



Open Discussion #3

PORTO
July 2024

IARIA Congress 2024 & DigiTech 2024

Theme: AIMEDIA: On Universe, Metaverse, Multiverse, Omniverse

COORDINATORS

Prof. Dr. Stephan Böhm, *RheinMain University of Applied Sciences, Germany*
Prof. Dr. Matthias Harter, *RheinMain University of Applied Sciences, Germany*



Inquiries under Discussions

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Items under scrutiny



a. AI-Driven Content Creation

How AI is revolutionizing content generation in digital media



b. The Role of AI in Shaping Public Opinion in the Metaverse

AI's influence on news dissemination and opinion formation within immersive virtual environments



c. Impact of AI on Media Consumption Patterns

Changes in how audiences consume media across various platforms



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Items under scrutiny



- e. **The Future of Journalism in the AI Era**
How AI tools are transforming newsgathering, reporting, and distribution in an increasingly digital media landscape



- f. **Monetization and Copyright Challenges in AI Media**
Implications of AI in copyright laws and the monetization models for AI-generated content



- g. **AI, Ethics, and Privacy in the Omniverse**
Ethical considerations and privacy concerns as AI integrates deeper into personal and media interactions across multiple virtual platforms



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▪ The Future of Journalism in the AI Era

- Renaissance of journalism: Traditional high-quality journalism will experience a comeback as fact-checking organizations with a well-known human-centric view on fact interpretation (“left” vs. “right”)
- Role of experts: Traditional degrees and institutionalized, formal qualification levels needed more than ever, also beyond science



Matthias Harter
Hochschule
RheinMain





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- **AI, Ethics, and Privacy in the Omniverse**
 - On June, 10th Apple announced AI will be built-in deeply into iOS
 - Elon Musk: “creepy spy program” despite Apple’s efforts for privacy
 - How far away from George Orwell’s dystopia in 1984?



ZEIT  ONLINE

Artificial Intelligence

The AI fairytale

AI means progress? Not necessarily, says researcher Meredith Whittaker. AI, she says, is based on a profitable yet dangerous business model: surveillance.

Ein Gastbeitrag von [Meredith Whittaker](#)

12. Juni 2024, 17:13 Uhr

▶ 19 Min.  2



Meredith Whittaker is an AI researcher and President of the Signal Foundation. © [M] Robs/unsplash.com [<https://unsplash.com/de/@robinne>]



Matthias Harter
Hochschule
RheinMain



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- **Real content and AI-generated content are becoming increasingly difficult for recipients to distinguish**
 - Distrust in digital media might increase, with a corresponding decrease in the relevance of digital media as an information source
 - Aim for authentic “live” experiences or alternative individualized channels as a “more reliable” source of information might increase
- **AI in newsrooms is transforming journalism**
 - Automating transcription, summarization, and content production
 - Big difference in human perception between intervening in the creation of content and channel-specific adaption and distribution
 - Risks of automation could be lower quality, interchangeable content, deprofessionalization journalism, influenceability, and manipulability



Stephan Böhm
Hochschule
RheinMain



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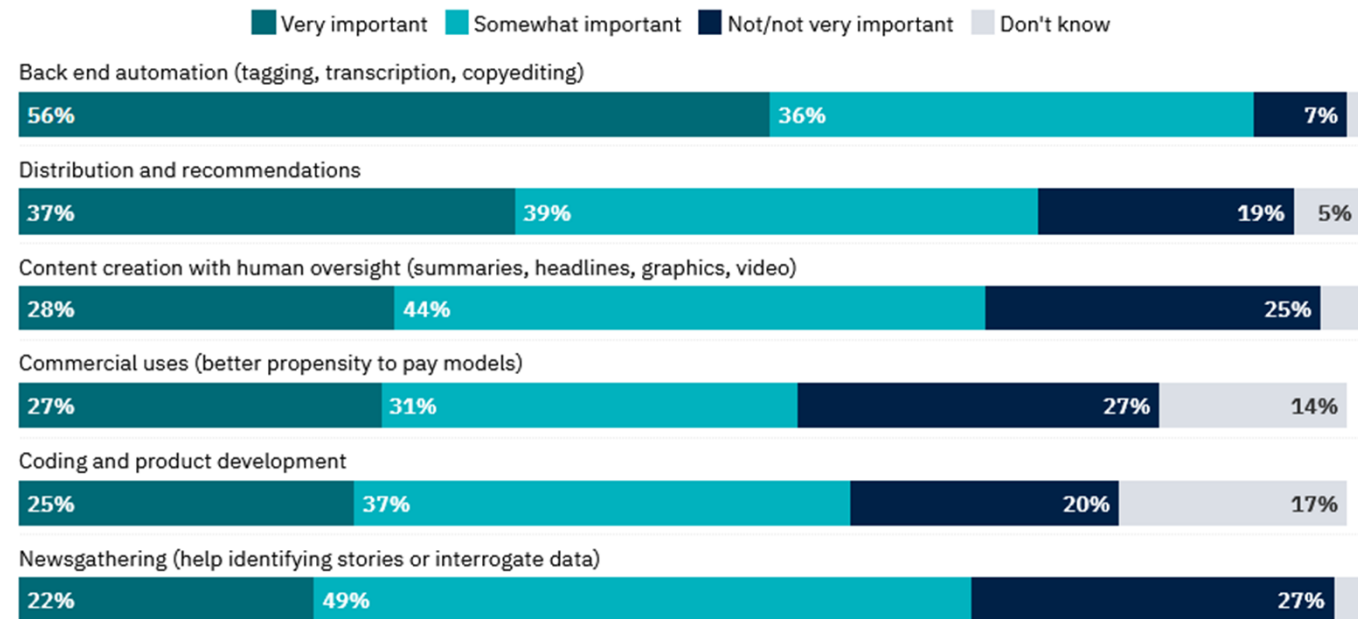
Below are 24 faces, 8 of which are of a real person, 8 of which are AI generated with a GAN, and 8 of which are AI generated with a text-to-image or diffusion process. To see if you can tell the difference, select the 8 faces you think are real and then "Submit" (the real faces will be highlighted in green after you submit your answers)

