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**Abstract**

While most European countries conduct accreditations, quality audits are the Finnish way to follow the Berlin conference's demand to implement an external quality assurance instrument at the national level. Even though it is mainly considered highly effective, the Finnish audit system is not without criticism. Finnish universities have faced profound external changes in the last decade. This article considers the question if the attitudes towards external quality management have changed. To that end, the authors carried out a cohort comparison between 2010 and 2017. Findings show that the perception is more positive in 2017. However, interest in and relevance of the audits have decreased. The findings underline the importance of an open quality culture in higher education institutions. (HRK / Abstract übernommen)