

Hong Kong Shue Yan University Reinvents Liberal Arts Education Through IBM Watson® Discovery

IBM assists the university to build digital humanities platform, boosting its research studies and news analytics, and stay relevant in the digital age



Hong Kong – July 18, 2022 – IBM and Hong Kong Shue Yan University (HKSJU), the first private university in the city, announced that HKSJU will utilize IBM Watson® Discovery for IBM Cloud Pak® for Data, market-leading natural language processing to uncover meaningful insights from complex documents to boost and reinvent its liberal arts education model by making text analytics more meaningful and relevant to trending topics. With IBM Watson Discovery, HKSJU aims to use AI-powered enterprise search technology to uncover meaningful research insights from documents, research papers and business data, thus deepening the understanding of society and helping to find actionable solutions hidden in big data to social problems.

HKSJU is committed to ensuring that the university stays relevant in the digital age through their three laboratories for the study of big data, virtual reality and robotics. HKSJU has been actively promoting “digital humanities” as the direction to conduct more socially beneficial and influential research. It encourages its academic staff and faculty members to use information technology or digital media technology to conduct research, and help students acquire technological skills for career development.

Last year, HKSJU deployed IBM Cloud Pak for Data, hosted on the university’s on-premise private cloud. IBM provided HKSJU easy-to-use technology and the ability to help and guide users with different skillsets, from beginner students to researchers, to easily acquire skills relevant to data analytics. HKSJU decided to uplift their Big Data Lab by installing Watson Discovery on the IBM Cloud Pak for Data, an AI-powered intelligent search and text analytics platform that helps them find valuable information that is buried in library and external resources.

IBM Watson Discovery enables HKSJU to evolve their digital humanities platform and assist professors in enhancing the quality

of their research. HKSYU can now leverage low-code text mining technologies to identify key information apt for teaching and research, and use bibliographic mapping to identify and visualize the relationship between papers to decide influential and relevant topics. A number of researchers from the Department of Business Administration use IBM Watson Discovery to carry out social media analysis for understanding customer behavior.

By merging information and digital technology through IBM Watson Discovery, the HKSYU addresses the challenge of meeting different departmental needs on text analysis, with each of them having various specializations on text analytics such as literature review, news analysis and digital marketing.

"HKSYU wants to build a fully integrated data and AI platform that can enable cross-team collaboration. IBM Cloud Pak for Data satisfied our needs, and led us to explore its other possibilities. Ultimately, we chose IBM Watson Discovery to elevate our Big Data Lab with text analytics capability," said Dr. Connie Yuen, Head of the Department of Applied Data Science; Director of iFREE GROUP Innovation and Research Centre; Director of Big Data Laboratory, Hong Kong Shue Yan University. "Professors can now identify trending topics to develop academic research, and create more relevant teaching materials for students. We keep seeking advice from IBM on other enhancements to help us achieve our goals in reinventing Liberal Arts Education."

"We have been partnering with HKSYU to enrich their teaching modules and learnings of data science through the deployment of IBM Cloud Pak for Data. It is our pleasure that HKSYU chose to continue the partnership in evolving their humanities research platform with Watson Discovery," said Kayton Wan, Leader, Software Group, IBM Hong Kong. "We are witnessing the achievements, and will continue working hand in hand with HKSYU to enhance their digital technology capabilities and stay ahead of the digital age."

IBM's hybrid cloud strategy is uniquely designed to help HKSYU expand its teaching scenarios on both private and public Cloud. IBM Cloud Pak for Data enables HKSYU to have a long-term strategic flexibility to leverage the latest and most advanced AI technologies in a hybrid, multi-cloud and open environment.

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