

Transforming the Learning Experience: Insights on Integrating Generative AI in Higher Education

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Abstract. Generative AI has potential benefits but also risks if used in education. This study evaluates the efficacy of generative AI in improving academic performance and engagement of 209 university students via a questionnaire. Results partially supported benefits but also highlighted negative impacts on learning outcomes. While performance expectancy positively influenced adoption, effectiveness evaluation was negatively correlated. A multifaceted guidelines framework addressing technological, pedagogical and ethical considerations is proposed for optimal integration of generative AI in higher education.

Keywords: Evaluating impact, technology adoption, improving spesific outcomes like productivity, personalized learning, increasing motivation and achievement, transforming learning and integration insights.

1. Introduction

Higher education is a place where students learn to develop their abilities (Liu & Wu, 2012). One of the factors that influences students' academic performance is the learning process. In the current era, technology is increasingly sophisticated, to the point where there is even advanced technology which we usually call AI (Artificial Intelligence). One branch of AI that attracts my attention is Generative AI.

The level of student involvement is also one of the problems in education. This either happens because the learning is less interesting or the lessons may not suit the student's or female students' interests. In this case, Generative AI can be used to create learning materials that are more interesting, interactive, and can also be adapted to the students so that they can increase students' interest in the learning process in their respective courses (Jauhiainen & Guerra, 2023). Usually, when using a traditional evaluation process which is carried out manually, it can take quite a lot of time and is also less efficient, especially if it is done in a university environment that has many students (Z. Wang et al., 2022). With generative AI, AI can provide solutions to increase efficiency in the evaluation process so that it can create tasks that match the level of difficulty and assessment criteria that have been determined (J. T. H. Wang, 2023).

By using Generative AI, learning content can be interesting and can be tailored to the interests of students. Relevant and interactive learning materials have the potential to increase student engagement, encourage active participation, and foster their intrinsic desire to learn (Ilieva et al., 2023). By using Generative AI to create and assess student assignments, this tool can produce faster and more objective feedback (Eager & Brunton, 2023). This saves instructors' time and gives students and college students the opportunity to continually improve their understanding.

The main objective of this research is to study and analyze the benefits of Generative AI (Y. Wang et al., 2023) in improving the performance of students in higher education institutions. Another goal of this research is to find solutions to problems such as lack of personalization of learning, low student engagement, and inappropriate quality of learning evaluation. Additionally, the goal of this research is to develop and apply an innovative framework based on Generative AI to make the learning experience more flexible, interactive, and responsive to students' unique needs. Therefore, it is hoped that this research will provide in-depth insights and valuable contributions to the advancement of educational technology and the quality of learning in higher education institutions (Deniz, 2023).

My aim in conducting this research is to investigate how the use of Generative AI can help improve or reduce the performance of students in higher education. This research will also evaluate the effectiveness of various Generative AI implementations in educational contexts and analyze their impact on student performance.

In particular, this project will look into how generative AI might be used in higher education to create customized learning materials, do assessments, and give feedback. The goal of the project is to investigate the potential educational applications of several generative artificial intelligence (AI) models, including machine learning (ML) and natural language processing (NLP). Students enrolling in undergraduate or graduate programs at universities will make up the target population. A lower sample size from particular fields may be used in the initial pilot study, though. The purpose of this study is to close the knowledge gap about the effective application of generative AI to boost student engagement, address the deficiency in learning personalization, and improve the effectiveness and impartiality of assessment techniques in higher education.

2. Theoretical Foundations

2.1. Literature Study

In preparing this final assignment, the writing was more or less inspired by the activities carried out by students in the current era and also referenced previous research. Research related to this thesis is as follows:

In research conducted by Dian Hidayati, Nendra Jaya Saputra (2023) regarding the Perceptions of Private University Postgraduate Lecturers towards ChatGPT in improving Learning Quality. This research aims to determine the perceptions of postgraduate lecturers regarding the use of ChatGPT in improving the quality of learning. This research problem focuses on understanding how graduate lecturers view the effectiveness and limitations of ChatGPT technology, as well as to increase understanding of the impact of artificial intelligence technology on the work of graduate lecturers.

To explore the development and improve the quality of student learning using Generative AI technology with several references used such as Bard, Perplexity, and ChatGPT.

