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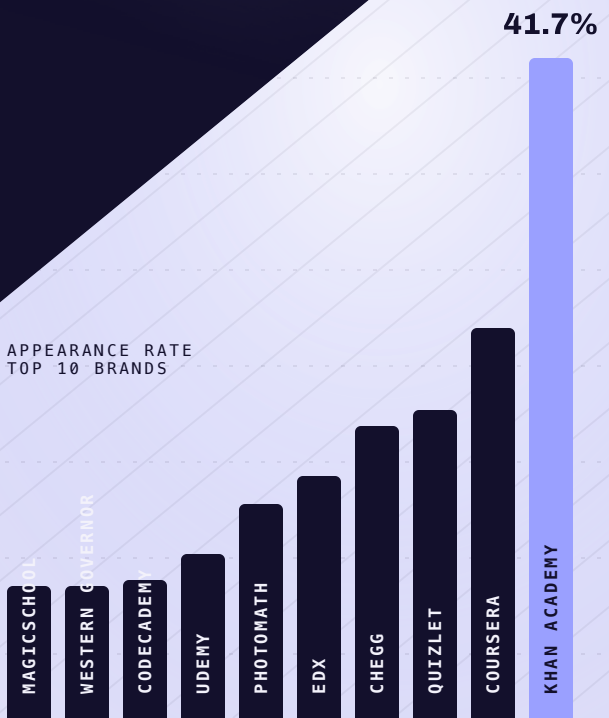
EDTECH BRANDS VISIBILITY INDEX

Which EdTech brands AI engines name
288 AI answers · October 28, 2026

Measured :
October 28, 2026
24 questions × 3 runs · 288 AI answers

Engines :
ChatGPT · Claude · Gemini · Perplexity
plus 69 Google AI Overviews

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AT A GLANCE

Khan Academy leads. Coursera is second.

Khan Academy was the brand that ChatGPT, Claude, Gemini and Perplexity named most often. Khan Academy appeared in 120 of 288 answers (41.7%) measured on October 28, 2026. Coursera came next at 71 of 288 (24.7%). Khan Academy was named first more often than any other brand, in 58 of 288 answers. Google AI Overviews appeared on 69 of 72 searches (95.8%).

> Version 2. This version replaces the first version of this study, first published June 22, 2026. It uses measured counts, so the two versions are not comparable.

288
AI answers analyzed across ChatGPT, Claude, Gemini and Perplexity

41.7%
of answers named Khan Academy, the most-named (120 of 288)

28
tracked brands named at least once (of 33)

95.8%
of Google searches showed an AI Overview (69 of 72)

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KEY FINDINGS

01 What the data shows

MOST NAMED

120/288 (41.7%)

Khan Academy appeared in 120 of 288 four-engine answers (CI 36.1–47.4%). Coursera appeared in 71 of 288 (24.7%, CI 20–29.9%). The intervals do not overlap.

NAMED FIRST

58/288 (20.1%)

Khan Academy was the first brand named in 58 of 288 answers, more than any other tracked brand. Average first position: 2.1.

AIO TRIGGER

69/72 (95.8%)

Google AI Overviews appeared on 69 of 72 searches (CI 88.5–98.6%). On the other 3, no overview was shown.

AIO LEADER

23/69 (33.3%)

Khan Academy was the brand named most often in AI Overviews, at 23 of 69, followed by Coursera at 16 of 69 (23.2%). In the four-engine set, Khan Academy was named in 120 of 288 answers (41.7%).

TOP DOMAIN

44/288 (15.3%)

en.wikipedia.org was cited in 44 of 288 grounded four-engine answers, with 61 of 2,514 citations (2.4%). coursera.org came second with 48 citations in 41 answers (14.2%).

OWN-SITE CITATIONS

43/288 (14.9%)

Coursera's own domains were cited in 43 of 288 grounded answers (14.9%), more than any other tracked name. Khan Academy followed at 18 of 288. In Google AI Overviews, MagicSchool's site was cited in 5 of 69 overviews. 10 tracked names had no own-site citation.

THE LEADERBOARD

02 Which brands AI engines name

Appearance rate across 288 four-engine answers. The bar is the 95% confidence interval; overlapping bars cannot be told apart at this sample size.

