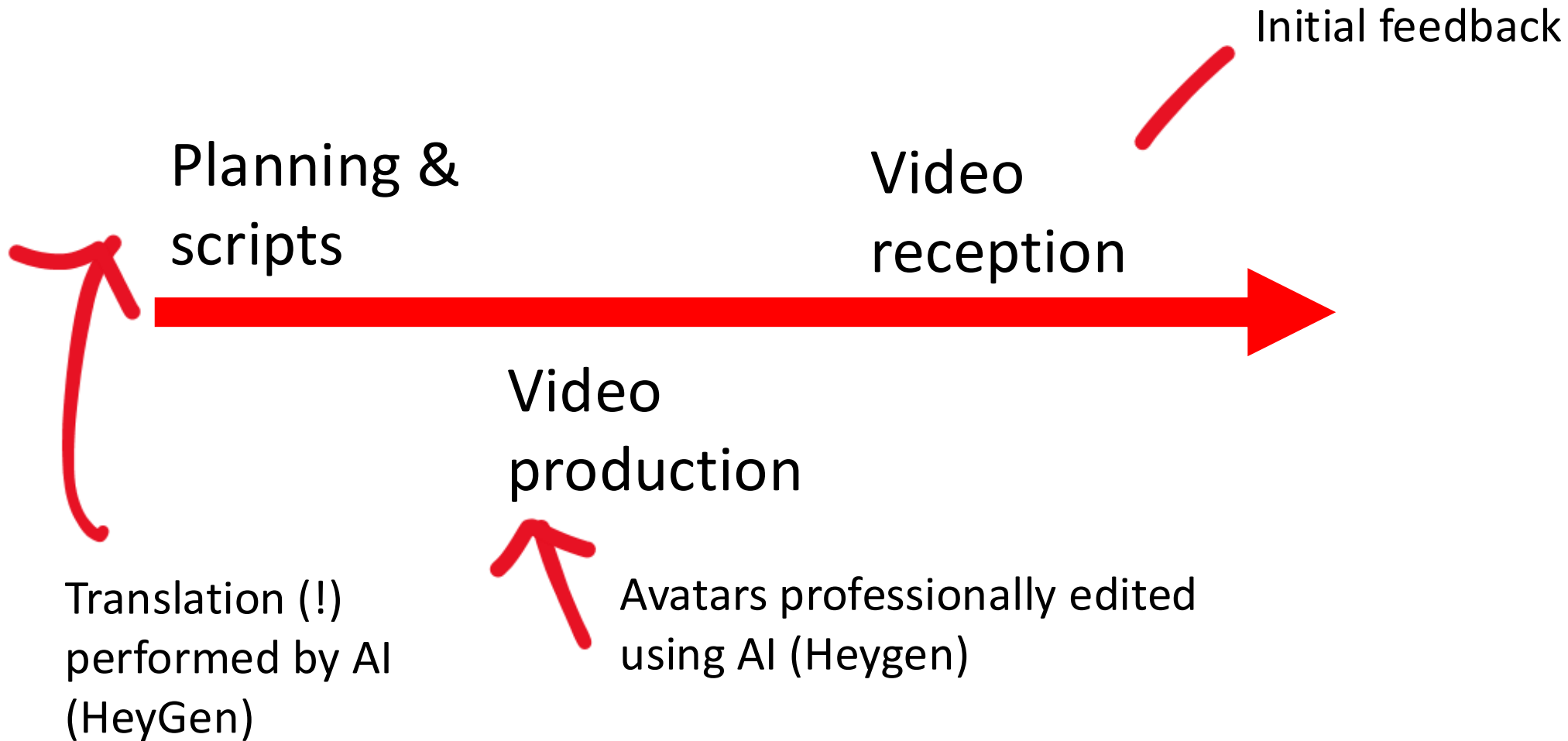
Über Inhalt Bewertung

★★★★☆

Über

 Dauer	 Einheiten	 Lizenz	 Kursteilnehmer:innen
4 Lektionen	2 Stunden/Lektion	CC BY 4.0	883
 Verfügbarkeit	 Startdatum	 Kosten	
1. Februar 2025	6. Mai 2024	€ 0.00	