Even though generative AI has the potential to improve engagement and offer individualized learning, further research is needed to determine how it will affect academic achievement (Chiu, 2023). Engaging learning tools have been shown to increase student involvement in studies. It's unclear, nevertheless, if content produced by AI regularly results in higher scores. (Wang et al., 2023) from 2023 shows how AI may be used to develop tests that are customized to each student's level of proficiency. Nevertheless, empirical research is required to determine how well AI-generated tests measure real learning outcomes (French et al., 2023). Subsequent investigations ought to comprise controlled trials that juxtapose the academic achievements of learners in conventional learning settings with those that integrate Generative AI instruments for content production and evaluation.

Implementing generative AI successfully depends on having a thorough understanding of students' attitudes about it (Chan & Hu, 2023). Students' self-efficacy and learning experience might be positively impacted by their happiness with AI technologies. But there are also issues to be concerned about, such data privacy and possible biases in AI algorithms (Kadaruddin, 2023). To find out more about how students feel about using generative AI for learning, more research may be conducted through focus groups and questionnaires (Yilmaz & Karaoglan Yilmaz, 2023). In addition to pointing out places where educators can offer direction and address ethical issues, this can assist in identifying possible anxiety.

2.2. Generative AI

Generative AI is a type of AI that is capable of producing new data or content that is similar to existing data, whether in text, images or even audio (Mannuru et al., 2023). In the educational context, the use of Generative AI can bring great benefits (Basir et al., 2023) in improving the performance of students. Generative AI, especially models like GPT-3, no longer need to doubt its capabilities (Dehouche, 2021) because they can create text with high quality and even resemble human thinking. By using generative AI technology in the world of education, we can open up new opportunities to increase the effectiveness of the learning process (Zhang, 2023).



Fig. 1: Bard Logo

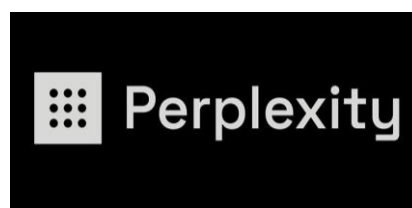


Fig. 1: Perplexity Logo



Fig. 2: ChatGPT Logo

In the picture above is an example of Generative AI which is often used by binus residents to help in completing tasks following an explanation of the three Generative AIs:

Google Bard AI is a Generative AI designed and developed by Google that can help provide interactive services that are easily accessible to users that produce human-like responses to requests or questions (Mondal et al., 2023).

Perplexity AI is a Generative AI that has the ability to complete various natural language processing tasks such as creating and understanding text (Khan et al., 2023). Perplexity AI has been used in many fields such as education, health, and web scraping.

GPT Chat is a Generative AI technology developed by OpenAI. Generative AI aims to answer students' questions quickly and accurately and uses language that is easy to understand (Wu et al., 2023).

2.3. Facilitating Conditions

To use Generative AI to improve student performance, there are several things that need to be done (Rowland, 2023). These include adequate technological infrastructure, adequate training and technological knowledge for students, institutional support, clear privacy and ethics policies, effective technical support as well as accessibility (Alasadi & Baiz, 2023). Overall, these elements can form a strong foundation to determine whether the use of Generative AI is fully beneficial for students or not (Chatterjee & Bhattacharjee, 2020).

2.4. Effort Expectancy

In the context of using Generative AI to improve the performance of college students (Daun & Brings, 2023), expectations regarding efforts include aspects related to the ease of use of the technology (Kanbach et al., 2023). It is hoped that students will have a positive understanding of how difficult it is to understand and operate Generative AI applications (Yilmaz & Karaoglan Yilmaz, 2023).

2.5. Performance Expectancy

In terms of using Generative AI to improve students (Chan, 2023), they are expected to believe that the use of Generative AI will bring significant contributions to their academic results (Maican et al., 2023), such as increasing creativity, learning efficiency, and the ability to produce higher quality work (Cao & Dede, n.d.).

2.6. Evaluate the Effectiveness

This effectiveness evaluation is key in understanding (Bandi et al., 2023) the extent to which the use of Generative AI can make a meaningful contribution to the development and improvement of the quality of education for and students (You et al., 2023). This can be done by monitoring academic results, increasing creativity, and improving the critical skills of students involved in using Generative AI (Setiawan et al., 2023).

2.7. Using Generative AI for Education

In the academic field, Generative AI has many benefits that can help improve the performance of students (Kelly et al., 2023). One of the main advantages is the ability to create innovative and individually tailored educational content (Sullivan et al., 2023). One example we can take from above is GPT-3, which is a Generative AI model that can be used to create learning materials that are relevant,

in-depth, and appropriate to students' unique learning needs (Su & Yang, 2023).

