

# ENGAGING INNOVATIVE KNOWLEDGE THROUGH APPLIED QUALITATIVE RESEARCH

MCAST 2<sup>nd</sup> ANNUAL CONFERENCE IN QUALITATIVE RESEARCH METHODS



## Embracing the academic change caused by the proliferation of generative artificial intelligence chatbots in higher education

✉ [david.deguara@mcast.edu.mt](mailto:david.deguara@mcast.edu.mt)



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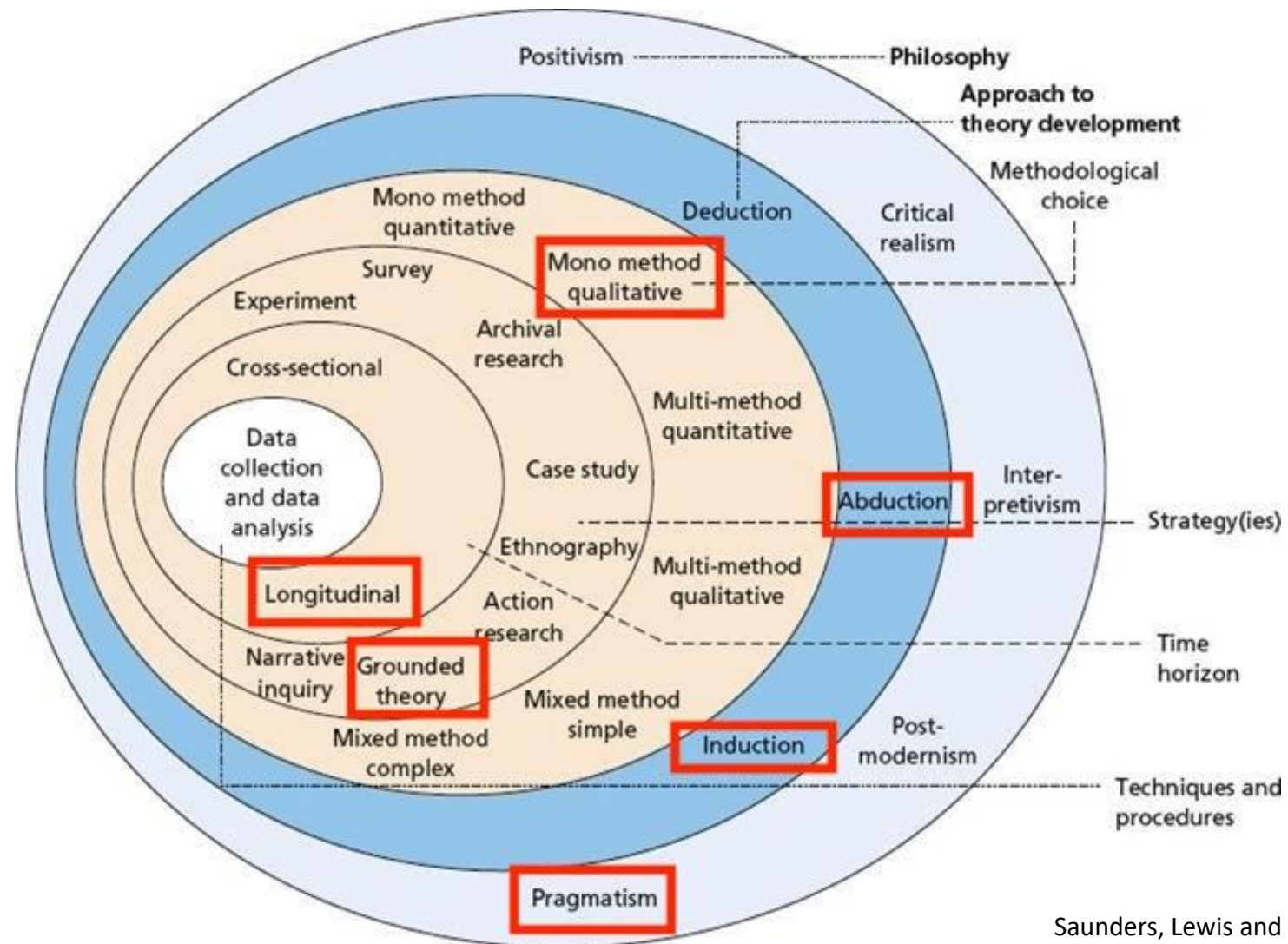
# Research Aims

