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Artificial Intelligence in the International Context of Higher Education: A Focus on Content Creation

24.3.2025 — Riikka Kramer



Artificial intelligence has arrived with a bang and is making its mark in the world of work. Various AI programmes have come to the market, and at times it can be difficult to grasp what these AI programmes are actually capable of doing. How can we leverage artificial intelligence in the international contexts of higher education?

The first question is, where do we need AI in content creation of higher education?

Let's start with where AI is good at. Artificial intelligence can help us think and develop our ideas further. It can assist us in shaping text and constructing the different structures within the text. In this way, the text can become more logical and structured. This is important because we want to convey our expertise and highlight our skills in a clear and concise way.

However, caution is needed what comes to content creation. Artificial intelligence is still just that – artificial. It possesses information that may not necessarily be valid, and it cannot assess on its own whether the content is valid or not. It is crucial that the person using artificial intelligence can assess the accuracy of the content. AI is not an expert in the subject matter – the person behind the content should be.

Another aspect I encounter daily in my work is whether AI can be used for translating content. Currently, no AI programme is sufficient for this purpose. The translation always needs to be checked for mistakes and errors, as AI is not flawless. Especially in higher education, the quality of the text matters, and the produced content should be accurate.

Who benefits the most from the use of artificial intelligence?

Those who benefit the most from artificial intelligence are the people who, first and foremost, understand the nature of AI. It all starts with the person themselves having a sufficient understanding of what AI is capable of and what it is not. This is often where things go wrong, if the person trusts AI blindly. Of course, it is a fact that AI is constantly evolving, and nothing is holding

back its development. In the future, AI will undoubtedly play an even bigger role, and it will be used in ways we can't even imagine yet.

The greatest benefit from artificial intelligence is gained by the person who knows how to use it as a resource, as a byproduct. The person who is an expert in the subject matter and who can assess the accuracy of the produced content. This also applies to translations of the produced content.

In the world of higher education, the quality of the content we produce matters, as it reflects our expertise and knowledge. We must therefore ensure that the content we produce for various channels is of high quality.

Especially Tamk's leading strategy of becoming the most international university of applied sciences requires international communication that supports this strategy. We want to appear intelligent and professional in the international competition, showcasing our expertise in a way that attracts both new students and staff.

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