

RMUTSB's LINE-Based AI Chatbot for University Admission and Educational Guidance

AI in Education · Good practice · Thailand

Quality score: 20/100

Evidence strength: Cautionary / limited

Summary

Researchers at Thailand's RMUTSB built an NLP chatbot on the popular LINE messaging app to answer prospective students' admission and tuition questions, reporting 97% technical accuracy and 92% satisfaction in a peer-reviewed 100-student usability test — a small, single-instituti

Key dimensions

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

Evaluated by C-NAPSE

Data sources

[C-NAPSE web research](#) — accessed 2026-07-12

[Rajamangala University of Technology Suvarnabhumi \(RMUTSB\)](#) — accessed 2026-07-12

[IEEE Xplore](#) — 'An Enhanced Chatbot for University Admission and Educational Guidance' — accessed 2026-07-12

[ResearchGate](#) — hosting page for the same peer-reviewed study — accessed 2026-07-12

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