

AI+COMM Symposium: Advancing AI for Social Good

Welcome Address

Professor Martin Wong, Provost of HKBU

Distinguished scholars, ladies and gentlemen, good morning,

On behalf of the University, it is my distinct honor to welcome you to Hong Kong Baptist University. This year holds a special significance for us as we celebrate the 70th anniversary of our university, having been established in 1956 with a vision to provide whole-person education. As we reflect on seven decades of history, we are delighted to look to the future by hosting such a prestigious gathering today. I would like to extend a warm welcome to those who have traveled all the way from Britain, Canada, Germany, the Netherlands, Spain, and the United States, as well as our esteemed colleagues from Hong Kong and mainland China. Your presence here signifies a global commitment to a subject that has rapidly redefined our world.

Since late 2022, when AI tools became widely accessible to the public, we have witnessed a technological transformation of unprecedented scale. However, this symposium marks more than just an academic gathering; it represents the start of a critical mission to ensure that the narrative of AI is written not only by engineers but with the essential voice of human insight.

Hong Kong Baptist University is uniquely positioned to lead this dialogue. Our School of Communication, founded in 1968, stands as one of the top communication schools in Asia. We have cultivated a research environment that is rigorously cross-disciplinary, gathering a unique team from media studies, sociology, psychology, and data science. This intentional mix allows us to tackle real human problems with both technical skill and deep social understanding.

Our commitment to excellence is reflected in our achievements. Today, through initiatives like the AI Media Centre, or AIM, we are pushing the boundaries of scholarly inquiry. Our experts are working on urgent issues such as detecting misinformation at scale, creating ethical AI for health communication, and designing media tools that protect public trust.

To address these complex challenges, we need hard work and exceptional partners. I am heartened to see so many distinguished partners in the audience today, and I invite all of you to join hands from Asia, Europe, and North America to tackle the challenges AI poses to human societies. Let us work together to ensure that when AI reshapes our world, it does so with a human mind and a human heartbeat.

Thank you, and welcome to HKBU!