

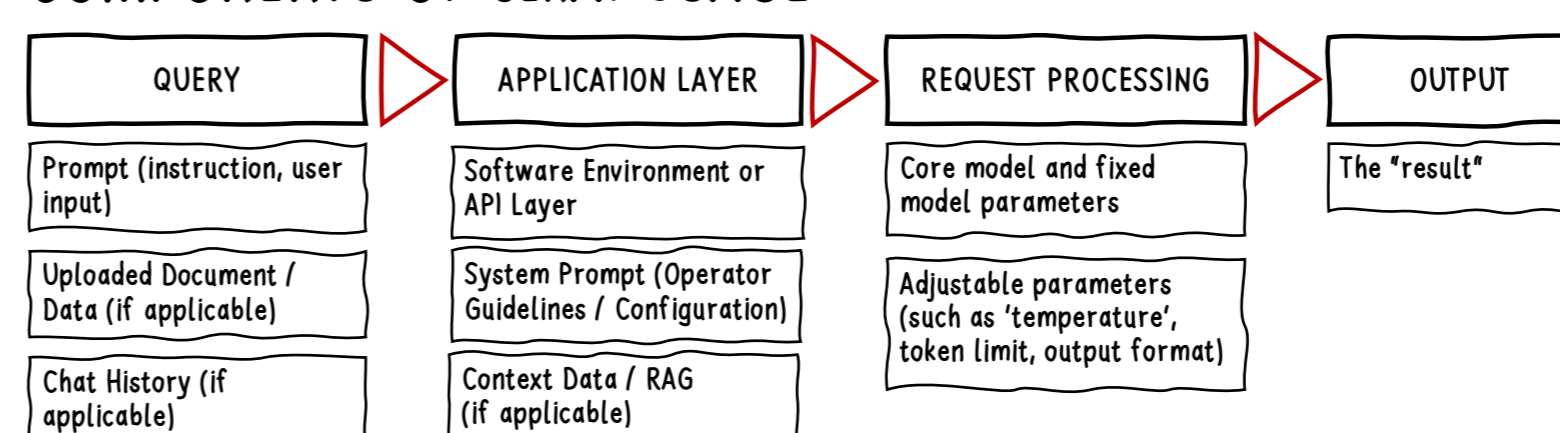
# Whitepaper on Evaluating GenAI Innovation in Higher Education

A contribution by Sandra Schön<sup>1</sup>, Benedikt Brünner<sup>1</sup>,  
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Generative artificial intelligence (genAI) is increasingly shaping higher education by enabling new forms of content creation, assessment, learner support, personalization, and synthetic media. A whitepaper now presents a practice-derived framework developed through a cross-case synthesis of nine diverse GenAI implementations at Graz University of Technology. Analyzing projects ranging from AI-generated content to RAG-based chatbots, recurring decision points and risk patterns were identified to formulate a five-phase, non-linear evaluation model.

