

COM5512: HUMAN-AI COMMUNICATION WORKSHOP

Effective Term

Semester A 2025/26

Part I Course Overview

Course Title

Human-AI Communication Workshop

Subject Code

COM - Media and Communication

Course Number

5512

Academic Unit

Media and Communication (COM)

College/School

College of Liberal Arts and Social Sciences (CH)

Course Duration

One Semester

Credit Units

3

Level

P5, P6 - Postgraduate Degree

Medium of Instruction

English

Medium of Assessment

English

Prerequisites

Nil

Precursors

Nil

Equivalent Courses

Nil

Exclusive Courses

Nil

Part II Course Details

Abstract

The course will provide crucial insights and workplace-ready expertise for conducting user experience studies on human-AI communication. The course, organized as an interactive workshop among the students and the course instructor, is for students who want to learn the legal, ethical, cultural, and psychological consequences of AI-enabled digital media and complete a analytical project on human communication via AI-enabled digital technologies. The course will help those students who have a career inspiration in developing AI-enabled media products for news organizations, technology companies, non-governmental organizations (NGOs), and start-ups. Students will be equipped with crucial expertise for the positions such as campaign manager, product manager, market researcher, AI ethics consultant, and digital transformation team member for news organizations.

The course will work on the following aspects:

- To explore the issue(s) in human-AI interaction and digitally mediated communication between humans via AI-powered digital media products.
- To understand the crucial ethical challenges of AI in the media and communication industries.
- To gain hands-on experience with every step to conduct a user experience analysis: developing a problem, formulating questions, designing a study, collecting data, analyzing data, and writing an analytical report.
- To guide student to complete a research report that can provide practical implications and solve the industries' challenges.

Course Intended Learning Outcomes (CILOs)

CILOs		Weighting (if app.)	DEC-A1	DEC-A2	DEC-A3
1	Demonstrate knowledge on the crucial theoretical frameworks of human-AI communication and AI-mediated human communication	20	x	x	
2	Critically review the cases in the industry of human-AI communication and AI-mediated human communication	20	x	x	
3	To be able to design and manage an analytical project to solve a real-world communication problem	20		x	x
4	Apply the essential skills to process, analyze, and present the data for user experience studies	20		x	x
5	To actualize pathways of social impacts to address problems in the digital media industries	20		x	x

A1: Attitude

Develop an attitude of discovery/innovation/creativity, as demonstrated by students possessing a strong sense of curiosity, asking questions actively, challenging assumptions or engaging in inquiry together with teachers.

A2: Ability

Develop the ability/skill needed to discover/innovate/create, as demonstrated by students possessing critical thinking skills to assess ideas, acquiring research skills, synthesizing knowledge across disciplines or applying academic knowledge to real-life problems.

A3: Accomplishments

Demonstrate accomplishment of discovery/innovation/creativity through producing /constructing creative works/new artefacts, effective solutions to real-life problems or new processes.

Learning and Teaching Activities (LTAs)

LTAs		Brief Description	CILO No.	Hours/week (if applicable)
1	Class discussion	Class discussions on knowledge and skills of conducting a user experience research, including developing research hypotheses and answering the questions using the most suitable research methods	1, 2	Throughout the class
2	Case studies	Case studies from the guest lectures and company visits will cover the pressing challenges of the AI and communication industry	2, 3, 5	Throughout the class
3	Project implementation	Investigating the project via data collection and analysis	3, 4	Throughout the class
4	Discussions and presentations	Class discussions and presentations of results	1, 4, 5	Throughout the class

Assessment Tasks / Activities (ATs)

ATs		CILO No.	Weighting (%)	Remarks ("- " for nil entry)	Allow Use of GenAI?
1	Class discussion	1, 2, 3	10	Students will be allowed to use Gen AI for brainstorming, inquiry, coding, and proofreading.	Yes
2	Individual assignments	1, 2, 4	30	Students will be allowed to use Gen AI for brainstorming, inquiry, coding, and proofreading.	Yes
3	Research proposal	1, 2, 3, 5	20	Students will be allowed to use Gen AI for brainstorming, inquiry, coding, and proofreading.	Yes
4	Analytical report and presentation	1, 2, 3, 4, 5	40	Students will be allowed to use Gen AI for brainstorming, inquiry, coding, and proofreading.	Yes

Continuous Assessment (%)

Examination (%)

0

Assessment Rubrics (AR)

Assessment Task

1. Class discussion

Criterion

Being able to ask critical questions on initiating and implementing a research project. Take a leading role in literature critique and class discussion.