	BRAND	RATE	NAMED IN
1	Khan Academy	41.7%	120/288
2	Coursera	24.7%	71/288
3	Quizlet	19.4%	56/288
4	Chegg	18.4%	53/288
5	edX	15.3%	44/288
6	Photomath	13.5%	39/288
7	Udemy	10.4%	30/288
8	Codecademy	8.7%	25/288
9	MagicSchool	8.3%	24/288
10	Western Governors University	8.3%	24/288
11	Google Career Certificates	8.0%	23/288
12	Duolingo	7.3%	21/288
13	Guild	6.6%	19/288
14	Brisk Teaching	6.3%	18/288
15	Eduaide.AI	6.3%	18/288

THE LEADERBOARD

02 The full list

Own-domain citation is the share of 288 grounded answers that cited the official domains of each name (subdomains included). Citation share is of all 2,514 citations.

#	BRAND	NAMED IN	APPEARANCE RATE	95% INTERVAL	FIRST MENTION	OWN-DOMAIN CITATION	CITATION SHARE
1	Khan Academy	120/288	41.7%	36.1–47.4%	2.1	6.3% (18/288)	0.8%
2	Coursera	71/288	24.7%	20–29.9%	1.9	14.9% (43/288)	2.1%
3	Quizlet	56/288	19.4%	15.3–24.4%	2.4	3.1% (9/288)	0.4%
4	Chegg	53/288	18.4%	14.4–23.3%	1.5	4.5% (13/288)	0.5%
5	edX	44/288	15.3%	11.6–19.9%	2.1	4.2% (12/288)	0.5%
6	Photomath	39/288	13.5%	10.1–18%	3.1	1.4% (4/288)	0.2%
7	Udemy	30/288	10.4%	7.4–14.5%	3.4	2.1% (6/288)	0.3%
8	Codecademy	25/288	8.7%	5.9–12.5%	2	2.8% (8/288)	0.4%
9	MagicSchool	24/288	8.3%	5.7–12.1%	1.3	1% (3/288)	0.1%
10	Western Governors University	24/288	8.3%	5.7–12.1%	1	4.2% (12/288)	0.5%
11	Google Career Certificates	23/288	8%	5.4–11.7%	1.9	3.1% (9/288)	0.4%
12	Duolingo	21/288	7.3%	4.8–10.9%	1.6	1.7% (5/288)	0.2%
13	Guild	19/288	6.6%	4.3–10.1%	1	3.8% (11/288)	0.5%
14	Brisk Teaching	18/288	6.3%	4–9.7%	3.6	2.1% (6/288)	0.2%
15	Eduaide.AI	18/288	6.3%	4–9.7%	2.8	2.8% (8/288)	0.3%
16	Brainly	17/288	5.9%	3.7–9.2%	3.7	2.4% (7/288)	0.3%
17	Curipod	15/288	5.2%	3.2–8.4%	4.8	0.3% (1/288)	0%
18	Diffit	15/288	5.2%	3.2–8.4%	3.4	0.3% (1/288)	0%
19	Course Hero	14/288	4.9%	2.9–8%	3.5	1% (3/288)	0.1%
20	Busuu	13/288	4.5%	2.7–7.6%	1.5	1% (3/288)	0.1%
21	Synthesis Tutor	13/288	4.5%	2.7–7.6%	2.2	0.7% (2/288)	0.1%
22	Schoolhouse.world	11/288	3.8%	2.1–6.7%	1.8	1% (3/288)	0.1%
23	SchoolAI	9/288	3.1%	1.7–5.8%	5.6	0% (0/288)	0%
24	LinkedIn Learning	6/288	2.1%	1–4.5%	4.3	0% (0/288)	0%
25	Outlier	5/288	1.7%	0.7–4%	1.8	0.3% (1/288)	0%

PROFILES

03 The top eight, side by side

RANK 1

Khan Academy

42%

120/288 answers · 95% CI 36.1–47.4%

2.1	6.3%	0.8%
first-mention position	owned-domain citation (18/288)	citation share