Production of multilingual MOOCs



Background Multilingual MOOC

- Created as part of the Unite! alliance :
 - German (Graz University of Technology for Austria, Darmstadt University of Technology for Germany)
 - English (international version for the EU)
 - Finnish (Aalto University)
 - French (Grenoble INP graduate school of engineering and management, UGA Grenoble)
 - Italian (Politecnico di Torino)
 - Catalan (Universitat Politècnica de Catalunya/BarcelonaTech)
 - Polish (Wroclaw University of Science and Technology)
 - Portuguese (Universidade de Lisboa)
 - Swedish (KTH Royal Institute of Technology)
- Additionally:
 - Indonesian (Universitas Negeri Malang)
 - Turkish (Atatürk Üniversitesi)
 - Since October 2024 Arabic (University of Oran 2)



**Co-funded by
the European Union**

Choosing an avatar

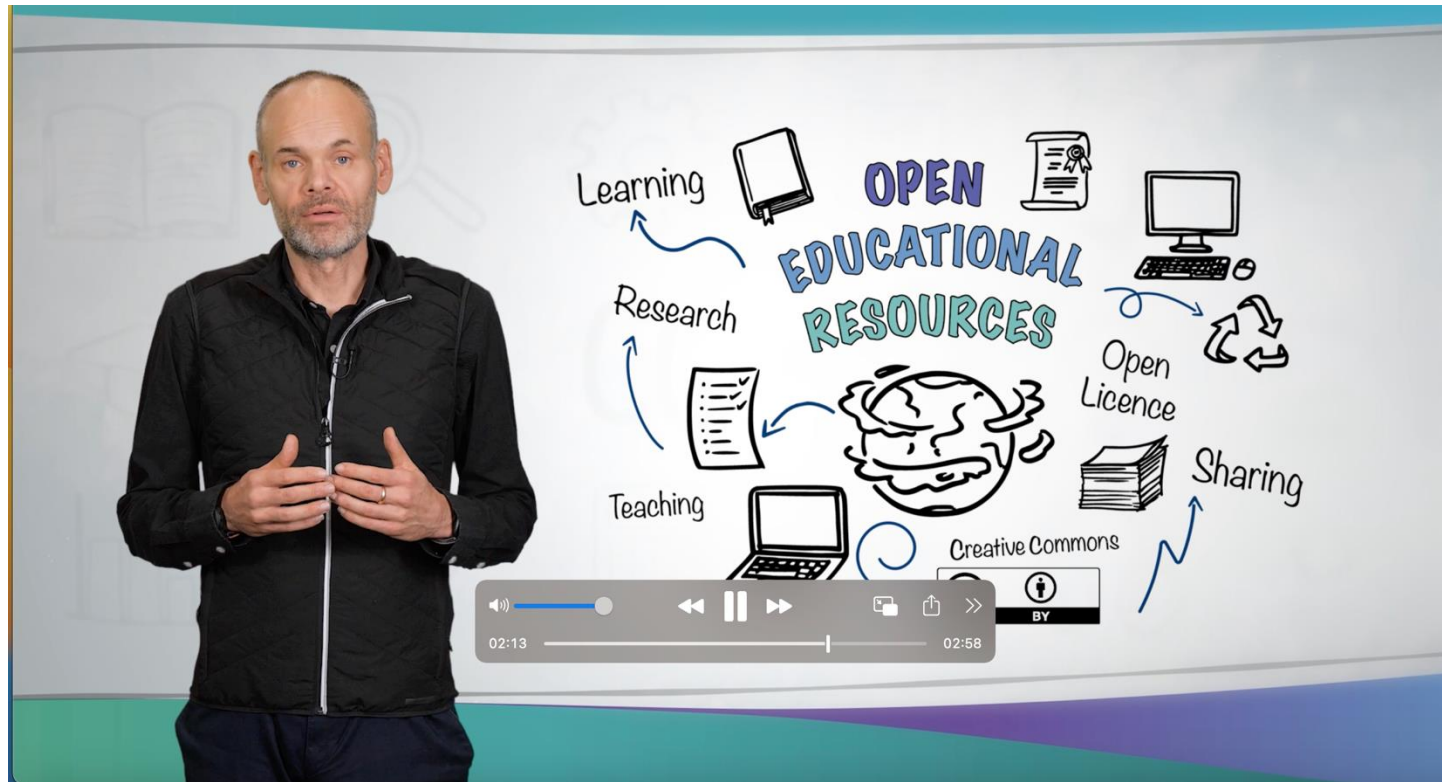
- Diversity aspects and other requirements are difficult to implement with virtual avatars.
- Pragmatic: course management is avatarised.

