

THE EFFICACY OF YOODLI AI ON IMPROVING PRESENTATION SKILLS
IN EFL VIETNAMESE BUSINESS STUDENTS

TRAN LE NGOC MY
Impactus Academy

INTRODUCTION

As Viet Nam becomes a rising economic hub in Southeast Asia, strong English communication skills are associated with higher professional opportunities, yet speaking remains the most challenging skill for many EFL learners due to anxiety and limited practice (Nobert, 2002).

Developments in Computer-Assisted Language Learning (CALL) have supported English learning by enhancing cooperation and reducing preparation time (Harmer, 2007). Among these innovations, Artificial Intelligence (AI) has emerged as a powerful tool for education. AI applications can provide immediate feedback, reduce learners' anxiety, and create self-paced learning opportunities.

Yoodli AI (YAI) is a communication coach that integrates speech recognition (ASR), image, and motion recognition to evaluate delivery (eye contact, pacing, pauses) and language use (filler words, weak words, repetition, conciseness). It also suggests paraphrasing and improvements to enhance speech performance.

Despite the increasing interest in AI, limited research has examined its impact on presentation skills in business English contexts. This study explores the effectiveness of YAI in improving Vietnamese business students' presentation performance.

RESEARCH QUESTIONS

1. To what extent does the integration of Yoodli AI impact the improvement of presentation skills among EFL Vietnamese Business students?
2. How do students' perceptions and adoption of the credibility and trustworthiness of the Yoodli AI toward their business presentation skills?

THEORETICAL FRAMEWORK

Presentation skills

Essential for both academic and professional success, presentation skills enable students and professionals to convey information persuasively, build confidence, and engage audiences effectively. However, business students often struggle with presentation anxiety, lack of training, poor content organization, limited linguistic and paralinguistic abilities, and insufficient practice with multimedia tools, which together result in ineffective communication despite their theoretical knowledge.

Technological Advances in English-Speaking Skills

The evolution of computer-assisted language learning (CALL), mobile learning, and AI has transformed English language teaching. AI offers personalized learning, real-time feedback on speaking and pronunciation, automated grading, and interactive practice through chatbots and virtual assistants. Such tools save teachers' time while enhancing learners' communication competence in authentic contexts.

Yoodli Artificial Intelligence Application (YAI)

Yoodli is an AI-powered speech coaching tool tailored for business communication. It records video and audio to evaluate delivery (eye contact, pacing, pauses), language use (fillers, weak words, conciseness), and idea organization. It provides real-time feedback, paraphrasing suggestions, and professional expression tips. Its integration with platforms like Zoom and Google Meet allows flexible, private, and continuous practice. For business students, Yoodli offers a self-directed, accessible way to improve presentation skills outside classroom constraints.

Opportunities in Improving Presentation Skills

Automatic Speech Recognition (ASR) technologies allow learners to practice speaking by providing instant transcription and pronunciation feedback, reducing anxiety, and improving fluency and accuracy. Studies show ASR benefits learners from various backgrounds by enhancing their pronunciation, structuring content, and fostering motivation. Despite extensive research on AI in speaking skills generally, there is limited focus on AI's role in developing business students' presentation skills—a crucial area given their professional needs.

