



## Practical Potential of English Learning through MAIWA (Meta AI integrated WhatsApp)

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### **Abstract**

*Now, we are entering AI-sphere age. It is due to the emergence of artificial intelligence (AI) in November 2022, new features integrated into popular applications have reshaped learning tools to be more effective and efficient. One such feature is Meta AI, introduced in September 2024, which offers new opportunities for foreign language learning, particularly English skills. This descriptive qualitative study examines the practicality of using the Meta AI feature embedded in the WhatsApp application, hereafter referred to as MAIWA. Specifically, it explores its potential effectiveness in grammar and reading comprehension instruction. The recent findings indicate that MAIWA enhances students' English proficiency, particularly in grammar and reading skills. These studies provide a foundation for further research into how AI can be systematically integrated into English language pedagogy. It also identifies numerous significant advantages of MAIWA's architecture. The platform stands out with its zero-installation approach, which eliminates the need for sophisticated feature implementation. Furthermore, its seamless access paradigm eliminates traditional login restrictions, resulting in reduced friction in user interaction. These structural benefits enhance MAIWA's basic qualities, which include its ability to personalize, demonstrated effectiveness, and noteworthy operating efficiency. The combination of these characteristics distinguishes MAIWA as an especially compelling solution in its field. However, as a Generative AI (GenAI)-based tool, MAIWA exhibits limitations in assessment accuracy for a special case. Further research is recommended to investigate the reliability of Generative AI assessments across different platforms.*

**Keywords:** Meta AI feature, WhatsApp application; MAIWA; English Grammar; Reading Comprehension

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## **Introduction**

In an interview between American journalist Kara Swisher and Yann André LeCun (Swisher, 2025), a leading computer scientist and artificial intelligence (AI) researcher, it was revealed that Meta, the technology (Khoiroh, 2022) powerhouse responsible for Facebook and Instagram, has subtly emerged as a frontrunner in the field of artificial intelligence over the past year. Projections indicate that Meta AI is poised to become the most widely utilized AI assistant globally by the conclusion of 2024. Presently, the platform boasts 600 million active users each month. Additionally, Meta's open-source AI framework, Llama, along with its various derivatives, has achieved over 650 million downloads.

The recent study employs the term Meta AI feature integration within WhatsApp, which will henceforth be referred to MAIWA. It has developed into an essential tool for English language learning since its establishment, becoming a popular resource for both educators and students. However, it is important to note that MAIWA operates as a supplementary feature within the larger WhatsApp platform, utilizing the app's established framework to enhance language learning. Its success can be attributed to its easy accessibility, real-time communication features, and intuitive interface, all of which play a significant role in its increasing importance in the realm of digital language education.

The study relies on a literature review approach, where data is drawn from three prior empirical studies that demonstrate the application of MAIWA in English language learning. The selection criteria for these studies include: (1) relevance to foreign language education, particularly English language skills, (2) with two empirical evidences on the practical implementation of MAIWA in grammar and reading skills, and (3) publication in reputable, peer-reviewed journals. The studies are analyzed through a thematic analysis method to identify commonalities, challenges, and advantages of using MAIWA in English language teaching and learning.

## **Method**

This research utilizes a descriptive qualitative methodology to investigate the practical role of MAIWA in the context of teaching and learning English as a foreign language. The foundation of this study is a preliminary literature review that integrates results from three prior investigations. This qualitative, descriptive study examines how MAIWA experience practical potential of English learning. There is a need for research examining the practical potential of English learning of previous researchers comprehend the phenomena within their natural environments through the

interpretation of textual data (Adu & Miles, 2024). By exploring the application of MAIWA in English language education, this study offers valuable insights into its implications for pedagogy.

## **Result and Discussion**

An extensive examination of pertinent research literature reveals a burgeoning trend that supports the increased application of MAIWA. Initial findings have already clarified its considerable impact on the enhancement of diverse English language competencies. These results underscore the notable practical advantages of MAIWA in promoting quantifiable advancements in students' English abilities, illustrating its efficacy as a transformative instrument in the realm of language education.

