

## Fachbereich 9 - Medienstudiengänge

Department 9 - Media Courses

### Kommentar zur Lehrveranstaltung im SoSe 2024

Description of seminars

Veranstalter\*in: Dr. Daria Dergacheva

**Lecturer:**

**Titel (engl.):** How does media talk about AI: from history to innovations?

#### **Description:**

The aim of this seminar is to first develop a basic understanding of what artificial intelligence means and how it was historically framed and is currently framed by the legacy media. In addition, the aim is to explore some of the current discussions on artificial intelligence on social media platforms, and to learn about the different areas of application of artificial intelligent systems in media innovations, its ethics and practical implications.

This three-day block seminar will combine intense class discussions, lectures, practical exercises and media projects on the topic of Artificial Intelligence and media. During the first day, we will learn about the concept of Artificial Intelligence, its history, how it was framed by the legacy English language media during various periods of time. To better understand the concept of AI and how algorithms work, we will also do an algorithmic data walk on campus in groups and make a report on it in the second half of the day.

During the second day of the seminar, we will explore how various legacy media frame AI today. In order to do that, students will deliver presentations on research articles exploring this topic. Further on, we will learn how to collect and analyse publicly available social media data on the topic of AI, and will do a group exercise, researching various platforms. At the end of the day, we will create an online magazine featuring our findings and presentations on AI in legacy media and AI in social media today, as well as the results of algorithmic data walk.

On the third day, we will learn how the media uses AI innovations in its workflow. We will learn about the ethics of developing and using communicative AI, (such as ChatGPT, Midjourney, and others) and how it is impacting media innovation. We will understand how AI is increasingly being used to create or generate new forms of media, including how AI is being used to create images, videos, and other forms of media production.

Throughout the day, students will make small projects with the help of generative AI to create their own media innovations. We will conclude by discussing the ethical implications of AI in media and the potential impact of AI on the future of media.

Students will be able to add their projects to the course's online magazine.

The prerequisite for participation is the willingness to read longer texts, especially in English, in advance and to actively participate in discussions and group work during the course. While the course language is English, final reports may be written in German. It would be better to bring your own laptop but also a tablet will work, or mobile phone, if nothing else is available.

**Literature:** *Some suggested readings (readings will be added further on, more readings will be assigned for individual presentations for the second and third days of the seminar)*

Jobin, A. & Katzenbach, C. (2023). The Becoming of AI: A Critical Perspective on the Contingent Formation of AI. In Lindgren, S. (Eds.), *Handbook of Critical Studies of Artificial Intelligence* (pp. 43-55). Cheltenham, United Kingdom: Edward Elgar Publishing Ltd. DOI: 978 1 80392 855 5

Katzenbach, C. (2021). "AI will fix this" – The Technical, Discursive, and Political Turn to AI in Governing Communication. *Big Data & Society*, 8(2). DOI: 10.1177/2053951721104618

Cardon, D., Cointet, J.-P., & Mazières, A. (2018). Neurons spike back: The invention of inductive machines and the artificial intelligence controversy. *Réseaux*, 211(5), 173. <https://doi.org/10.3917/res.211.0173>

Jobin, A., Ienca, M., & Vayena, E. (2019b). The global landscape of AI ethics guidelines. *Nature Machine Intelligence*, 389–399. <https://doi.org/10.1038/s42256-019-0088-2>

Natale, S., & Ballatore, A. (2017). Imagining the thinking machine: Technological myths and the rise of artificial intelligence. *Convergence: The International Journal of Research into New Media Technologies*, 135485651771516. <https://doi.org/10.1177/1354856517715164>