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METHODOLOGY

Participants

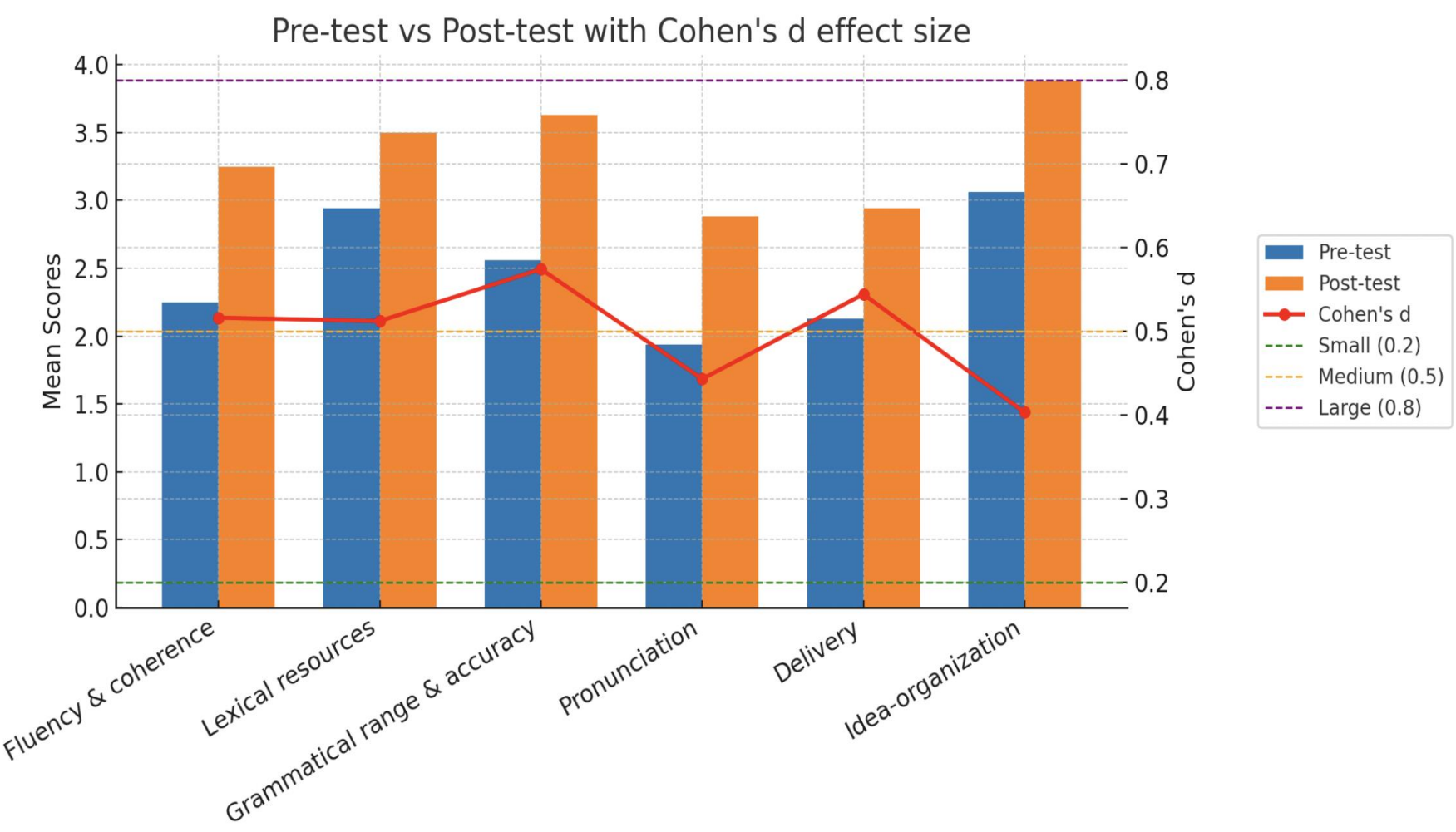
16 business students (ages 20 – 40) from various majors at Impactus English Academy, Hanoi; all with pre-intermediate English proficiency

Participants' Occupations (n = 16)						
Occupation	Pharmacist	Logistics Sales Executive	Tester	Business Manager	Designer	Sales Executive
Count	4	2	1	1	1	1
Occupation	Pharmacist & MC	Journalist	Marketing Executive	Data Analyst	Real Estate broker	Administrator
Count	1	1	1	1	1	1