This study aims to understand GAI chatbots' perceived effects on teaching and learning within higher education institutions through a comparative analysis process with academics and policymakers. This was reached by setting the following research objectives:

1. To explore the perspectives of academics and policymakers on GAI chatbot technology's impact on teaching and learning.
2. To investigate the adoption process of this technology by academics.
3. To analyse the technology's perceived effectiveness, challenges and limitations for teaching and learning.

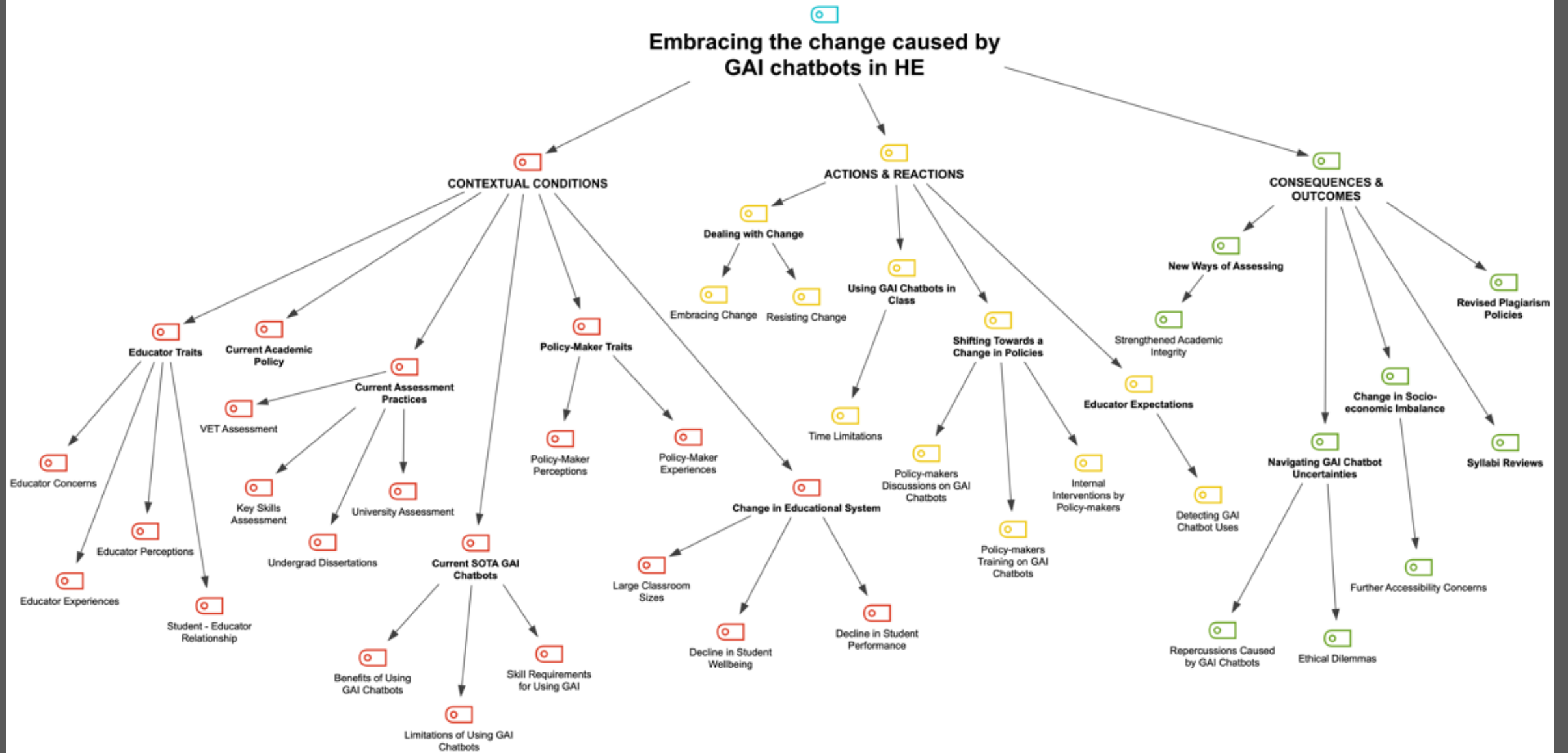


# Research Onion Applied to Methodology

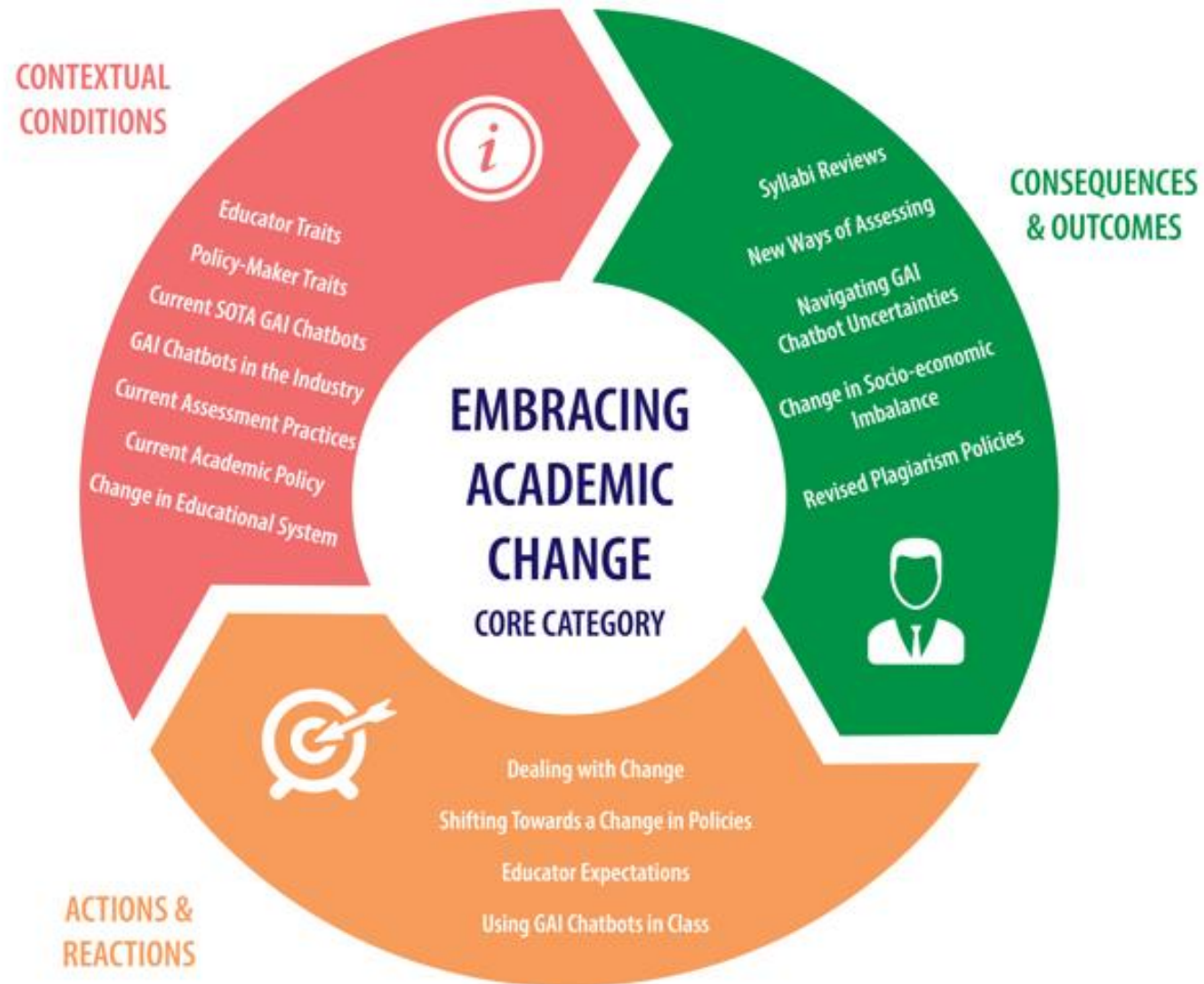


Saunders, Lewis and Thornhill (2009)

