

# **Artificial Intelligence in Personalized Learning**

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**Abstract:** *Artificial Intelligence (AI) is transforming the landscape of education by enabling personalized learning experiences tailored to individual student needs. This study explores how AI-driven technologies adapt content, pace, and teaching methods based on learners' abilities, preferences, and performance. By reviewing current applications and theoretical perspectives, the paper highlights that AI enhances student engagement, improves learning outcomes, and supports teachers in delivering customized instruction. However, challenges such as data privacy, ethical concerns, and technological limitations remain significant. The study emphasizes the need for balanced integration of AI in education to maximize its benefits while addressing its limitations.*

**Keywords:** Artificial Intelligence, Personalized Learning, Education Technology, Adaptive Learning, Student Performance