Excellent

(A+, A, A-) Actively participated in all of the related class activities.

Good

(B+, B, B-) Actively participated in most of the related class activities.

Fair

(C+, C, C-) Rarely participated in the related class activities.

Marginal

(D) Occasionally participated in the related class activities.

Failure

(F) Did not participate in any of the related class activities.

Assessment Task

2. Individual assignments

Criterion

Demonstrate adequate ability to apply the knowledge and skills to analyze data to produce research results

Excellent

(A+, A, A-) Provide correct and insightful answers

Good

(B+, B, B-) Provide correct answers

Fair

(C+, C, C-) Provide inadequate answers

Marginal

(D) Provide mostly incorrect answers or show minimal effort

Failure

(F) Do not prepare for the questions

Assessment Task

3. Research proposal

Criterion

Address essential questions in initiating a research project, and provide a sound research design and approach to solve the problems of the research project

Excellent

(A+, A, A-) Comprehensive understandings of the course materials

Good

(B+, B, B-) Adequate understandings of the course materials

Fair

(C+, C, C-) Moderate understandings of the course materials

Marginal

(D) Limited understanding of the course materials, with significant flaws in the research design

Failure

(F) Fail to demonstrate basic understandings of the course materials

Assessment Task

4. Analytical report and presentation

Criterion

Being able to produce a research paper of adequate quality by satisfying the key requirements and present the paper professionally

Excellent

(A+, A, A-) Provide profound insights and adequate analyses and good presentation

Good

(B+, B, B-) Provide adequate analyses and good presentation

Fair

(C+, C, C-) Provide acceptable analyses, and clear presentation

Marginal

(D) Provide superficial analyses, and a disorganized presentation with little clarity

Failure

(F) The paper and the presentation is unclear and has no logic

Additional Information for AR

Not applicable to students admitted before Semester A 2025/26

Part III Other Information

Keyword Syllabus

User experience, audience research, human-computer (AI) interaction, computer (AI)-mediated communication, social media, immersive media, Generative AI, design thinking, research methods, statistical analysis, computational methods, innovation, social impacts

Reading List

Compulsory Readings

	Title
1	Guzman, A. L., McEwen, R., & Jones, S. (Eds.). (2023). The SAGE Handbook of Human–Machine Communication. SAGE Publications Limited.
2	Salganik, M. J. (2019). Bit by bit: Social research in the digital age. Princeton University Press.
3	Preece, J., Sharp, H., & Rogers, Y. (2019). Interaction design: Beyond human-computer interaction (5th ed.). John Wiley & Sons.
4	Babbie, E. R. (2020). The Practice of Social Research (15th edition). Boston, MA: Cengage learning.
5	Agresti, Alan (2018). Statistical Methods for the Social Sciences (5th edition). Boston, MA: Pearson.

Additional Readings

	Title
1	Barrie Gunter (2000). Media Research Methods: Measuring Audiences, Reactions and Impact. London; Thousand Oaks, CA: Sage Publications.
2	Munzner, T. (2014). Visualization analysis & design. CRC Press - Taylor & Francis Group.
3	American Psychological Association. (2020). Publication manual of the American psychological association (7th ed.). https://doi.org/ 10.1037/0000165-000
4	Jensen, K. B. (2012). The handbook of media and communication research: Qualitative and quantitative methodologies (2nd ed.). New York: Routledge.
5	Merrigan, Gerianne & Huston, Carole L. (2019). Communication Research Methods. (4th edition). New York: NY: Oxford University Press.
6	Russell, M. A. (2013). Mining the social web: data mining Facebook, Twitter, LinkedIn, Google+, GitHub, and more. "O'Reilly Media, Inc."
7	Ackland, R. (2013). Web social science: Concepts, data and tools for social scientists in the digital age. Sage.