How HeyGen (and similar services) work

- Existing avatars are used
- Or your own avatars are created
- Your own voice or another voice is selected
- Scripts are entered (or generated with the help of AI)
- If necessary, the texts are translated

- Basic version free of charge (but only limited scope)

Multilingual MOOC



<https://www.youtube.com/watch?v=4dhhP4STxrw>

https://www.youtube.com/watch?v=Ds0pHcDB_yg

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Video production with Heygen

Experiences:

- Some words are difficult to translate.
- Some languages inadequately implemented
- Facial expressions and gestures sometimes inappropriate

quality

Assessments of video quality:

- Pronunciation or translation errors not a problem for native speakers
- Many do not realise that these are avatars

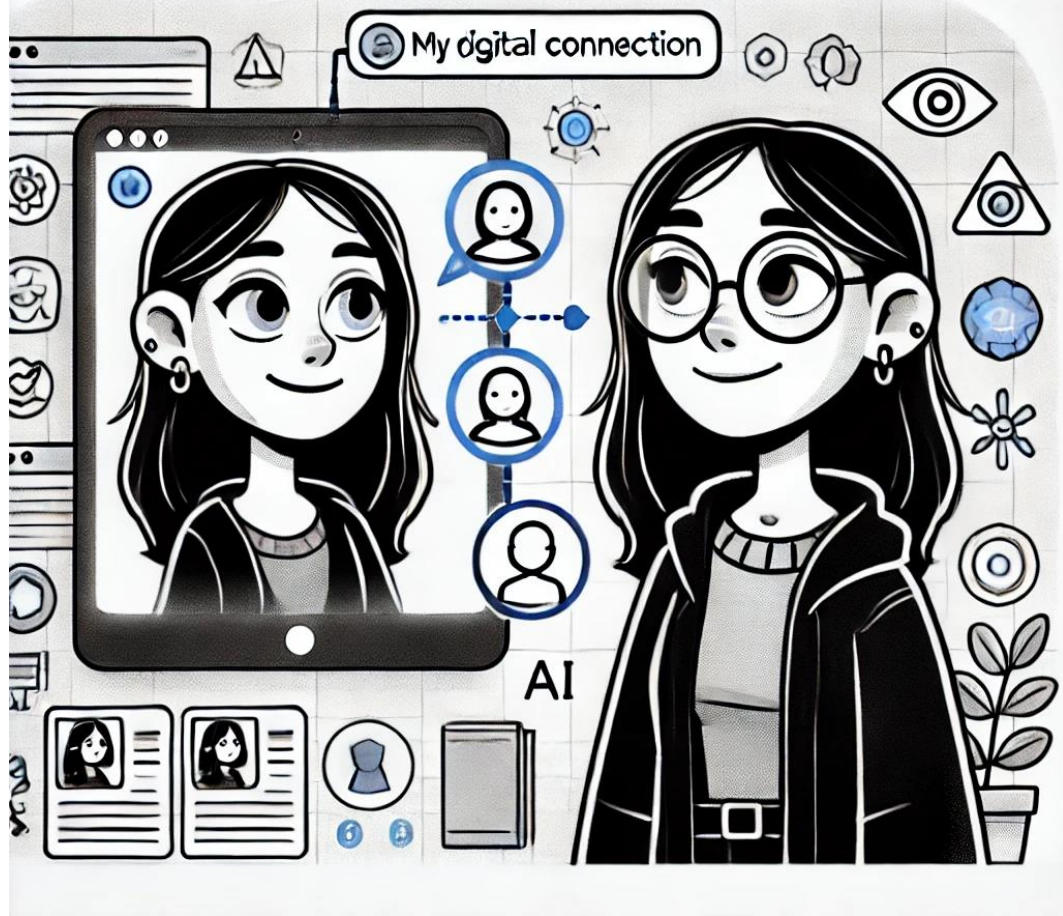
Production in general

- Six-month schedule (actually) unrealistic
- Unthinkable without Heygen/AI (only with subtitles)

More on this

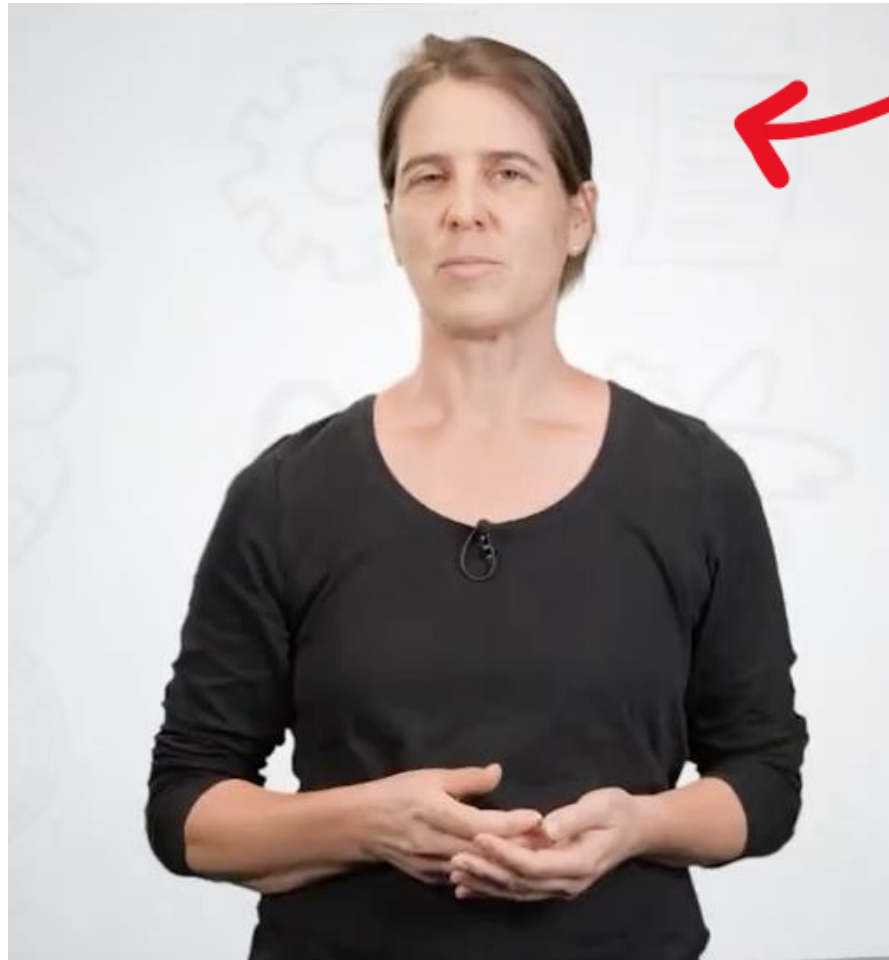
- Schön, S., Brünner, B., Ebner, M., Edelsbrunner, S., Hohla-Sejkora, K., Uhl, B. (2025). Early Findings from Pilots in AI-Driven Education: Effects of AI-Generated Courses and Videos on Learning and Teaching. In: Auer, M.E., May, D. (eds) 2024 Yearbook Emerging Technologies in Learning. Learning and Analytics in Intelligent Systems, vol 44. Springer, Cham. https://doi.org/10.1007/978-3-031-80388-8_2