RANK 2

Coursera

25%

71/288 answers · 95% CI 20–29.9%

1.9	14.9%	2.1%
first-mention position	owned-domain citation (43/288)	citation share

RANK 3

Quizlet

19%

56/288 answers · 95% CI 15.3–24.4%

2.4	3.1%	0.4%
first-mention position	owned-domain citation (9/288)	citation share

RANK 4

Chegg

18%

53/288 answers · 95% CI 14.4–23.3%

1.5	4.5%	0.5%
first-mention position	owned-domain citation (13/288)	citation share

RANK 5

edX

15%

44/288 answers · 95% CI 11.6–19.9%

2.1	4.2%	0.5%
first-mention position	owned-domain citation (12/288)	citation share

RANK 6

Photomath

14%

39/288 answers · 95% CI 10.1–18%

3.1	1.4%	0.2%
first-mention position	owned-domain citation (4/288)	citation share

RANK 7

Udemy

10%

30/288 answers · 95% CI 7.4–14.5%

3.4	2.1%	0.3%
first-mention position	owned-domain citation (6/288)	citation share

RANK 8

Codecademy

9%

25/288 answers · 95% CI 5.9–12.5%

2	2.8%	0.4%
first-mention position	owned-domain citation (8/288)	citation share

HOW THE ENGINES DIFFER

04 Same questions, different answers

The four engines named the leading names at similar rates.

ChatGPT

	72 ASKED	72 RETURNED	72 GROUNDED
Khan Academy			**47.2%**
Coursera			**30.6%**
Quizlet			**27.8%**
Chegg			**25%**
edX			**16.7%**
Photomath			**16.7%**

Claude

	72 ASKED	72 RETURNED	72 GROUNDED
Khan Academy			**45.8%**
Coursera			**25%**
edX			**16.7%**
Photomath			**15.3%**
Chegg			**13.9%**
Udemy			**12.5%**

Gemini

	72 ASKED	72 RETURNED	72 GROUNDED
Khan Academy			**38.9%**
Quizlet			**25%**
Coursera			**23.6%**
Chegg			**13.9%**
edX			**13.9%**
Photomath			**13.9%**

Perplexity

	72 ASKED	72 RETURNED	72 GROUNDED
Khan Academy			**34.7%**
Chegg			**20.8%**
Coursera			**19.4%**
Quizlet			**13.9%**
edX			**13.9%**
Codecademy			**9.7%**

05

GOOGLE AI OVERVIEWS

The fifth engine

Google AI Overviews were captured through 72 U.S. desktop searches and scored only where an overview appeared, so five-engine figures use 288 + 69 = 357 answers.



TRIGGER RATE

Google AI Overviews appeared on 69 of 72 searches (95.8%, CI 88.5–98.6%). The other 3 searches showed no overview. Within the 69 overviews, Khan Academy was named in 23 (33.3%), Coursera was named in 16 (23.2%), Quizlet was named in 13 (18.8%), edX was named in 11 (15.9%). youtube.com was the most-cited source, with 32 citations and an appearance in 23 of 69 overviews.

FIVE-ENGINE RANK (FOUR-ENGINE RANK IN ARROWS)

1	Khan Academy	40.1%	=
2	Coursera	24.4%	=
3	Quizlet	19.3%	=
4	Chegg	17.1%	=
5	edX	15.4%	=
6	Photomath	12.9%	=
7	Udemy	10.4%	=
8	MagicSchool	8.4%	▲ 1
9	Western Governors University	8.4%	▲ 1
10	Codecademy	7.8%	▼ 2

LEADERS BY QUESTION

06 Who each question surfaces first

Six questions from the set. Each tile uses that question's own four-engine answers as the denominator.