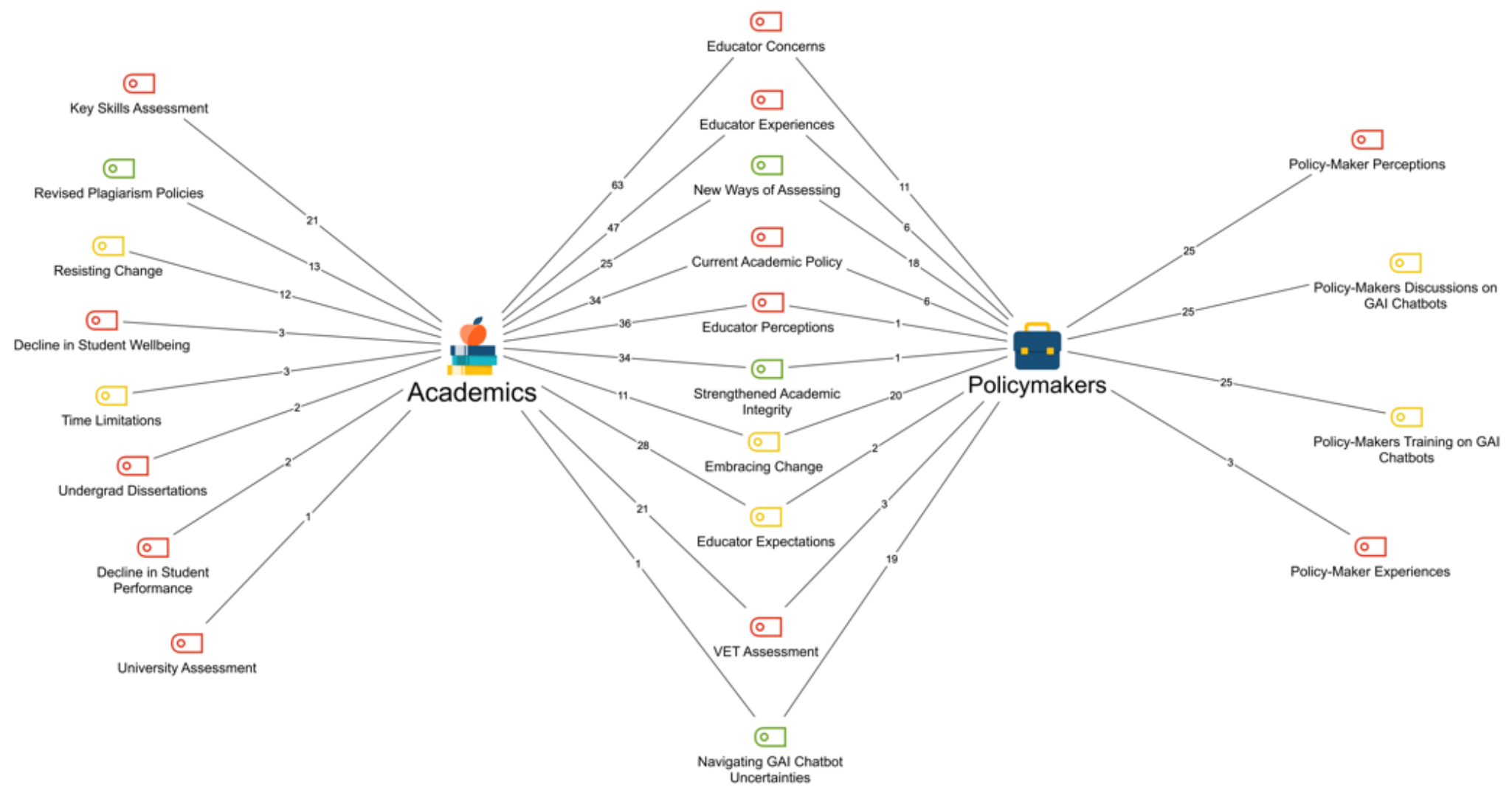
# Code Hierarchy Concept Map



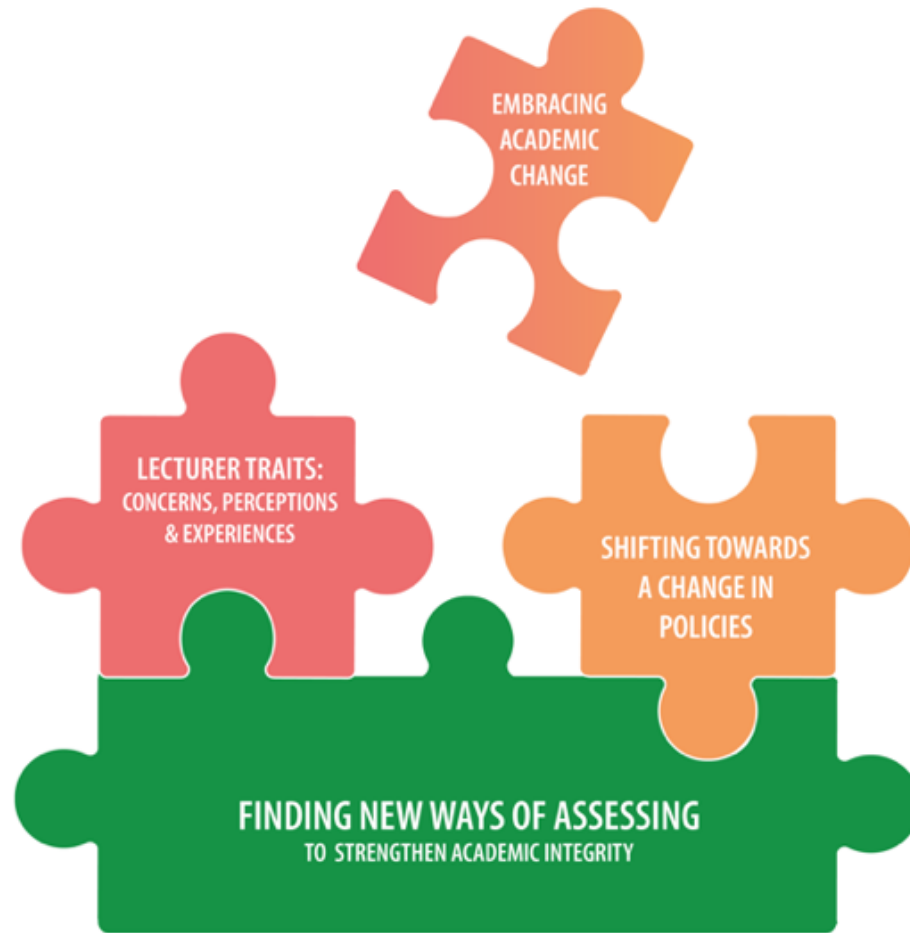
## Emerging Core Category



## Two-Cases Model



## Preliminary Theoretical Model



■ CONTEXTUAL CONDITIONS

■ ACTIONS / REACTIONS

■ CORE CATEGORY

■ CONSEQUENCE / OUTCOME

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# Proposition 1: Finding novel ways of assessing students

Participant 2: *“The implication is that now the way we assess has to change..”*

Participant 4: *“I think the assessment needs to be re-imagined for there to be integrity in the marks that we release..”*

Participant 5: *“I think even the modes of assessment need to change..”*

Participant 3: *“there are multiple pros to a different sort of assessment and definitely circumvents AI..”*



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## Proposition 2: Revising academic policies

Participant 5: *“So we are very frustrated, because we don't know how to correct fairly..”*

Participant 2: *“It is important however that this tool is used in a responsible manner..”*

Participant 4: *“For a student to be penalised for something related to plagiarism, the student has to admit doing so..”*

Participant 5: *“I couldn't penalise the student for not producing the work himself in the essay..”*

Participant 4: *“We need a tool for detecting code plagiarism, that is part of a system that everyone can use..”*

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## Proposition 3: Improving modus operandi