My Avatar and Me



Perspective as a teacher

Sandras Avatar



Martins Avatar



My avatar and I

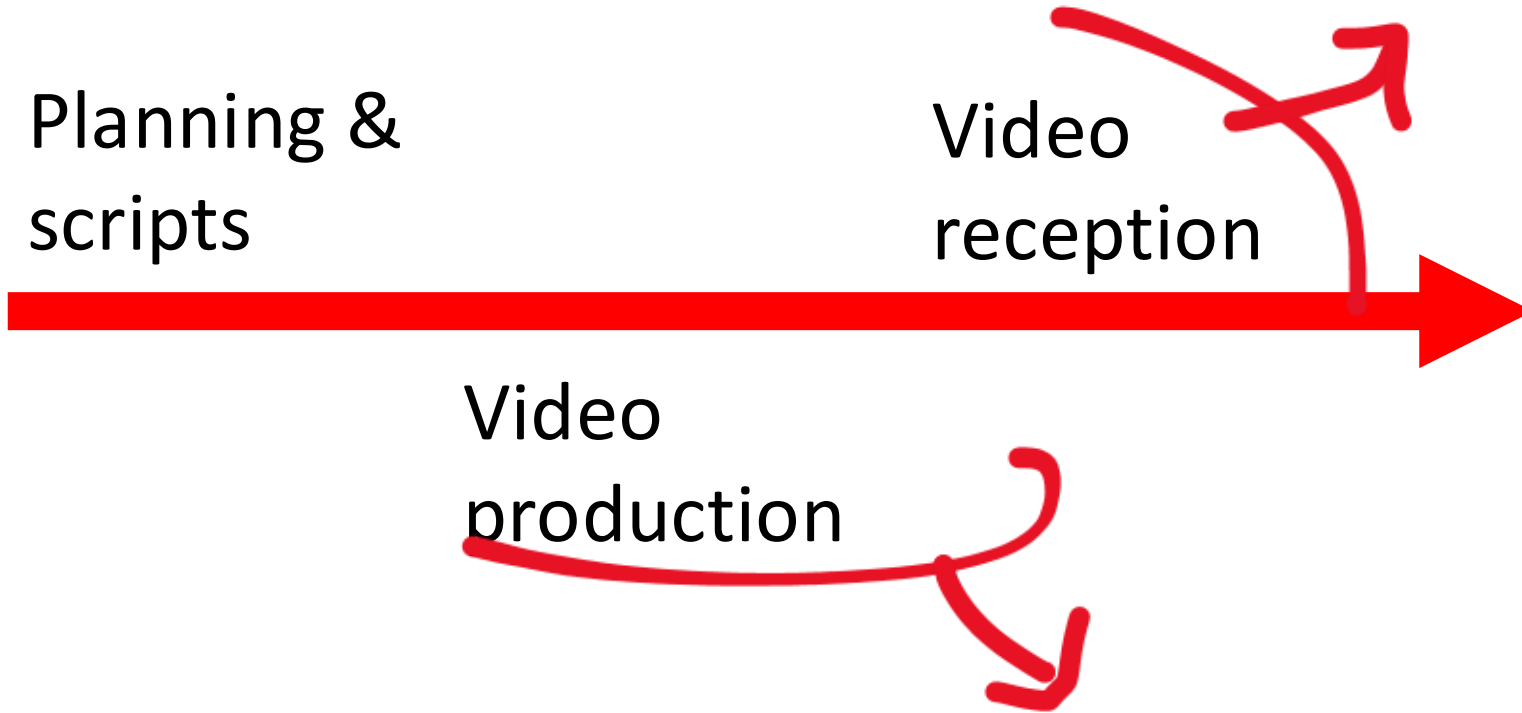
Positive feedback – especially regarding the original solution: English with subtitles.

Planning & scripts

Video reception

Video production

From the teacher's perspective:
3 minutes of effort in the studio



My avatar and I

- Strange experiences
- Currently, avatars at Graz University of Technology are only used for research purposes; there are no regulations governing their use yet.
- The possibility of creating avatars for teaching staff is currently being discussed with the Ethics Commission at Graz University of Technology.

THANK YOU

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