Design

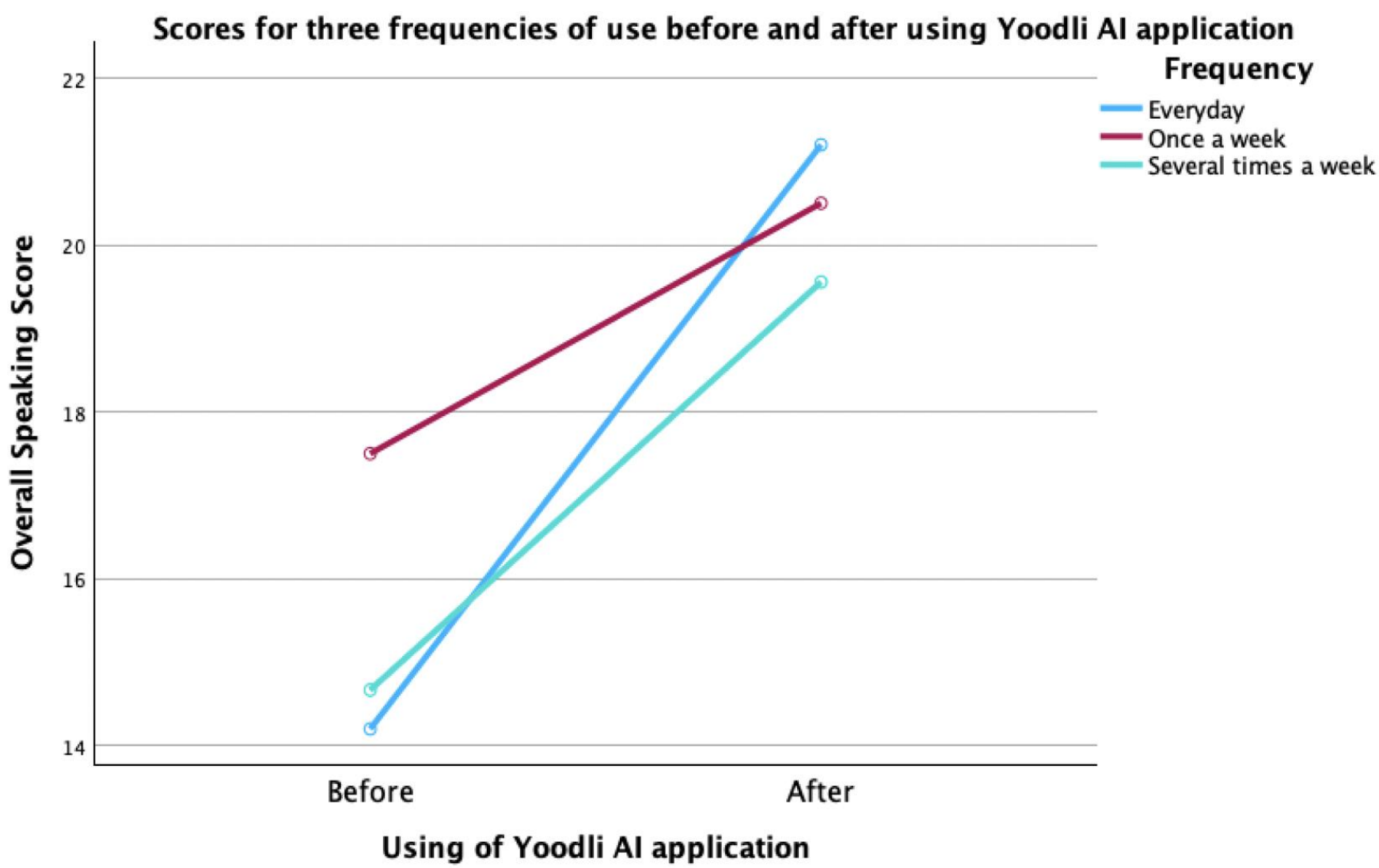
Category	Details
Design	Quasi-experimental, one-group design with quantitative & qualitative approaches
Duration	1 month of online practice using Yoodli AI (YAI) for presentation skills
Instruments	- Pre-test & Post-test: Business case presentations scored with analytic rubric (lexical resources, delivery, grammar, fluency, pronunciation, idea organization; max = 24) - Questionnaire: 15-item Likert scale on perceptions and attitudes toward YAI
Procedures	1. Pre-test presentation recorded (Week 1) 2. Students created YAI accounts and practiced presentations for 1 month 3. Post-test presentation recorded and evaluated 4. Questionnaire administered after post-test
Data Analysis	- Paired-sample t-test: Measured improvement in presentation skills - Mixed between-subjects ANOVA: Analyzed student attitudes
Limitations	Small sample (n=16), short duration (1 month), no control group → limited generalizability

KEY FINDINGS AND IMPLICATIONS



The YAI application proved most effective in improving **fluency, grammar, and delivery** (eye contact, pacing, pauses), with smaller yet significant gains in **pronunciation and idea organization**, suggesting it can be a valuable supplement to EFL business English curricula.

Frequent use of the AI application significantly improved speaking performance, with **daily practice yielding the greatest gains**. ANOVA Statistical results confirmed a strong, meaningful effect, suggesting institutions could support wider access by covering subscription costs.



Students' attitude toward the YAI

- Skill Development: Strong improvement in delivery, fluency, and pronunciation.
- Confidence & Engagement: Boosted confidence; viewed as practical, enjoyable, and easy to use.
- Sustainability: High willingness to continue using YAI, showing long-term effectiveness.
- Learning Flexibility: Provides a self-paced platform with instant feedback, extending practice beyond class time.
- Teaching Benefit: Frees classroom time for more interactive, collaborative activities.

