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Graduate School
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Mrs. Dorothy Koo and Dr. Ti Hua Koo Centre for Interdisciplinary Evidence-Based Practice and Research

2024-2025 Wednesday Lunchtime Seminar Series

Exploring continued usage of an AI teaching assistant among university students: A temporal distance perspective

30/04/2025 | 12:30 - 14:00 (Hybrid Mode)

📍 Room 105, 1/F, Main Building, HKSYU, 10 Wai Tsui Crescent, Braemar Hill, Hong Kong

🎥 Zoom Meeting ID: 975 4583 1321 (Passcode: 123456)

Although technological developments have made AI chatbot teaching assistants a lived reality, limited insights exist indicating how students perceive and use these new technologies. Recognizing that technology usage research adopts a static view that overlooks the role of temporal distance, we draw on temporal construal theory to examine user intentions and actual usage behavior over time by re-approaching the same set of participants after developing and deploying an AI chatbot in the educational setting. Our results highlight the significance of temporal distance in shaping user perceptions of the technology, with the need for interaction level to play a moderating role.

Speaker: Dr. ZHAO, Hongying

Dr. ZHAO Hongying is an Assistant Professor in the Department of Management Science and Engineering at Dalian University of Technology. She earned her Ph.D. in Information Systems from City University of Hong Kong in 2022 and a Bachelor's degree in Media and Communication from the same university in 2017. She is interested in and has been working on topics of e-commerce, AI adoption, and human-AI collaboration behavior. She has published her work in high-ranking journals such as Information & Management and Internet Research. In 2024, she received a grant from the National Natural Science Foundation of China (NSFC) for her project "Investigating the Effect of Human-Computer Collaborative Feedback on Students' Online Learning Behavior."

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Chaired by: Dr Steve Fong, Dr Kitty Mo
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