### ***MAIWA's potential to surpass ChatGPT***

As Head of SEO (Search Engine Optimization) and Content Head at *DemandSage*, Shubham Singh (2024) explains the potential of WhatsApp-integrated Meta AI. Launched in April 2024, Meta AI is an advanced artificial intelligence model that utilizes a training dataset comprising 15 trillion tokens. Its multimodal capabilities enable it to process both text and images concurrently, rendering it a versatile tool applicable in diverse scenarios. The primary strength of Meta AI is its usability rating of 4.9, indicating a superior ease of use compared to its rivals. Additionally, with 185 million weekly active users, it demonstrates significant adoption across multiple sectors. The model also boasts a commendable accessibility rating of 4.8 for free access, enhancing its availability to the general public.

Nevertheless, Meta AI encounters several challenges. Its performance in AI image generation is rated at 4.5, which is inferior to that of competing models. Furthermore, its add-on compatibility is also rated at 4.5, indicating limitations in integrating with external tools. A notable concern is its privacy and data security rating of 4.2, which is lower than that of its competitors, raising issues regarding user data protection.

In summary, while Meta AI stands out in terms of ease of use, accessibility, and the accuracy of real-time information, it requires enhancements in data security and compatibility with external tools to strengthen its position in the AI market.

Parameters Compared	Meta AI	ChatGPT
Released date	April, 2024	November, 2022
Training Data Size	15 trillion tokens	Not disclosed
Multimodal capabilities	✓	✓
Weekly active users	185 million	200 Million
Interface	4.7	4.7
Language Model Evaluation	4.7	4.8
AI image generation	4.5	4.8
Usability	4.9	4.7
Free Access	4.8	4.7
Real-time information accuracy	4.7	4.7
Add-on compatibility	4.5	4.9
Privacy and Data Security	4.2	4.6

Figure 1. Comparison between Meta AI and ChatGPT. Source: Singh (2024)

Meta AI will be available in English across the company's apps - WhatsApp, Facebook, Instagram, and Messenger (Gusain, 2024). This strongly suggests that WhatsApp's built-in Meta AI makes it easier to learn anything, including English skills.

### ***Previous Research Findings on MAIWA's potential to English learning***

#### **Study 1: MAIWA-Powered Grammar Assistance in English Learning**

A study by Rehman and Khalil (2024) examined how MAIWA-driven Grammar tools assist English learners in understanding conjunction. The results indicate that Meta AI within WhatsApp (MAIWA) serves as an advantageous resource for instructing conjunctions, offering personalized, interactive, and prompt feedback that is frequently absent in conventional teaching methods. Students who committed to the recommended usage of the tool demonstrated notable enhancements in their capacity to identify and apply conjunctions correctly. This finding corroborates the alternative hypotheses, highlighting a distinct relationship between the utilization of Meta AI and the advancement of grammatical proficiency. Nonetheless, some students did not exhibit progress, which may be linked to their irregular engagement with the tool or

external influences, including prior knowledge, motivation, and individual learning styles.

Study 2: MAIWA for English Reading Score Enhancement

Referring to research findings of Allehyani et al (2025), MAIWA-powered chatbots significantly improve students’ reading skills in English. A carefully conducted eight-week study with test and control class divisions revealed that the AI-feature generated dialogues provide real-time feedback and error correction, allowing learners to comprehend English reading more effectively. Their study suggests that MAIWA can bridge the gap between classroom instruction and real-world language use by simulating authentic learning scenarios. They claimed that integrating AI with social media platforms like WhatsApp can improve substantially English reading comprehension, suggesting a beneficial shift towards technology-driven learning methods in education.

