General

UMPSA drives ethical Artificial Intelligence Initiative

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GAMBANG, 6 December 2024 – Universiti Malaysia Pahang Al-Sultan Abdullah (UMPSA) continues to demonstrate a high commitment to leading the development of science and technology knowledge through the organisation of AI Week, themed ‘To Create Awareness for Responsible AI to the Students and Community’.

This initiative aims to disseminate knowledge and skills related to artificial intelligence (AI) to society, particularly in Pahang Darul Makmur.

As such, the Centre for Human Sciences (PSK), in collaboration with the Centre for Industry and Community Network (ICoN), organised a Workshop on AI Ethics and Applications in Humanities and Social Science Research at the Library Auditorium, UMPSA Gambang Campus.

The workshop, held on 6 December 2024, was attended by 90 participants, including postgraduate students, university staff, and representatives from various educational institutions and external agencies such as the Kuantan District Education Office, the Teacher Education Institute Malaysia, Vocational Colleges, Universiti Islam Pahang Sultan Ahmad Shah (UnIPSAS), and other public universities (UA).

The programme was officiated by the Dean of PSK, Dr Mohamad Hilmi Mat Said.

The one-day workshop was conducted by PSK Lecturer Dr Ahmad Irfan Ikmal Hisham, who shared knowledge and practical guidelines on using various current AI tools such as ChatGPT, Google Gemini, Claude, Jasper AI, and Microsoft Copilot.

Participants were also exposed to AI applications for various purposes, including content creation, data analysis, visual design, video and audio editing, as well as its usage in education and research.

According to the Deputy Dean (Research and Postgraduate Studies) at PSK, Associate Professor Dr Mansor Sulaiman, this workshop is a very significant effort to empower the knowledge and skills of postgraduate students and lecturers in understanding AI applications in research.

“The adoption of this technology can enhance the quality of university research, particularly in the fields of social sciences and humanities at PSK.

“A heartfelt appreciation goes to all parties involved, including participants and the management.

“Thank you also to Dr Rohana Hamzah as Programme Director and the administrative team for their efforts in making this workshop a success,” he stated.

He also hopes that programmes like this will continue as a step to nurture a culture of knowledge and the ethical and responsible use of digital technology at the university and community levels.

The organisation of this programme is also aligned with the ‘Digital Citizen Programme’ initiative by the Ministry of Digital Malaysia, which aims to raise awareness about the ethics and integration of AI technology in various sectors through collaborative networks between universities, industries, and society.

Through proactive steps like this, UMPSA continues to strengthen its role as a driver of knowledge and technological advancement in the country.

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