

APPLICATION OF VIRTUAL PERSONAL ASSISTANT IN HIGHER EDUCATION

CHI HONG LEUNG & WINSLET TING YAN CHAN

The Hong Kong Polytechnic University, Hong Kong, the People's Republic of China

ABSTRACT

With the advance of technologies, artificial intelligence can be utilized in education (e.g., grading and tutoring). Virtual personal assistants such as Siri and Google Assistant with artificial intelligence become valuable in teaching and learning. Besides the typical functions (e.g., answering simple queries), knowledge transmission of a particular domain can be implemented on a virtual personal assistant. This paper discusses the way of customization of Siri (as an example of a popular virtual personal assistant) to illustrate how it can present knowledge of marketing subjects at the university level. Exemplars of the usage of customized Siri in the classroom are provided. A total of 210 university students were invited to respond to a survey on the attitudes to the usage of customized Siri in marketing courses. According to the results, the virtual personal assistant is useful and easy to use. In addition, student ts engage in learning knowledge with it.

KEYWORDS: *Higher Education; Virtual Personal Assistant; Natural Language Processing & Artificial Intelligence*

Received: Apr 16, 2021; **Accepted:** May 06, 2021; **Published:** May 17, 2021; **Paper Id.:** IJESRJUN202112