Ontwikkelgesprek visitation MS 2025

Date and time: 4 June

BA and MA Media Studies

1. AI: how to deal with it? What opportunities and challenges to learning and teaching does AI pose

   The panel thinks the University is really well aware of AI and its impact.
   While using AI is still often viewed as cheating, the University is complimented on working with AI, rather than against it. The University guidelines were assessed, the panel thought they were very well formed. The RUG is setting a good example for using AI the 'right way'.

   The panel mentioned that it's a very fast moving field and a personal view was provided, mentioning that Humanities cannot do enough in this field however, they have to protect their own domains.
   One of the panel members' personal opinion is that he thinks it would be a good idea to teach about 'thinking like a computer' and programming in the first year of a student's studies, in order to benefit from the gained knowledge during the rest of his/her studies.
   Prompt engineering came up and it was discussed further how AI can be used effectively.

   The staff asked about whether the panel saw any future threads in relation to the topic of AI.
   The panel answered that the RUG is the most advanced University when it comes to AI, which means there isn't really any advice to be given.

   The panel also mentioned that several panel members work internationally and none of the countries where panel members are working have more knowledge on what the future of AI will look like.
   The only advice that was given was to stay on top of the topic, due to its fast changing character.

   The staff asked the student member of the panel about whether he ever wishes AI to be used less/disappear from the curriculum.
   The student mentioned that he does not use AI that much and that the use of AI was not incorporated during the entire length of his studies.
   However, he mentioned that he can imagine that future students (who work with AI from the beginning to the end of their studies) would be appreciative of having classes that do not incorporate AI. The panel agreed and mentioned that you already hear that teachers are going back to handwritten and oral assignments.

2. Internationalization: In light of shifting political developments, how best to anticipate policies in uncertain times?

   The Panel mentioned that the University has very good programmes, really good researchers and it was mentioned that the decrease of the popularity of the US might redirect future students to the Netherlands. The panel is impressed by how international the RUG is. It was also mentioned that, taking Journalism/Journalistiek as an example, it is a strong point to have a Dutch and English version of a course. This shows an international characteristic, while maintaining your own identity.

3. *Budget cuts:* What is necessary, in the committee's view, to keep a programme up to standards? Specifically, a discussion around programme design and competition in light of de-internationalization.

It was discussed that budget cuts have always been there and they will always be there. The panel's advice is to learn to live with it.

4. *Relation of degree programmes to the job market:* How does the panel reflect on the balance between academic and professional courses in education, with an eye towards employability?

   Digital Humanities students are often worried about getting a job, this comes from insecurity.
   Critical thinking is something the students complain about, however they are at the same time happy that they learned how to do it.
   The staff mentioned that in class, the students work with real life problems and current affairs in the media, and that this gets them excited about the course.

   w.v.t.t.k
   The staff asked an experienced panel member about the semester system.
   The panel member answered that it is an intense and complex system and that the administrative process is quite complicated.
   However, it creates more breathing space.