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A tale of two "qualitya" : reflections on the quality revolution in higher education

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**Abstract**

This paper reflects on what we have learned about how quality has been received in higher education. The complexity of quality policy in terms of implementation is noted, as is the importance of front-line academics as policy users. The 'formal' and 'situated' meanings of quality are considered and the importance of context is emphasised. It is proposed that quality enhancement is a messy business and that achieving success with improvement initiatives presents challenges. (HRK / Abstract übernommen)