

ARTIFICIAL INTELLIGENCE IN GUIDANCE AND COUNSELLING: IMPLICATION FOR NATIONAL DEVELOPMENT.

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Abstract

It is a well known fact that education always has a close association with knowledge and information, with communication of the learners and the educators. Formal education which started in our country with the Teacher solely giving learning to the students has gradually changed. Schools, colleges and universities were established; self-learning has also been introduced; Massive Open Online Courses (MOOC) has been introduced as well. With the course of time, educational systems has developed better output resulting in the present day emergence of Artificial Intelligence and its use in the field of education as well as in Guidance and Counseling (Saha and Mete 2017). The incorporation of Artificial Intelligence (AI) into guidance and counseling within the education sector is a life changing development, playing a very significant role in fostering national development by optimizing human capitals. This is a unique opportunity as well as a real responsibility for Counselors in the educational enterprise that are collectively faced with threshold challenges in the field of education to brace up to the new demands. Artificial Intelligence (AI) is rapidly transforming various sectors, including education and national development. In the realm of guidance and counseling, AI offers the potential to transform the way students receive support. This study, artificial intelligence in guidance and counseling identified virtual counselors, emotional intelligence and career guidance as some of application of AI in guidance and counseling in schools. Benefits of AI in counseling, such as improved accessibility, early intervention, and data-driven insights will also be identified. The integration of Artificial Intelligence (AI) into the field of guidance and counseling will presents a significant opportunity to revolutionize students' support services in schools. This study also suggest that, educational institutions should invest in the provision of AI infrastructure, which include data storage, processing power, and cyber security measures to facilitate the application of AI in school counseling. By so doing, AI can be used to improve students' academic success and well-being. In areas where there is shortage of man power in the system, AI-driven tools such as chat-bots, predictive analytics, and virtual reality are being adopted to address the shortage of trained counselors and improve students' outcomes in academic, social, and psychological domains.

INTRODUCTION

The development of any nation depends mainly on the standards of its educational institutions (Aaseelan. P. 2019). Education is the most powerful and effective instrument for inducing national development. The counselor occupies key positions in the system of education. Today we are living in a technological world. It is possible to know each and everything within seconds throughout the world with the help of science and technology (Aaseelan. P. 2019). The incorporation of Artificial Intelligence (AI) into guidance and counseling within the education sector is a life changing development, playing a very significant role in fostering national development by optimizing human capitals. Artificial Intelligence (AI) refers to computer systems capable of performing complex tasks that historically only humans could do, such as reasoning, making decisions, or solving problems (GovTech 2025). Artificial Intelligence (AI) is a computer science field that aims to create intelligent machines capable of performing tasks requiring human intelligence, such as learning, reasoning, problem-solving, and decision-making, by simulating human cognitive processes (Teachflow,2023).

Freberg (2024) define artificial intelligence as a field of computer science where Machines are used to perform cognitive functions like thinking, learning, language use, and problem-solving. It allows machines to refine their processes and output based on a goal, similar to how humans learn to perfect a golf swing or master a new language. The machine and human brain share similarities, with the latter being faster and potentially less biased in reasoning due to the symbiotic relationship between computer science and cognitive science. AI refers to the ability of computers or machines to execute tasks that would normally require human thought (Ririn, 2024). While AI seeks to replicate cognitive functions in machines, guidance and counseling focuses on supporting and developing these very human cognitive abilities in individuals. Guidance and counseling according to Tita-Nghamun (2016) is a cognitive educational service (inside or outside the school system) that assist people understand themselves, provided the clients reveals accurate, reliable, and valid information about themselves and their environment. According to Oviogbodu (2015) guidance and counseling can be defined as a number of procedures in assisting an individual to resolve his problems.

Therefore, guidance and counseling in education is a process that helps students to develop their educational, psychological, and vocational potential (National Open University of Nigeria, 2022).

The goal is to help students achieve a level of personal happiness and social usefulness.

IMPACT OF ARTIFICIAL INTELLIGENCE IN EDUCATION

The use of Artificial Intelligence (AI) in the classroom has added more beauty to the educational system which has brought about technological breakthrough. Fundamental questions were raised about the current system of education. As a result, technology and teaching is not only transforming the way students learn, but is also generating a huge debate about its implications, challenges, and opportunities in the academic sector. Therefore, the appearance of AI in the educational system is a paradigm shift that is worth studying. Below are some of the relevance of AI in education:

*Individualization of learning

Artificial intelligence has helped improve the efficiency of the educational system by increasing the rate, the depth and value of learning. It takes into consideration the learner's psychology and evolves suitable techniques for teaching and evaluation of individuals (Saha and Mete 2017). AI allows adapting study materials to the level of each student. This means that each individual can learn at their own pace, strengthening their weaknesses and advancing in areas where they show greater ability. AI offers flexible study and personalized learning support.