2.8. Research Model

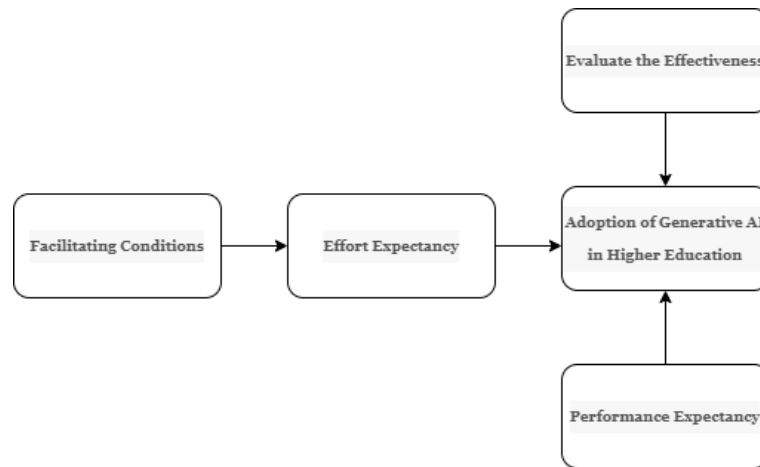


Fig. 3: Research Model

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3. Research Methods

3.1. Research Procedure

This research will be carried out using quantitative methods. Therefore, the author will create a Google form that includes students' perceptions of the use of generative AI to help their performance in learning, after that the author will share the Google form with female students in various departments and various campuses. The author will use a purposive sampling technique to enable the author to select samples selectively to suit the author's objectives. The aim is to gain clear insight into the impact and effectiveness of using Generative AI in improving the academic performance of university students.

3.2. Data Collection

The collection technique that the author uses is a questionnaire. A questionnaire is a research tool consisting of a list of statements or questions that have the aim of collecting data from respondents to obtain the information needed for research. According to a survey conducted by Populix in April 2023, it was found that 13 million users accessed ChatGPT. The author decided to distribute this questionnaire in the form of a Google Form which resulted in 209 respondents who met the requirements, namely university students. Based on the data listed, the results show that the demographics are mostly women, 50.7% and men, 49.3%.

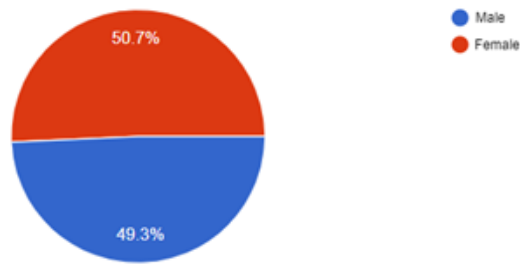


Fig. 4: Respondents' Gender

3.3. Statement List

Table 1: Questionnaire List

| | | |
|----------------------------|-----|---|
| Facilitating Conditions | FC1 | My university has all the necessary resources to use AI technology for intelligent content creation |
| | FC2 | I have all the resources needed to develop intelligent AI-based content |
| | FC3 | My university sponsors every AI-related learning opportunity |
| | FC4 | All classrooms at my University are equipped with the necessary equipment using AI technology for teaching purposes |
| | FC5 | My university encourages its staff to use modern technology |
| Effort Expectancy | EE1 | AI technology is not easy to learn |
| | EE2 | I need to put in a lot of effort to learn AI technology |
| | EE3 | If I know the basics of AI technology, I can easily learn AI-based applications |
| | EE4 | My questions can be answered quickly using AI-chatbot technology |
| | EE5 | Individual content can be prepared using AI technology |
| Performance Expectancy | PE1 | It will be difficult to develop a perfect AI application that meets the administrative needs of a University |
| | PE2 | AI-supported learning activities will increase the efficiency of learning systems at universities |
| | PE3 | Educational content prepared with AI technology is useful |
| | PE4 | By using the right AI technology, I can get accurate answers |
| | PE5 | Intelligent educational content can be prepared using AI technology |
| Evaluate the Effectiveness | EF1 | You assess Generative AI's ability to predict and resolve problems that may arise in a given context |

| | | |
|------------------------------------|-----|--|
| | EF2 | The implementation of Generative AI has improved overall operational efficiency |
| | EF3 | The Generative AI system is an effective system in improving students' learning experience at universities |
| | EF4 | What is your level of satisfaction with the integration of Generative AI in the learning process at your university? |
| Adoption of AI in Higher Education | AE1 | The application of AI in higher education has a positive impact on students and students |
| | AE2 | The application of AI in higher education will make education more interactive |
| | AE3 | The application of AI in higher education will make it cost effective |
| | AE4 | The application of AI in higher education will make teaching and learning activities more interesting |
| | AE5 | The application of AI in higher education will make students enthusiastic about learning |

