

The University of Hong Kong  
Faculty of Social Sciences

Bachelor of Journalism, Media and Artificial Intelligence

Programme-level Outcomes (PLOs)

*(for students admitted in 2026-27 and thereafter)*

Programme Level Outcomes	Faculty Level Outcomes	University Learning Aims
<b>Programme-level Intended Learning Outcome 1.</b> <ul style="list-style-type: none"><li>Understand the values of journalism and media in a global context, including ethical principles as well as fairness, accuracy and the ethical application of AI in media practices</li></ul>	<b>Faculty of Social Sciences Intended Learning Outcome 1.</b> <ul style="list-style-type: none"><li>Acquire and critically evaluate underlying theories and concepts through independent research in social science disciplines</li></ul>	<b>University Learning Aim 1.</b> <ul style="list-style-type: none"><li>Pursuit of academic/professional excellence, critical intellectual inquiry and life-long learning</li></ul>
<b>Programme-level Intended Learning Outcome 2.</b> <ul style="list-style-type: none"><li>Develop informed insights on the state of journalism and the media, critically examining the influence of AI on editorial processes and public discourse</li></ul>	<b>Faculty of Social Sciences Intended Learning Outcome 2.</b> <ul style="list-style-type: none"><li>Apply social science theories and methods in analyzing complex problems in a globalizing world</li></ul>	<b>University Learning Aim 2.</b> <ul style="list-style-type: none"><li>Tackling novel situations and ill-defined problems</li></ul>
<b>Programme-level Intended Learning Outcome 3.</b> <ul style="list-style-type: none"><li>Critically evaluate the accuracy and credibility of information and identify sources of bias in both human-created and AI-generated content</li></ul>	<b>Faculty of Social Sciences Intended Learning Outcome 3.</b> <ul style="list-style-type: none"><li>Reflect critically on learning through participation in social innovation internships to engage with the wider community</li></ul>	<b>University Learning Aim 3.</b> <ul style="list-style-type: none"><li>Critical self-reflection, greater understanding of others, and upholding personal and professional ethics</li></ul>
<b>Programme-level Intended Learning Outcome 4.</b> <ul style="list-style-type: none"><li>Demonstrate the ability to collect and process complex information for</li></ul>	<b>Faculty of Social Sciences Intended Learning Outcome 4.</b> <ul style="list-style-type: none"><li>Embrace diverse learning environments through out-of-Hong Kong exchange and</li></ul>	<b>University Learning Aim 4.</b> <ul style="list-style-type: none"><li>Intercultural communication and global citizenship</li></ul>

communication to a global public	global citizenship programmes	
<b>Programme-level Intended Learning Outcome 5.</b> <ul style="list-style-type: none"><li>● Apply existing and emerging technologies, including generative AI, for the research, produce and share journalistic content across traditional and digital platforms</li></ul>	<b>Faculty of Social Sciences Intended Learning Outcome 5.</b> <ul style="list-style-type: none"><li>● Work as effective team members and in group projects to enhance collaboration and communication skills</li></ul>	<b>University Learning Aim 5.</b> <ul style="list-style-type: none"><li>● Communication and collaboration</li></ul>
<b>Programme-level Intended Learning Outcome 6.</b> <ul style="list-style-type: none"><li>● Appreciate the critical role of the media and AI in civic life and how they can contribute to better the human condition</li></ul>	<b>Faculty of Social Sciences Intended Learning Outcome 6.</b> <ul style="list-style-type: none"><li>● Demonstrate an awareness of current social issues and problems and be prepared to act as advocates for social change</li></ul>	<b>University Learning Aim 6.</b> <ul style="list-style-type: none"><li>● Leadership and advocacy for the improvement of the human condition</li></ul>