*Accessibility

AI facilitates student access to high-quality educational resources, regardless of economic status or geographic location. Learners have access to current technologies, software and telecommunications networks.

*Continuous assessment

There is continuous assessment of the effectiveness of technology for learning. Furthermore, AI can assess each student's progress and provide real-time feedback, helping them identify their strengths and areas for improvement (Saha and Mete 2017). *Administrative efficiency

Educational institutions can use AI to automate administrative tasks, allowing educators to focus more on teaching and less on bureaucracy. There is proactive leadership and administrative support for the entire system.

*Improves retention

AI images can easily be used in teaching and learning which will improve the retentive memory of students. Educators can easily explain complex instructions and ensure students' comprehension.

*Interactivity: this is the way in which a person can relate to the content, go forward and backward in the content, start at any point depending upon prior knowledge instead of always in a sequential way.

*Uniform quality: if content is well produced and is of good quality, the same quality can be delivered to the rich and poor, the urban and the rural equally. (Saha and Mete 2017).

ARTIFICIAL INTELLIGENCE AND GUIDANCE AND COUNSELLING

Artificial Intelligence in guidance and counseling has come to stay, transforming guidance counselors into tech-savvy mentors capable of providing personalized advice with data-driven precision, transforming the counseling experience for students (Pawar, 2024). AI can be applied in guidance and counseling in the following ways:

Virtual therapists and chatbots: Olawade, Wada, Odetayo, David-Olawade, Asaolu, and

Eberhard (2024) posit that virtual therapists and AI-powered chatbots are revolutionizing mental health resources, offering 24/7 support to individuals with mental health issues. They further put forward that these digital entities address a critical gap in mental healthcare, enabling individuals to seek help whenever needed. Olawade et al., (2024) also advanced that crisis hotlines are using AI-powered chatbots to engage in empathetic conversations, offer coping strategies, and connect users with human therapists or crisis helplines. These chatbots can also be programmed to notice signals of distress and escalate concerns to human counselors as needed (Freberg, 2024).

Create a Video to Promote Your Career and College Guidance Office: AI can also be used to market educational services. Institutions can create professional-quality movies using only plain text to promote the benefits and successes of their career and college advice offices. These movies are quick, inexpensive, and simple to create, which expands the mediums you can use to engage your pupils (Pawar, 2025).

Emotional Intelligence Assessment: AI tools can analyze students' written or spoken responses to assess their emotional well-being and identify potential areas of concern. This can help counselors prioritize their interventions and provide targeted support (Teachflow,2023).

Academic and Career Guidance: Kulugh, Aondover, and Faki (2025) posit that AI systems can assess students' academic records, interests, and professional objectives to provide tailored advice on course choices, college applications, and career paths. This allows students to make informed decisions about their educational and career paths (Pawar, 2024).

Applicable areas of Artificial Intelligence in Guidance and Counseling

Teachflow (2023) identified the following as the applicable areas of AI in guidance and counseling:

Early Intervention: AI tools can identify early warning signs of emotional distress or mental Health issues in students. This enables counselors to intervene promptly and provide the necessary support, potentially preventing more significant challenges in the future.

Accessibility: AI can bridge the gap between students and counseling services by providing accessible support anytime, anywhere. This is particularly beneficial for students in remote areas or those who face barriers to traditional counseling services.

Personalization: AI-powered systems can tailor counseling interventions to individual student needs. By analyzing data and patterns, AI can provide personalized recommendations and resources, ensuring that each student receives appropriate support.

Scalability: With the increasing demand for counseling services in schools, AI can help Alleviate the strain on limited counseling resources. AI tools can handle multiple Students interactions simultaneously, allowing counselors to reach a larger number of students effectively.

Data-Driven Insights: AI can analyze large datasets to identify trends and inform evidence-based decision-making.

Reduced Stigma: AI-powered tools can provide a non-judgmental and confidential space for students to seek help.

Suggestions of the study

*This study also suggest that, educational institutions should invest in the provision of AI infrastructure, which include data storage, processing power, and cyber security measures to facilitate the application of AI in school counseling. By so doing, AI can be used to improve students' academic success and well-being.

*In areas where there is shortage of man power in the system, AI-driven tools such as chatbots, predictive analytics, and virtual reality are being adopted to address the shortage of trained counselors and improve students' outcomes in academic, social, and psychological domains.

Conclusion

The integration of Artificial Intelligence (AI) into the field of counseling presents a significant opportunity to revolutionize students support services. By harnessing the power of AI, educational institutions can provide tailored, efficient, and accessible support to students, addressing their unique needs and promoting overall well-being. AI-powered counseling systems offer a range of benefits, including early intervention, personalized support, and data-driven insights. These systems can analyze vast amounts of students data to identify patterns, predict potential issues, and provide timely interventions. Furthermore, AI-powered chatbots can offer 24/7 support, address common students concerns and provide guidance on a variety of topics.

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