

Genie — Deakin University's AI virtual assistant for student admissions and services

AI in Education · Good practice · Australia

Quality score: 20/100

Evidence strength: Cautionary / limited

Summary

Deakin University's AI chatbot 'Genie' answered enrolment, fee and timetable queries, reaching 25,000+ student downloads and 12,000 daily conversations by 2019. Independent trade press confirms the figures; current status is unverified.

Key dimensions

Dimension	Score
Evidence of learning impact	0/3
Equity & inclusion	1/3
Transparency, ethics & data protection	1/3
Teacher capability & pedagogy	0/3
Scalability & sustainability	1/3

Evaluated by C-NAPSE

Data sources

[C-NAPSE web research](#) — accessed 2026-07-06

[Deakin University](#) — accessed 2026-07-06

[iTnews — Deakin's Genie assistant tackles 12,000 conversations a day](#) — accessed 2026-07-06

[CIO — Deakin's digital assistant Genie graduates uni and secures first job at Allianz](#) — accessed 2026-07-06

[iTnews — Meet Genie, Deakin Uni's virtual assistant for students \(2017\)](#) — accessed 2026-07-06

[CIO — Deakin University students to get answers using IBM's Watson \(2014\)](#) — accessed 2026-07-06

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