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University

College of Education, Psychology & Social Work

HDR Conference 2024

AI-Driven e-Business Training: Elevating Technology Skills for Arabic-Speaking Entrepreneurs

by

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The START e-Business Training, Smart Training for Arabic-speakers Resident's on Technology, is an innovative educational intervention aimed at enhancing technology skills, business skills and English skills among Arabic-speaking residents so they can establish their online businesses. Employing Design-Based Research (DBR) as a methodological framework, the intervention undergoes continuous refinement across multiple iterations to maximise its effectiveness and relevance. In its third iteration, the intervention integrates artificial intelligence (AI) to produce shorter educational videos for the training, thereby expanding its reach and enhancing participant engagement. This strategic incorporation of AI addresses the evolving learning preferences and accessibility needs of the target population, ensuring content delivery is both efficient and compelling. Utilizing the ADDIE model (Analysis, Design, Development, Implementation, and Evaluation), it guides the process: analysing learner needs; designing educational objectives and video content; developing and creating engaging videos using AI; implementing and integrating these videos into START; and evaluating and assessing the impact of these videos on learner engagement and comprehension. Preliminary findings indicate that AI-generated educational videos significantly improve learners' engagement. This paper outlines the DBR process, detailing the iterative improvements and the impact of AI on educational outcomes. By leveraging advanced technology and iterative refinement, the START e-Business Training aims to provide a scalable and effective model for technology education among Arabic-speaking communities, contributing to the broader field of educational technology, technology education, and intervention research.

Keywords: START e-Business Training, Design-Based Research DBR, Artificial Intelligence, Educational Videos, Technology skills, Arabic-Speaking Residents.