Q01 · 12 ANSWERS

Khan Academy 100%

TIED WITH PHOTOMATH

Photomath	100%
Synthesis Tutor	91.7%

AI Overview shown on 3 of 3 searches

Q02 · 12 ANSWERS

Duolingo 100%

Busuu	50%

AI Overview shown on 3 of 3 searches

Q03 · 12 ANSWERS

Coursera 100%

TIED WITH UDEMY

Udemy	100%
Google Career Certificates	41.7%

AI Overview shown on 3 of 3 searches

Q04 · 12 ANSWERS

Chegg 100%

Khan Academy	91.7%
Quizlet	58.3%

AI Overview shown on 3 of 3 searches

Q05 · 12 ANSWERS

MagicSchool 100%

Khan Academy	91.7%
Diffit	75%

AI Overview shown on 3 of 3 searches

Q06 · 12 ANSWERS

Khan Academy 75%

Schoolhouse.world	41.7%
Chegg	25%

AI Overview shown on 3 of 3 searches

07

WHO THE ENGINES CITE

Most-cited domains

The four engines produced 2,514 citations in total. en.wikipedia.org was cited most often, with 61 citations (2.4%) across 44 answers. Next came coursera.org (48), learn.org (43), youtube.com (32), preply.com (31), study.com (28).

FOUR AI ENGINES · SHARE OF 288 GROUNDED ANSWERS

en.wikipedia.org	**15.3%**
coursera.org	**14.2%**
youtube.com	**11.1%**
preply.com	**9.4%**
reddit.com	**9%**
brighterly.com	**8%**
learn.org	**7.6%**
pcmag.com	**5.9%**
newsweek.com	**4.9%**
topconsumerreviews.com	**4.5%**

GOOGLE AI OVERVIEWS · SHARE OF 69 OVERVIEWS

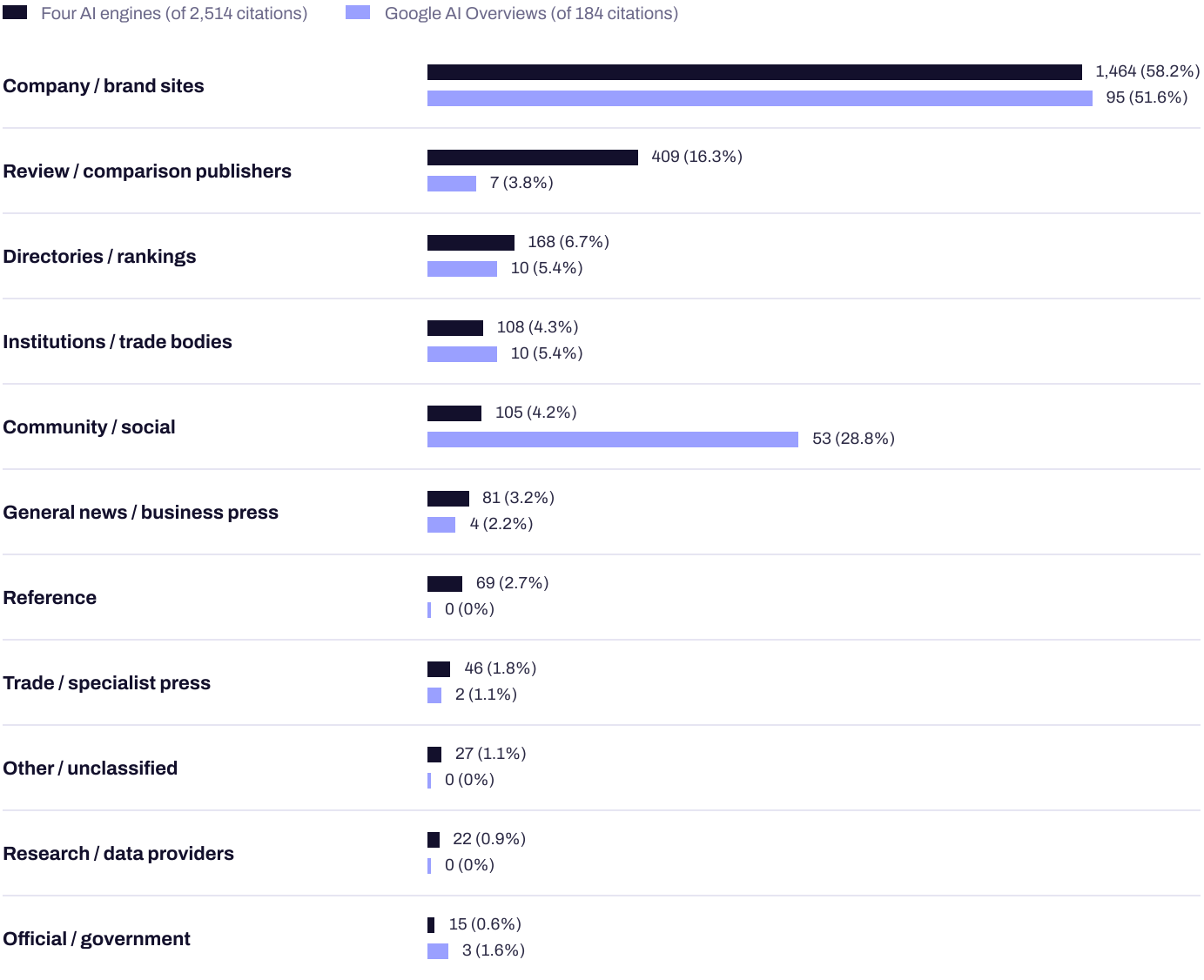
youtube.com	**33.3%**
reddit.com	**14.5%**
preply.com	**7.2%**
magicschool.ai	**7.2%**
coursera.org	**5.8%**
workforceedge.com	**4.3%**
appily.com	**4.3%**
blog.coursera.org	**4.3%**
collegeraptor.com	**4.3%**
freecodecamp.org	**4.3%**

