

# AI-POWERED LEARNING ANALYTICS FOR MULTIMEDIA COURSE MATERIALS



**OVERVIEW**  
**PRACTICAL DEMO**  
**REAL-WORLD APPLICATION**  
**FUTURE PERSPECTIVES**



2 MAY (THU)

11.30 - 12.45 (HKT)

ONLINE VIA ZOOM

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The advent and application of AI have changed our lives to a significant extent, and its use is now almost ubiquitous, from healthcare to finance, entertainment, and education. Today, many educators have applied this novel technology to learning analytics to understand and improve learning outcomes. In this seminar, we will outline the benefits of AI-powered learning analytics, such as making it possible to analyse teachers' multimedia materials and enhancing teaching and learning practices. We will also introduce the Knowledge and Education Exchange Platform (KEEP) Team's latest "AI media analysis for course materials" project and demonstrate the use of AI-powered analytics tools.

## PROF IRWIN KING

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