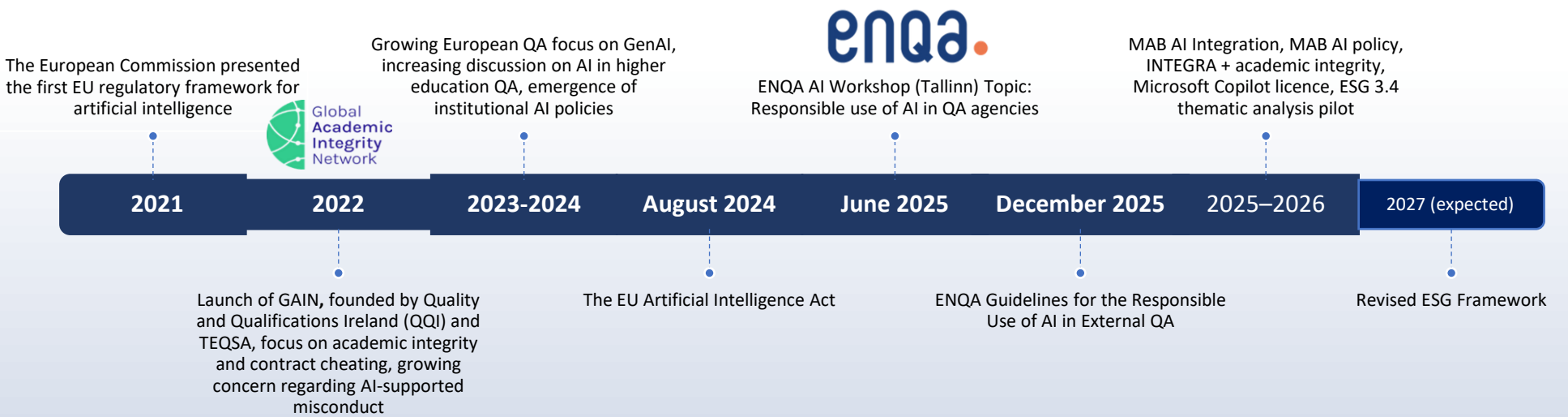


Artificial Intelligence in External Quality Assurance: MAB Experiences, Pilot Projects and Future ESG Perspectives



AI → academic integrity → QA governance :



MAB APPLICATIONS – CURRENT STATUS

1. AI integration within MAB processes

MAB has introduced several initiatives supporting the responsible use of AI in quality assurance activities.

2. Current developments include:

- 🛡️ MAB AI Policy
- Responsible institutional AI governance framework
- 🎓 AI & Academic Integrity
- Integration of AI-related considerations within INTEGRA
- 💻 Microsoft Copilot Licence
- Institutional access to AI-supported workflows
- 📊 ESG 3.4 Pilot
- Experimental thematic analysis using LLMs

3. Current AI-supported applications

AI tools are currently used for:

- 📄 Document preparation
- 🌿 Structure development
- 📄 Summaries & extracts
- 🗣️ Presentation preparation
- 🌐 Translation support
- 📊 Thematic analysis
- 🔗 Text harmonisation

ESG 3.4 THEMATIC ANALYSIS PILOT WFME Pilot Project (still in progress)

<p>Dual Objective</p> <ul style="list-style-type: none"> 🧪 Testing different AI systems in thematic quality assurance analysis 🏠 Analysing internal QA practices within Hungarian medical education <p>DATASET</p> <p>WFME accreditation reports from:</p> <ul style="list-style-type: none"> •Semmelweis University •University of Debrecen •University of Pécs •University of Szeged 	<p>Methodology</p> <p>Hybrid Comparative Approach</p> <ul style="list-style-type: none"> 🧠 AI-assisted thematic analysis + 👤 Manual thematic analysis
<p>Tested LLMs</p> <ul style="list-style-type: none"> 💬 OpenAI ChatGPT 🧠 Anthropic Claude 💻 Microsoft Copilot 	<p>Hierarchical Prompting Strategy</p> <ul style="list-style-type: none"> 🔹 Broad analytical questions 🔹 Focused sub-questions 🔹 Iterative prompting & validation
<p>Key Findings</p> <p>Strengths</p> <ul style="list-style-type: none"> ⚡ Rapid text synthesis 📁 Thematic categorisation 🔍 Pattern identification 📊 Comparative analytical support 	<p>Limitations</p> <ul style="list-style-type: none"> ⚠️ Overgeneralisation ⚠️ Inconsistent institutional differentiation ⚠️ Sensitivity to prompts ⚠️ Limited contextual understanding
<p>Good Practices In WFME-based Quality Assurance</p> <ul style="list-style-type: none"> 👤 Stakeholder-Oriented Accreditation Design 📄 Comprehensive Institutional Review 🔄 Continuous Monitoring Approach 	<p>Major QA Challenges Identified</p> <p>Recurring Systemic Issues</p> <ul style="list-style-type: none"> 🏠 Compliance-oriented QA culture 📄 Limited strategic role of QA units 🔄 Inconsistencies between strategy and operation 👤 Limited stakeholder transparency 📄 Administrative rather than enhancement-oriented QA approaches

FUTURE PERSPECTIVES – ESG 2027

🛡️
Governance

🔍
Transparency

🔒
Data Protection

🎓
Integrity

👤
Human-centred QA

✅
Expert Oversight

AI can significantly support thematic quality assurance analysis, but reliable interpretation and responsible decision-making continue to depend on human expertise and critical validation.