Framework for Integrating Generative AI in New Media Studies in Higher Education: A UAE Perspective

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Abstract

Artificial Intelligence (AI) has become integral to many aspects of human life, making it essential to integrate AI into education to equip students with the skills needed for future employability. AI has unlocked exciting possibilities in new media studies, making its integration into higher education essential for preparing students for the future. Since there is no comprehensive framework for integrating AI into new media curricula, the present paper proposes a framework in the context of UAE. This study utilizes a theoretical framework development approach to create a model for integrating Artificial Intelligence (AI) within New Media Studies. In light of the lack of an established framework specifically focused on AI integration in this field, this methodology is grounded in a thorough review of emerging themes and synthesis of existing literature. Drawing from UNESCO's AI policy framework and the UAE's National AI Strategy 2031, the proposed LAUNCH framework (Learning, Augmenting, Uplifting New Media Careers) equips new media students with AI literacy, practical skills, and ethical knowledge to meet industry demands. The proposed framework focuses on a human-centered approach, highlighting ethics and responsible AI development for the changing media landscape. It proposes modular AI courses in content creation, social media, and digital marketing, with hands-on training in natural language processing and machine learning. Proposed project-based learning and industry collaborations impart the practical skills and address ethics, bias, and privacy concerns. It prepares students for dynamic careers that align with the UAE's AI leadership vision.

Keywords: AI in new media studies, AI integration in higher education, AI skills for employability