

ELSA Speak — AI pronunciation coaching for EFL learners in Vietnam

AI in Education · Good practice · Vietnam

Quality score: 60/100

Evidence strength: Observational / pre–post

Summary

ELSA Speak uses deep-learning ASR to give EFL learners real-time phoneme feedback, making pronunciation coaching accessible regardless of income or location. 50M+ users; PLOS ONE (2025) and Vien Dong College study (2024) confirm gains in Vietnamese university cohorts.

Key dimensions

Dimension	Score
Evidence of learning impact	2/3
Equity & inclusion	3/3
Transparency, ethics & data protection	1/3
Teacher capability & pedagogy	0/3
Scalability & sustainability	3/3

Evaluated by C-NAPSE

Data sources

[C-NAPSE web research](#) — accessed 2026-06-24

[ELSA Corp](#) — accessed 2026-06-24

[PLOS ONE peer-reviewed study \(Jan 2025\)](#) — student satisfaction — accessed 2026-06-24

[VnExpress International](#) — Vietnamese founder, 50M users — accessed 2026-06-24

[IJIRSS](#) — AI-mediated pronunciation training: Vietnamese EFL learners — accessed 2026-06-24

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