3.4. Hypothesis

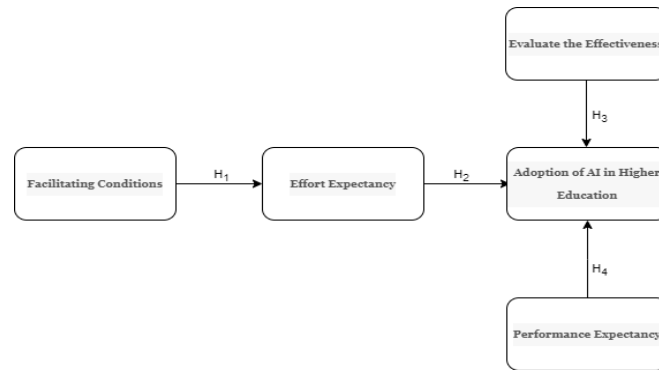


Fig. 5: Research Model Hypothesis

H₁ : Generative AI has both positive and negative impacts on college students.

H₂ : The higher the enthusiasm of students towards the use of Generative AI, the higher the possibility students implementing this technology.

H₃ : Several indicators of educational quality, such as academic achievement, creativity, and increasing the critical skills of students, will be positively correlated with assessing the effectiveness of using Generative AI in higher education.

H₄ : Performance Expectancy has a positive influence in adopting AI in the higher education sector.

4. Results and Discussion

4.1. Validity and Reliability Tests

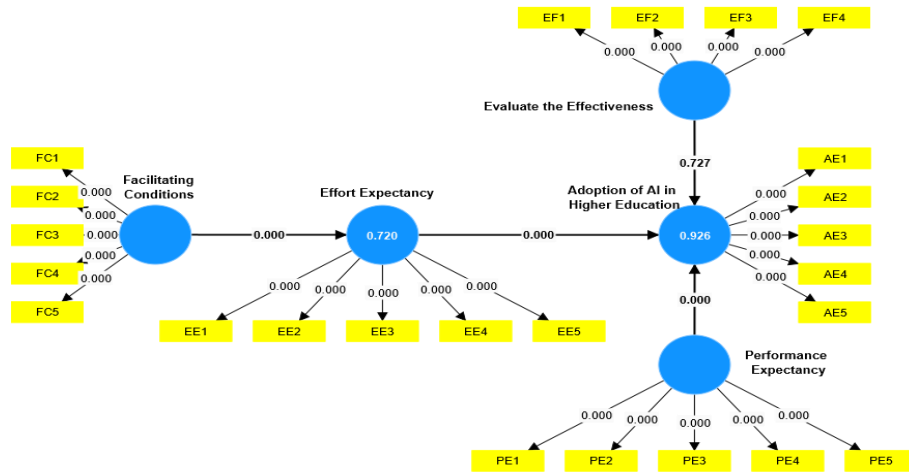


Fig. 6: Outer Model

The results of the model analysis aim to determine internal indicators and variables in Facilitating Conditions, Effort Expectancy, Adoption of AI in Higher Education, Evaluate the Effectiveness, Performance Expectancy. The measurements produce accurate results and can be tested via smartpls. Data is collected via Google form, then tested for accuracy according to indicators.

Table 2: Hypothesis Results

| | Original sample (O) | Sample mean (M) | Standard deviation (STDEV) | T statistics (O/STDEV) | P values | |
|--|---------------------|-----------------|----------------------------|--------------------------|----------|-----------|
| Facilitating Conditions -> Effort Expectancy | 0.849 | 0.850 | 0.030 | 28.624 | 0.000 | Valid |
| Effort Expectancy -> Adoption of AI in Higher Education | 0.405 | 0.404 | 0.067 | 6.045 | 0.000 | Valid |
| Evaluate the Effectiveness -> Adoption of AI in Higher Education | -0.023 | -0.023 | 0.067 | 0.349 | 0.727 | Not Valid |
| Performance Expectancy -> Adoption of AI in Higher Education | 0.604 | 0.605 | 0.046 | 13.182 | 0.000 | Valid |