07

WHO THE ENGINES CITE

Citation share by source type

Share of all citations by the type of site cited. Source types were reclassified on October 29, 2026. 'Company / brand sites' now covers only the official sites of companies, brands and schools; publishers, directories, trade bodies and other sites have their own types, and sites that could not be placed are 'Other / unclassified'.



QUESTIONS PEOPLE ASK

08 What AI answers

Q1 Which brand do AI engines name most often?

Khan Academy, named in 120 of 288 four-engine answers (41.7%, CI 36.1–47.4%). Coursera was second at 71 of 288 (24.7%).

Q2 Which brand is named first most often?

Khan Academy was the first brand named in 58 of 288 answers, with an average first position of 2.1.

Q3 How often do Google AI Overviews appear for these questions?

An overview appeared on 69 of 72 searches (95.8%, CI 88.5–98.6%). Within those 69 overviews, Khan Academy was named most often, in 23 (33.3%).

Q4 Which sources do the engines cite?

Across 2,514 four-engine citations, en.wikipedia.org was cited most (61 citations, in 44 of 288 grounded answers), followed by coursera.org (48 citations).

Q5 Do the four engines agree?

Only in part. Khan Academy was named on every engine, from 34.7% on Perplexity to 47.2% on ChatGPT. The widest gap among tracked names was Quizlet, from 11.1% on Claude to 27.8% on ChatGPT.

METHODOLOGY

09 How this study was measured

24	×	3	×	4	=	288	+	72
questions		runs each		AI engines		answers		Google searches · 69 AI Overviews

24 questions, each asked 3 times on each engine, measured October 28, 2026. Market: United States, English. The destination site was not mentioned to any engine. Gemini answers were produced by gemini-3.6-flash; every Gemini answer in this report used that one model. All 72 Gemini answers had search sources. Brands count as named when they appear in the answer text; products and name variants roll up to the tracked name. Longer names take precedence over shorter overlapping ones, and common words count only in context. Unicode apostrophes and dashes are normalized.

ENGINE	MODEL IDS CALLED	ASKED	RETURNED	GROUNDED
ChatGPT	gpt-5-mini	72	72	72
Claude	claude-sonnet-5-5	72	72	72
Gemini	gemini-3.6-flash	72	72	72
Perplexity	sonar-pro	72	72	72
Google AI Overviews	DataForSEO Google SERP (live, advanced)	72	69 shown	69

Own-domain citations count a domain plus all its subdomains, with the same rule in every table.

METRIC DEFINITIONS

- Appearance rate: answers naming the brand ÷ answers returned, with Wilson 95% intervals.
- First mention: average order in which the brand first appears (1 = first).
- Own-domain citation: grounded answers citing the brand's domains ÷ grounded answers.
- Citation share: citations to the brand's domains ÷ all citations.

