

Fachbereich 9 - Medienstudiengänge

Department 9 - Media Courses

Kommentar zur Lehrveranstaltung im SoSe 2024

Description of seminars

Veranstalter*in: Prof. Dr. Andreas Hepp

Lecturer:

Titel (dt.):

Titel (engl.): Superintelligence, hype or stochastic parrots? Communicative AI and the transformation of societal communication.
(immer angeben)

Beschreibung:

Description:

Current media coverage surrounding ChatGPT, LaMDA, and Luminous has brought questions about the automation of communication into the mainstream: Artificially intelligent media are no longer merely mediating instances of communication, but are themselves becoming communicative participants. This has generated broad public discussion about these systems and the challenges they bring to fields such as education, public discourse, and journalistic production. In light of this intensifying discussion, researchers who have been working on the topic for a longer time warn against blindly embracing the hype.

In this research seminar, we want to look at the phenomenon of communicative AI from different perspectives. Depending on your interests, topics may include, for example, the public discourse on communicative AI (the “talking into being”), the use and appropriation of communicative AI in various social domains (education, journalism, gaming, private life, etc.), pioneers in the development of communicative AI and other topics. Part of the research seminar is a continuation of the ComAI Lectures, in which colleagues and experts in their field present current research results. Speakers will include Axel Bruns and Benedetta Brevini.

Literatur:

Literature:

Atkinson, D. P., & Barker, D. R. (2023). AI and the social construction of creativity. *Convergence: The International Journal of Research into New Media Technologies*. doi:10.1177/13548565231187730

Bareis, J., & Katzenbach, C. (2022). Talking AI into Being: The narratives and imaginaries of national AI strategies and their performative politics. *Science, Technology & Human Values*, 47(5), 855-881. doi:10.1177/01622439211030007

Bender, E. M., Gebru, T., McMillan-Major, A., & Shmitchell, S. (2021). *On the dangers of stochastic parrots*. Proceedings from Proceedings of the 2021 ACM Conference on Fairness, Accountability, and Transparency, New York, NY, USA.

Coeckelbergh, M., & Gunkel, D. J. (2023). ChatGPT: Deconstructing the debate and moving it forward. *AI & Society*. doi:10.1007/s00146-023-01710-4

Guzman, A. L., McEwen, R., & Jones, S. (Eds.). (2023). *The SAGE Handbook of Human-Machine Communication*. London: Sage.

Hepp, A., Loosen, W., Dreyer, S., Jarke, J., Kannengießner, S., Katzenbach, C., . . . Schulz, W. (2023). ChatGPT, LaMDA and the hype around Communicative AI: The automation of communication as a field of research in media and communication studies. *Human-Machine Communication*, 6, 41-63. doi:10.30658/hmc.6.4

Stenbom, A., Wiggberg, M., & Norlund, T. (2021). Exploring communicative AI: Reflections from a Swedish newsroom. *Digital Journalism*, 1-19. doi:10.1080/21670811.2021.2007781

Züger, T., Kuper, F., & J, F. (2023). Handling the hype: Implications of AI hype for public interest tech projects. *TATuP*, 32/3, 34-40. doi:10.14512/tatup.32.3.34