The value of the variable above states that the results are 3 valid and 1 is invalid. It can be explained as follows: Facilitating Conditions related to Effort Expectancy is declared valid because it produces positive results from the data, Effort Expectancy related to the Adoption of AI in Higher Education is declared valid because it produces positive results from data, Evaluate the Effectiveness is not related to Adoption of AI in Higher Education declared invalid because the results show negative, where the results exceed the average. Performance Expectancy related to the Adoption of AI in Higher Education is declared valid because it produces positive results. And below I will explain each hypothesis:

- H₁ (Facilitating Conditions -> Effort Expectancy)

So, in this hypothesis it can be concluded that Generative AI has many benefits for students and college students. This technology can enable students to produce content quickly and efficiently, and also speed up the process of writing and developing ideas. Apart from that, Generative AI can help with time challenges in completing academic tasks by generating automatic text based on input or requests. Apart from that, with Generative AI, students can complete their academic assignments more quickly and help develop creativity and new knowledge.

- H₂ (Effort expectancy -> Adoption of AI in Higher Education)

In this hypothesis, many students are interested in using Generative AI in the world of education. This enthusiasm shows a strong interest in knowing the potential and benefits of Generative AI in various contexts, including in the academic world. College students will tend to more often look for ways to use this technology in their academic activities such as projects, writing, or research.

- H₃ (Evaluate the Effectiveness -> Adoption of AI in Higher Education)

Based on the data that has been obtained, in this hypothesis it can be concluded that the application of Generative AI in the world of higher education has the potential to reduce a number of quality indicators, including academic performance, creativity, and also the development of students' critical thinking abilities. Based on this assumption, students may be less able to independently demonstrate significant academic performance when using Generative AI because they may rely on this technology to produce results automatically without thorough understanding.

- H₄ (Performance Expectancy -> Adoption of AI in Higher Education)

In this hypothesis, many students tend to accept this technology because they feel that the use of Generative AI will improve their academic performance such as in writing papers or other assignments. Therefore, this performance expectation has a positive impact on the adoption of Generative AI by students which is expected to improve their quality in academic results.

Table 3: Reliability Test Results

| No | Variabel / Indikator | Outer Loading | AVE | CR (rho_a) | CR (rho_c) | CA |
|----|----------------------|---------------|-------|------------|------------|-------|
| 1 | FC | | 0.730 | 0.909 | 0.931 | 0.908 |
| 2 | FC1 | 0.880 | | | | |
| 3 | FC2 | 0.859 | | | | |
| 4 | FC3 | 0.846 | | | | |
| 5 | FC4 | 0.847 | | | | |
| 6 | FC5 | 0.840 | | | | |
| 7 | EE | | 0.708 | 0.863 | 0.906 | 0.862 |
| 8 | EE1 | 0.792 | | | | |
| 9 | EE2 | 0.818 | | | | |
| 10 | EE3 | 0.867 | | | | |
| 11 | EE4 | 0.852 | | | | |
| 12 | EE5 | 0.829 | | | | |
| 13 | PE | | 0.734 | 0.909 | 0.932 | 0.909 |
| 14 | PE1 | 0.825 | | | | |
| 15 | PE2 | 0.874 | | | | |
| 16 | PE3 | 0.864 | | | | |
| 17 | PE4 | 0.871 | | | | |
| 18 | PE5 | 0.849 | | | | |
| 19 | EF | | 0.692 | 0.890 | 0.918 | 0.888 |
| 20 | EF1 | 0.850 | | | | |
| 21 | EF2 | 0.818 | | | | |

| | | | | | | |
|----|-----|-------|-------|-------|-------|-------|
| 22 | EF3 | 0.864 | | | | |
| 23 | EF4 | 0.832 | | | | |
| 24 | AE | | 0.726 | 0.906 | 0.930 | 0.906 |
| 25 | AE1 | 0.855 | | | | |
| 26 | AE2 | 0.838 | | | | |
| 27 | AE3 | 0.851 | | | | |
| 28 | AE4 | 0.876 | | | | |
| 29 | AE5 | 0.840 | | | | |

In this table there are results from indicators in the research model variables with results above the average, where the results must be more than 0.7 for the CR and CA columns. Meanwhile, the EF table in the AVE column shows a result of 0.692, so the results are valid for the hypothesis in this study.

There is also an explanation regarding data such as Outer loading results must be more than 0.7 for all variables. The AVE column must be greater than 0.5. CR and CA columns must be more than 0.7. Therefore the results from the table above are declared normal in each indicator.

