

Exploring the Role of Generative Artificial Intelligence in Higher Education

Dzejlan Mehmed

Master's thesis · 2024

Mentor: Prof. Dr. Ana Sekulovska Jovkovska

The thesis explores the role of generative artificial intelligence in higher education and its impact on learning, teaching, and academic work. The research examines the opportunities offered by generative AI tools for personalised support, content creation, and improvement of the educational process, as well as risks related to accuracy, academic integrity, ethics, and dependence on automated systems. Through an analysis of relevant literature and research findings, attitudes and practical implications of their use are considered. The conclusion is that generative AI has significant potential in higher education, but its value depends on critical, transparent, and responsible use, with clearly defined roles for teachers and students.

Keywords: Generative artificial intelligence · Higher education · Digital learning