LIMITATIONS

- Measured on one day, October 28, 2026. Each engine answered 24 questions 3 times. Answers came from each engine's API (model IDs above); the consumer apps can answer differently.
- Only 33 tracked brands were scored. Untracked names that appeared often were not scored, including Tutor.com (27), Varsity Tutors (26), Anki (22), The Princeton Review (22), Preply (19).
- AI Overview figures are based on only 69 overviews, so estimates for individual brands are less precise than the four-engine figures.
- Reports describe what the engines said, attributed to the engines. They make no judgement about the people or organizations named and are not legal or financial advice.
- Some answers were asked again on October 28, 2026 after a storage error. The earlier texts are kept in the evidence archive and are not used in the counts.
- 2 questions name brands ("Coursera vs Udemy: which is better for a career change?", "Is Chegg worth it?"), so those counts include up to 12 answers to each. Without them, Khan Academy and Coursera are still the top two.
- Intervals treat each answer as independent, so they understate uncertainty for the 24 repeated questions.
- Corrected October 29, 2026: own-domain citation now uses each name's official domains (subdomains included), listed in the evidence file entity_rollups.csv. Names without a resolvable official site count zero.

APPENDIX

A The 24 questions

Questions marked "Core question" are the original study questions, asked word for word. The others are added neutral questions.

#	QUESTION	GROUP	SOURCE
01	What is the best AI math tutor for kids?	EdTech AI Visibility Index 2026	CORE QUESTION
02	What is the best app to learn a language?	EdTech AI Visibility Index 2026	CORE QUESTION
03	Coursera vs Udemy: which is better for a career change?	EdTech AI Visibility Index 2026	CORE QUESTION
04	Is Chegg worth it?	EdTech AI Visibility Index 2026	CORE QUESTION
05	What are the best AI tools for teachers?	EdTech AI Visibility Index 2026	CORE QUESTION
06	What is the best online tutoring service for high school students?	EdTech AI Visibility Index 2026	CORE QUESTION
07	What is the cheapest way to get an online bachelor's degree?	EdTech AI Visibility Index 2026	CORE QUESTION
08	What are the best online courses for learning to code?	EdTech AI Visibility Index 2026	CORE QUESTION
09	What are the best employer-paid education benefit programs?	EdTech AI Visibility Index 2026	CORE QUESTION
10	What are the best study apps for college students?	EdTech AI Visibility Index 2026	CORE QUESTION
11	What are the best online certificate programs for getting a job in tech?	EdTech AI Visibility Index 2026	CORE QUESTION
12	What is the best homework help website?	EdTech AI Visibility Index 2026	CORE QUESTION
13	Which AI tutoring platforms publish information about child privacy and parental controls?	EdTech AI Visibility Index 2026	ADDED QUESTION
14	Which language learning apps offer live conversation practice?	EdTech AI Visibility Index 2026	ADDED QUESTION
15	Which online learning platforms offer college-credit courses?	EdTech AI Visibility Index 2026	ADDED QUESTION
16	Which homework help services explain solutions step by step?	EdTech AI Visibility Index 2026	ADDED QUESTION
17	Which classroom AI tools support lesson planning and assessment?	EdTech AI Visibility Index 2026	ADDED QUESTION
18	Which online tutoring services offer subject-specific high school tutoring?	EdTech AI Visibility Index 2026	ADDED QUESTION
19	Which accredited institutions offer competency-based online bachelor's degrees?	EdTech AI Visibility Index 2026	ADDED QUESTION
20	Which coding education platforms offer free introductory courses?	EdTech AI Visibility Index 2026	ADDED QUESTION
21	Which education benefit providers work with US employers?	EdTech AI Visibility Index 2026	ADDED QUESTION
22	Which study apps support flashcards and spaced repetition?	EdTech AI Visibility Index 2026	ADDED QUESTION
23	Which career certificate platforms publish completion and employment outcomes?	EdTech AI Visibility Index 2026	ADDED QUESTION
24	Which online test-preparation platforms cover the SAT and ACT?	EdTech AI Visibility Index 2026	ADDED QUESTION

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EdTech AI Visibility Index 2026

Measured October 28, 2026 across ChatGPT, Claude, Gemini, Perplexity and Google AI Overviews.

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RESEARCH
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