

Where Vocational Counsellors Are Scarce, Universidad Técnica de Machala Builds a DeepSeek-Powered Career-Guidance Chatbot for Ecuadorian Students

AI in Education · Good practice · Ecuador

Quality score: 40/100

Evidence strength: Moderate

Summary

UTMACH built a generative-AI vocational-guidance chatbot for Ecuadorian students; in a quasi-experimental trial with 351 students, its picks matched the government's SENESCYT vocational test 80.1% of the time, and 76% rated the experience positively.

Key dimensions

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

Evaluated by C-NAPSE

Data sources

[C-NAPSE web research](#) — accessed 2026-09-06

[Universidad Técnica de Machala \(UTMACH\)](#) — accessed 2026-09-06

[Informática y Sistemas journal \(UTM\)](#) — accessed 2026-09-06

[ResearchGate record](#) — accessed 2026-09-06

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