Submit

The image shows a grid of 24 faces. One face is highlighted with a red border, and several others are highlighted with green borders. The text above the grid explains the quiz: 'Below are 24 faces, 8 of which are of a real person, 8 of which are AI generated with a GAN, and 8 of which are AI generated with a text-to-image or diffusion process. To see if you can tell the difference, select the 8 faces you think are real and then "Submit" (the real faces will be highlighted in green after you submit your answers)'. A 'Submit' button is visible below the grid.

AI uses which will be key for news publishers in 2024

Back end automation and content creation are now much more important than two years ago. Data from a survey of 314 media leaders in 56 countries for 'Journalism, media and technology trends and predictions 2024'.



Q11. To what extent will the following uses of Artificial Intelligence (AI) and Generative AI be important to your company in 2024? Base: 296.

Source: Journalism, media and technology trends and predictions 2024.

[Get the data](#) • [Embed](#)



Sources: AI or Not Quiz (<https://farid.berkeley.edu/misc/AlorNotQuiz/>), Reuters (<https://reutersinstitute.politics.ox.ac.uk/journalism-media-and-technology-trends-and-predictions-2024#header--3>)

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- **AI can increase efficiency and reduce costs by automating routine tasks, but it may lack the creative flexibility**
 - Standardized production formats will lose value and might result in a polarization of creative commodities and hyper-creative productions
 - Alternatively, a machine-human collaboration and corresponding division of labor could open up new potential for creativity
- **AI is optimizing content distribution by analyzing viewer preferences, enhancing engagement, and increasing revenue**
 - Problems of self-reinforcement and creation of filter bubbles, danger of increasing polarization of opinions, and destructive social fragmentation
 - Increasing perception of manipulation by the media, possible counter-movements (“digital detox”), and even regulatory measures



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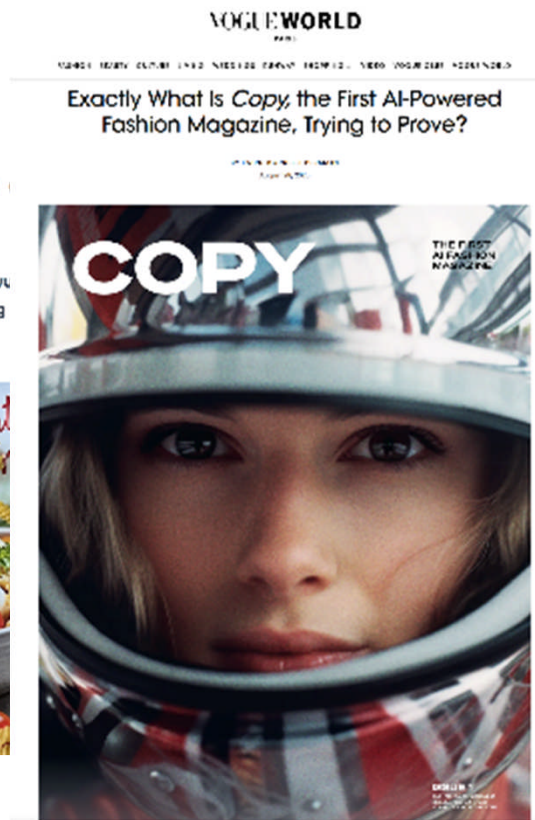
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Automatisierter Journalismus

Wenn die KI komplette Zeitschriften

von Jan Heusch

Eine Zeitschrift des Burda-Verlags mit Kochrezepten wu
Darauf hingewiesen werden die Leser nicht, der Verlag
Experiment.

