



**FACULTY OF LETTERS AND HUMANITIES BEN MSIK**  
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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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## **DEDICATION**

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.

## **ACKNOWLEDGMENTS**

I extend my sincere gratitude to my professor and supervisor Prof. Ayoub Loutfi, whose guidance has enlightened the path of modernity often overlooked in higher education. I also extend my appreciation to him as being an invaluable lens, enabling me to delve into profound knowledge and successfully complete this paper. Hence, I appreciate his support and mentorship throughout this academic year.

## **ABSTRACT**

This the 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 various industries to be more productive Czarnitzki et al. (2023). However, the emergence of similar AI-driven tools like “ChatGPT”, which have significance capabilities, there remains a massive gap comprehending how to effectively interact with it. Especially, these tools have gained prominence across sectors since their launch in late November 2020 Marr (2023) their full potential has not yet been used 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 effectively integrated into education to enhance learning experiences within the humanities. The significance of this problem goes beyond implementing technology; it involves transforming education practices and methodologies. Using AI in higher education, especially in humanities, can potentially revolutionize it. Facilitating personalized learning, encouraging critical thinking skills, and enhancing engage-

ment during lectures. Addressing this gap is vital for improving the quality and effectiveness of humanities education ensuring that students have the skills to succeed in an increasingly digital and interconnected society. Therefore, exploring ways to use AI in education is an effort with significant implications, for the future of learning and acquiring knowledge.

## **1.2 The purpose of the study**

This study examines practical ways of integrating artificial intelligence (AI) into the humanities. It also investigates effective AI-driven tools for improving learning experiences in higher education. To better understand students' perceptions and experiences, this study explores students' attitudes toward their academic performance using AI-driven tools. Furthermore, this study examines the challenges and opportunities associated with the use of AI in higher education, specifically in the humanities. By addressing these objectives, this study aligns with the goal of enriching learning experiences in humanities disciplines.

## **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 using 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 used 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 use AI-driven tools for enhancing learning experiences in higher education, especially in the humanities?
- What are students' attitudes toward their academic performance while using AI-driven tools?
- 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 serving a purpose within this study. The first chapter gives an overview of the study discussing its problem, purpose, rationale, significance, questions and hypotheses. The second chapter review of relevant literature. It reviews the most existing studies on AI in education to highlight current trends, challenges, and potential strategies for using AI-driven tools. This chapter explores emerging trends, challenges, and practical approaches for using AI-driven tools. The third chapter is designed to provide a comprehensive explanation of data-collection. It describes the research design, participants, instrument, and relevant procedures adopted for analysis. The finding chapter will analysis, interpret, and discuss data-collection in depth. the chapter also aims to either validate or reject the hypotheses of the study. Finally, the concluding chapter will focus on a summary of research objectives, methodology, and findings. Furthermore, this chapter will address the study's limitations and implications while offering suggestions for further studies.

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