# Research Approach

The research project will employ a mixed-method (Quantitative and Qualitative) approach to examine and investigate the potential integration of Artificial Intelligence (AI) in higher education in Morocco.

* **Quantitative component:** This component will be used for data analysis to investigate the impact of AI over learning and teaching experiences.
* **Qualitative component:** This component will be employed to comprehensively examine the perception of educators and students of using Ai-driven tools for enhencing learning and teaching experiences.

# Sampling method

The research project will focus on students and educators within humanities at higher education level.

# data collection method

The research project will employ survey methods, mainly questionnaires, to collect data, statistics, perceptions, opinions and experiences. This method allows for a comprehensive understanding of the subject matter.