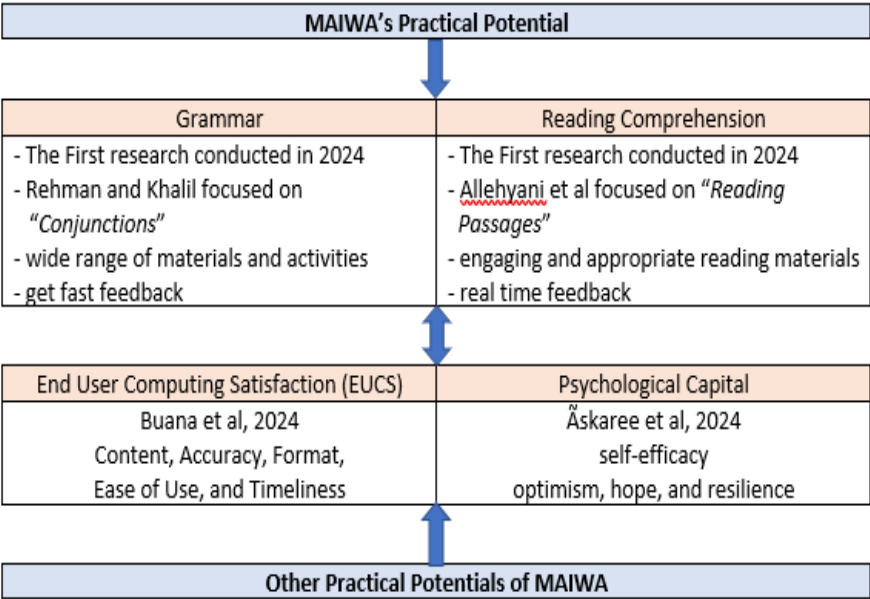


Figure 2. Comparison between MAIWA Practical Potential. Source: Authors (2025)  
***Other MAIWA's practical potential to English learning***

A new research about *User Satisfaction Evaluation of Meta AI Integration in WhatsApp* (Buana et al., 2024) is an example of practical potential to English learning. The objective of this study is to assess user satisfaction regarding the incorporation of Meta AI technology within the WhatsApp application, utilizing the End User

Computing Satisfaction (EUCS) model. This model includes five essential dimensions: Content, Accuracy, Format, Ease of Use, and Timeliness. The analysis indicated that the overall user satisfaction is categorized into the "Satisfied" category achieved the highest average score in the Content dimension at 3.83, while it recorded the lowest in the *Ease of Use* dimension with a score of 3.45. Special attention is needed for the *Ease of Use* dimension, as certain users experience difficulties navigating Meta AI.

In psychological aspect, a recent study *The Role of WhatsApp Meta AI in Enhancing Psychological Capital Among University Students* showed the impact on university students' psychological capital (PsyCap), a construct comprising self-efficacy, optimism, hope, and resilience (Åskaree et al., 2025). No less interesting is a recent study about *Relying Solely on Artificial Intelligence as a Substitute for Human Intelligence: A Study of WhatsApp Meta AI* (Fidelis, 2024), which has become an interesting research result where there is a serious bet on the war of human intelligence (**HI**) with artificial intelligence (**AI**). Further, Fidelis strengthened the utilization of Artificial Intelligence presents numerous advantages; however, like any significant innovation, it also entails certain risks. A notable concern arises from an over-reliance on artificial intelligence, particularly within the educational domain. This dependency may lead researchers, scholars, educators, and students to underutilize their inherent cognitive abilities and intellectual potential.

## Conclusion

This qualitative study highlights the practical potential of MAIWA in enhancing English language instruction for non-native speakers, especially. A literature review indicates that MAIWA significantly improves key language skills-Grammar and Reading Comprehension-by offering instant feedback, personalized learning, and interactive engagement. AI-driven tools foster greater learner autonomy and proficiency.

These findings establish a foundation for future research on refining AI-based teaching methods and assessing their long-term impact. As AI advances, its potential to create adaptive learning environments, automate assessments, and develop intelligent tutoring systems necessitates further exploration. Future studies should address context-specific applications, ethical concerns, and educators' roles in AI-enhanced classrooms, ensuring MAIWA complements rather than replaces traditional teaching, thereby fostering more inclusive and effective language learning experiences.

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