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|  | **Helpful to achieve goals** | **Harmful to achieve goals** |
| **Internal factors** | **Strengths*** Providing personalised responses
* Generating personalised responses
* Self-improving capability
* Providing real-time responses
 | **Weaknesses*** Lack of deep understanding
* The risk of biases and discrimination
* Lack of higher order thinking skills
* Lacks capacity to evaluate the quality of responses
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| **External Factors** | **Opportunities** * Increasing accessibility of information
* Facilitating complex information
* Decreasing teaching workload
* Facilitating personalised learning
 | **Threats*** Perpetuating discrimination and biases in education
* Threatening academic integrity of exams and online assessments
* Declining in higher order cognitive skills
* Potential to facilitate plagiarism and false information
* Lack of understanding of the context
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