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## **Impact of AI on Higher Education and Culture**

Mr. Rahul Mishra, Research Scholar, Department of Commerce, Asian International University, Imphal, Manipur

### **Abstract**

The impact of Artificial Intelligence (AI) on higher education and culture is profound and multifaceted, offering transformative opportunities while posing new challenges. In higher education, AI facilitates personalized learning, adaptive curricula, and data-driven insights into student performance, enhancing both teaching efficiency and student engagement. Tools such as intelligent tutoring systems, AI-driven content curation, and automated assessment systems are revolutionizing the learning experience, making education more accessible and tailored to individual needs. However, issues such as data privacy, the digital divide, and the potential for reinforcing bias through algorithms remain critical concerns that need addressing.

This paper explores how AI is redefining higher education and culture, examining both its potential to enhance learning and creativity and the ethical, social, and economic challenges it presents. It calls for the development of strategies to ensure that AI's integration in these fields promotes equity, inclusivity, and the responsible use of technology.