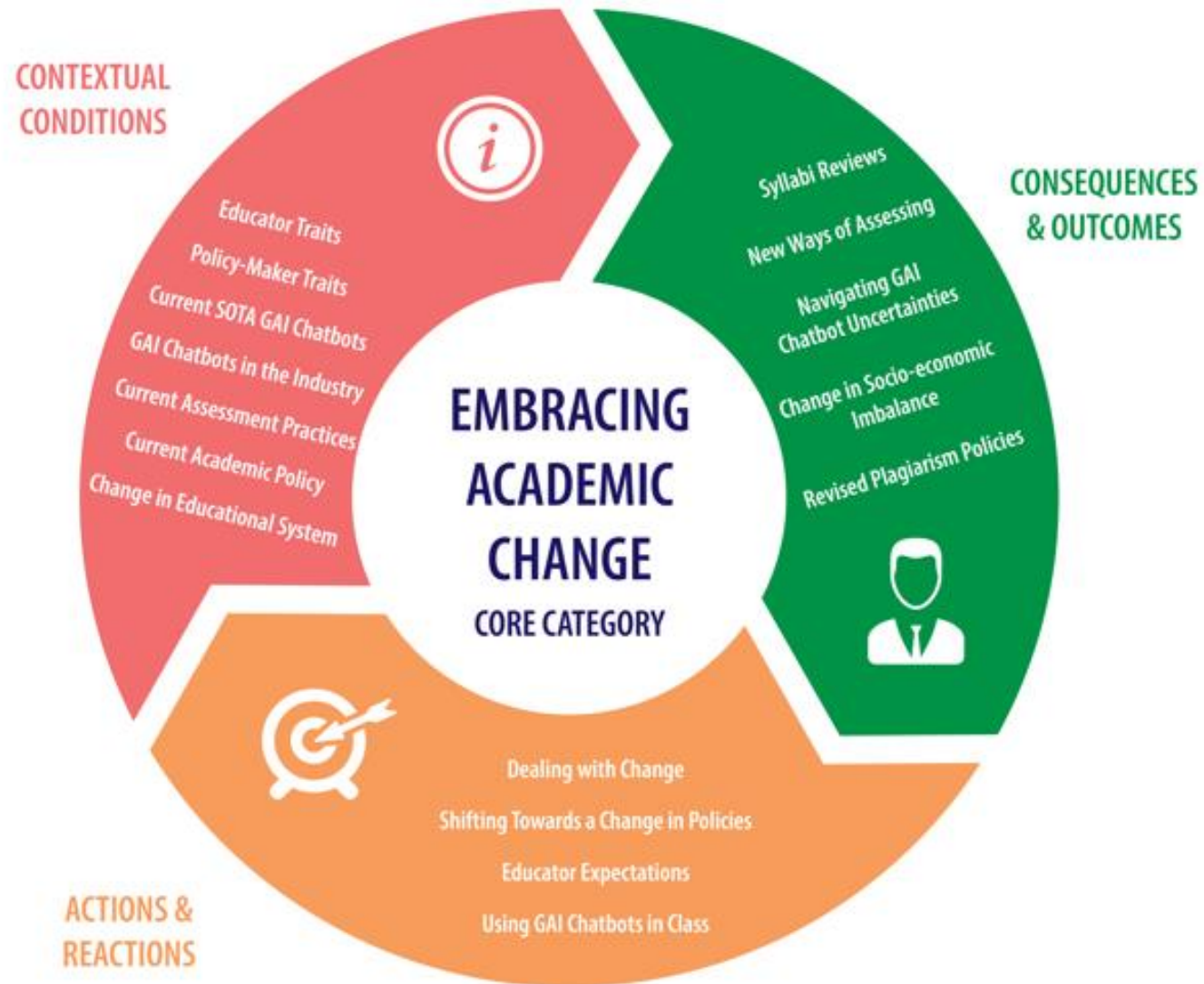
Participant 3: *“It will be a huge leap for us. But it's not impossible. I mean, we're not the only VET institution..”*

Participant 3: *“we can't change all the assessment of all our programmes of all the units overnight..”*

Participant 2: *“AI is a tool and as a tool we have to embrace it”*

Participant 5: *“why should we omit the use of AI if out there, at home, at work, the student has the leisure of using AI?”*

## Emerging Core Category



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# THANK YOU



✉ [david.deguara@mcast.edu.mt](mailto:david.deguara@mcast.edu.mt)