

05.6.2026

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**Title**

Quality and standards : clarity, comparability and responsibility

**Publication year**

2010

**Source/Footnote**

In: Quality in higher education. - 16 (2010) 2, S. 139 - 152

**Inventory number**

28478

**Abstract**

Ausland : Großbritannien : Hochschulwesen allgemein ; Qualitätssicherung ; Hochschule : Wettbewerb

**Signature**

This paper discusses three central issues relating to quality and standards: clarity, comparability and responsibility. The issue of clarity is that we have reached a point of disjunction between the questions being asked by the public and the answers bei