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Applied Language Studies

Transforming Higher Education: Harnessing Artificial Intelligence for Enhanced Learning Experiences in the Humanities

A Research Paper Submitted in Partial Fulfilment of the Requirement of a Licence Degree

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Contents

DEDCATION

With the guidance and blessing of ALLAH SWT, I embark on the journey of completing this research paper. I wholeheartedly dedicate this work to my cherished family—a source of unconditional love, inspiration, motivation, and support throughout my life. Their steady belief in my attempts has been a beacon of strength and hope. To my dearest family, your unshakable faith in me is the mainspring of my achievements. Therefore, I am eternally grateful.

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ABSTRACT

This an abstract of my research paper.

Chapter 1

INTRODUCTORY CHAPTER

1.1   Problem statement

Artificial intelligence has taken all over the industries and become a revolutionized technology. It potentially transforms industries to be more productive "Artificial intelligence and firm-level productivity" (2023). However, the emergence of similar AI-driven tools like "ChatGPT", which have significance capabilities, there remains a massive gap comprehending how to effective interact with it. Especially, these tools have gained prominence across sectors since their launch in late November 2020 Marr (2023) their full potential has yet been utilized within the realm of education to foster genuine engagement and knowledge acquisition among humanities students. This has arisen questions about practical ways of integrating these tools in this context. Therefore, the key focus of this study lies in exploring how AI can be harnessed in education to enhance learning experiences within the humanities environment.

1.2   The purpose of the study

The study focuses on the practical ways of implementing AI-driven tools to enhance humanities learning experiences. Hence, The research paper will examine different ways that can be used to harness it in higher education

1.3   The Rationale and significance of the study

The widespread accessibility and prevalence of AI shows that 73% of US companies have already implemented Ai into some aspects of their businesses as PricewaterhouseCoopers (2024) reports. Consequently, the fame of using AI in recent years prompted researchers to investigate practical ways of utilizing AI tools for enhancing human productivity across various fields, including education. This study delves into AI-driven tools within a framework aimed at addressing how they can be effectively utilized to enhance learning experiences within humanities.

1.4   Research questions and hypotheses

1.4.1   Research questions

The study seeks to investigate the potential ways of harnessing Artificial Intelligence for Enhanced Learning Experiences in the Humanities. Hence, the following research questions will be addressed in this paper:

- What are the most effective ways to utilize AI-driven tools for enhancing learning experiences in higher education, especially in the humanities?

- What is the impact of AI-driven pedagogical tools on university students' academic performance

and engagement in the humanities?

- What are the challenges and opportunities associated with using AI in higher education in Morocco, specifically in the humanities?

1.4.2 Hypotheses

Following intended objectives, these hypotheses have been developed:

- Students who use AI-driven tools reveal better learning outcomes compared to those who do not in higher education, specifically in the humanities.

- AI-driven tools are significantly improving academic performance and engagement in the humanities.

- There are challenges and opportunities are associated with using Ai in higher education in Morocco, specifically in the humanities.

1.5 The Organization of the paper

The monograph comprises five chapters each playing a role in this study. The first chapter gives an overview of the study discussing its problem, purpose, rationale, significance, questions and hypotheses. Moving on to the next chapter, whihc reviews relevant literature focusing on AI in education. This section highlights trends, challenges and practical strategies for using AI driven tools. The third chapter provides a comprehensive explanation of data collection by outlining the research design participants involved, instruments used and analysis procedures applied. Following that is the findings chapter where data collection is thoroughly analyzed. Discussed to validate or reject the study's hypotheses. Lastly in the concluding

chapter attention is drawn towards summarizing research objectives methodology used along with findings. Furthermore this section will address the study's limitations and implications while offering suggestions for further studies.

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