Table 4: Cross Loading Table

| | AE | EE | EF | FC | PE |
|-----|-------|-------|-------|-------|-------|
| AE1 | 0.855 | 0.776 | 0.734 | 0.709 | 0.835 |
| AE2 | 0.838 | 0.753 | 0.750 | 0.717 | 0.834 |
| AE3 | 0.851 | 0.746 | 0.719 | 0.708 | 0.845 |
| AE4 | 0.876 | 0.838 | 0.793 | 0.773 | 0.788 |
| AE5 | 0.840 | 0.830 | 0.742 | 0.744 | 0.727 |
| EE1 | 0.699 | 0.792 | 0.682 | 0.714 | 0.686 |
| EE2 | 0.774 | 0.818 | 0.705 | 0.716 | 0.700 |
| EE3 | 0.841 | 0.867 | 0.757 | 0.718 | 0.768 |
| EE4 | 0.768 | 0.852 | 0.837 | 0.706 | 0.787 |
| EE5 | 0.759 | 0.829 | 0.801 | 0.676 | 0.784 |
| EF1 | 0.745 | 0.814 | 0.850 | 0.721 | 0.767 |
| EF2 | 0.719 | 0.776 | 0.818 | 0.695 | 0.751 |
| EF3 | 0.771 | 0.771 | 0.864 | 0.803 | 0.746 |
| EF4 | 0.716 | 0.699 | 0.832 | 0.811 | 0.702 |
| FC1 | 0.736 | 0.738 | 0.795 | 0.880 | 0.727 |
| FC2 | 0.743 | 0.747 | 0.842 | 0.859 | 0.703 |
| FC3 | 0.731 | 0.703 | 0.782 | 0.846 | 0.696 |
| FC4 | 0.699 | 0.682 | 0.697 | 0.847 | 0.681 |
| FC5 | 0.749 | 0.752 | 0.728 | 0.840 | 0.737 |
| PE1 | 0.750 | 0.754 | 0.736 | 0.727 | 0.825 |
| PE2 | 0.852 | 0.787 | 0.755 | 0.695 | 0.874 |
| PE3 | 0.830 | 0.772 | 0.779 | 0.714 | 0.864 |
| PE4 | 0.846 | 0.764 | 0.738 | 0.694 | 0.871 |
| PE5 | 0.768 | 0.761 | 0.770 | 0.731 | 0.849 |

The results of the indicators for each variable must be >0.7 then the results will be valid as in the table above.

Table 5: R Square Table

| | R-square | R-square adjusted |
|------------------------------------|----------|-------------------|
| Adoption of AI in Higher Education | 0.926 | 0.925 |
| Effort Expectancy | 0.720 | 0.719 |

The R-Square value is a goodness-fit test or model alignment test. So the variable ability Adoption of AI in Higher Education is 92.6% and Effort Expectancy 72%.

5. Conclusion

This research shows that the use of Generative AI in education has great potential to improve student performance. In an era where technology is increasingly penetrating various aspects of life, including education, the use of Generative AI can increase productivity, creativity and also the learning process.

The results of this research show that the use of Generative AI in learning can produce diverse and interesting content that allows students to access broader and more relevant educational resources. However, there are several issues that need to be addressed when using Generative AI in higher education such as data security, model robustness, and ethical questions related to the use of this technology. Apart from that, it is necessary to consider the infrastructure and technical aspects that might hinder the use of Generative AI in education.

However, the use of Generative AI can be a useful tool for improving education and student performance in the future with the right research and development and appropriate policies. Therefore, it is important for stakeholders in the education sector to continue studying the potential of Generative AI technology.

This study may not adequately represent the difficulties of practical application because it concentrated mostly on the theoretical advantages of generative artificial intelligence. Further research is also necessary to address ethical concerns about data privacy and potential bias in AI algorithms. Exploration is also needed to ensure robust AI models and address infrastructure restrictions. Subsequently, investigations ought to delve into the pragmatic implementation of Generative AI instruments in educational settings, assessing their efficacy in varied learning contexts. It is essential to address ethical issues and create plans to reduce bias. Establishing a collaborative environment among educators, technologists, and politicians is vital in order to formulate suitable protocols and guarantee fair distribution of this technology. By recognizing these drawbacks and allocating resources for additional study, generative artificial intelligence has the potential to revolutionize learning environments and boost student achievement.

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