

# Academics' perceptions of using AI in Higher Education



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## **Abstract**

Generative artificial intelligence (AI) is an emerging and rapidly evolving technology. AI is the simulation of human intelligence in machines programmed to think and act like humans. The integration of AI technologies in higher education has the potential to streamline didactic and research processes and enhance their outcomes. Also, technology and auxiliary teaching include many tools that serve to help students to get information, to organize their thinking, and to demonstrate their learning.

This study presents a qualitative design research based on understanding the academics' perceptions of using AI to facilitate didactic and research process and how they perceive its role within higher education in Albania. The results indicate that academics have a positive perception that AI can be effectively used in personalized teaching and learning process, administrative and research support. The didactic sourcing technology should be used as part of the university training program and including protocols regarding ethics in education and academic integrity.

## **Key words**

*artificial intelligence, ChatGPT, technology, university*

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