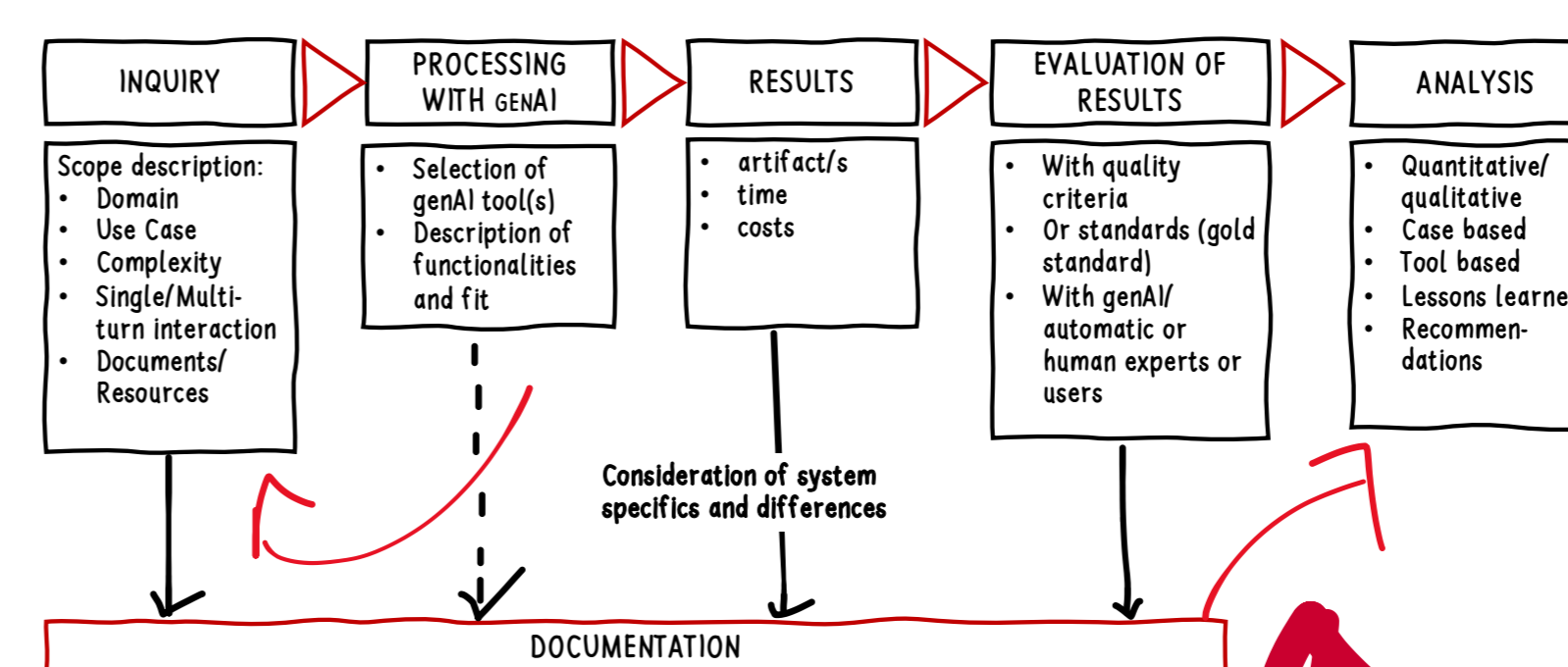
## COMPONENTS OF GENAI USAGE



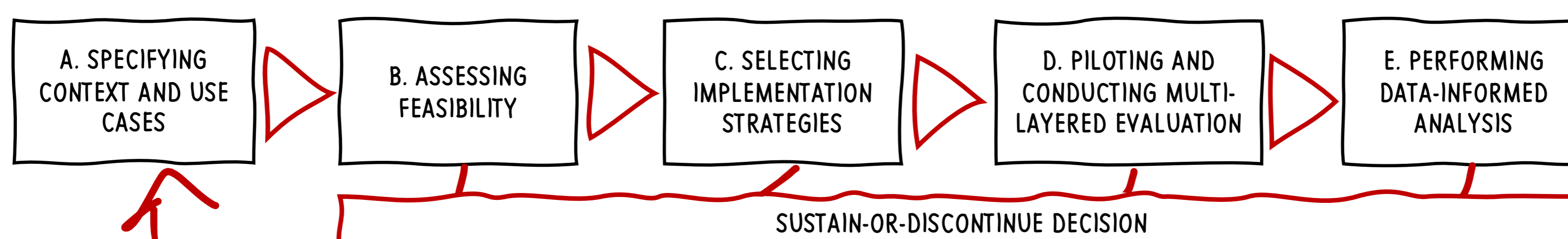
## USAGES IN HIGHER EDUCATION FOR TEACHING AND LEARNING



## ASSESSMENT OF GENAI'S QUALITY



## EVALUATING GENAI IN HIGHER EDUCATION



Whitepaper

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