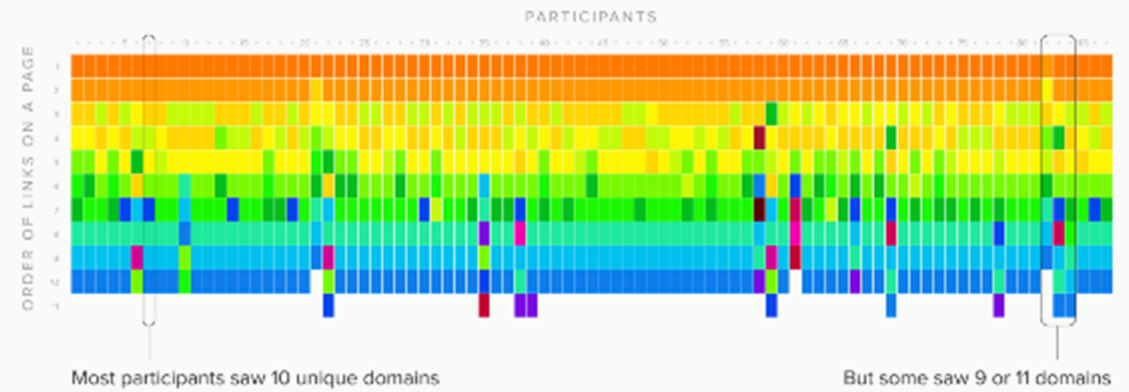


Google Filter Bubble Domain Variation

87 people searched Google for "gun control" at the same time from across the U.S., logged out and in private browsing mode.

They saw 19 domains ordered 31 ways.

DOMAIN FREQUENCY			
google.com	99%	nytimes.com	3%
yahoo.com	99%	fox.com	1%
apple.com	100%	usatoday.com	6%
amazon.com	99%	reuters.com	2%
facebook.com	99%	bbc.com	3%
twitter.com	100%	theatlantic.com	3%
linkedin.com	97%	thehill.com	2%
instagram.com	99%	theverge.com	1%
reddit.com	99%	theguardian.com	1%
spotify.com	99%	theeconomist.com	1%



DuckDuckGo

Study of 87 Americans searching at the same time

Sources: VogueWorld (<https://www.vogue.com/article/exactly-what-is-copy-the-first-ai-powered-fashion-magazine-trying-to-prove>), Burda (<https://www.zdf.de/nachrichten/panorama/ki-journalismus-chatgpt-midjourney-zeitschrift-burda-verlag-100.html>), DuckDuckGo (<https://spreadprivacy.com/google-filter-bubble-study/>)

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- **AI solutions streamline operations and reduce overhead, allowing teams to focus on strategy and creativity**
 - Entire professions in the creative and media sectors are threatened, future employment and options for retraining are questionable
 - Future skills and corresponding training plans are difficult to predict due to the highly dynamic nature of AI advancement
- **ChatGPT has created an "iPhone" moment for AI in the media sector and is disrupting the market**
 - Generative AI reaches the “peak of inflated expectations” – still more enthusiasm about the technical possibilities than productive use
 - Productive use is often embedded or in the backend – shortage of skilled workers still overcompensates for the substitution effects



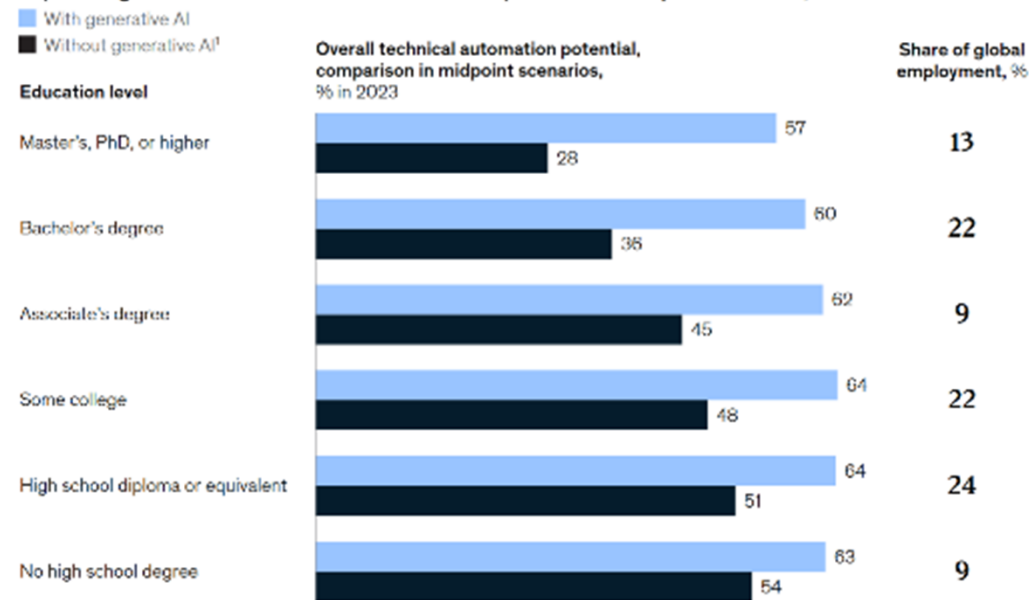
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Exhibit 12

Generative AI increases the potential for technical automation most in occupations requiring higher levels of educational attainment.

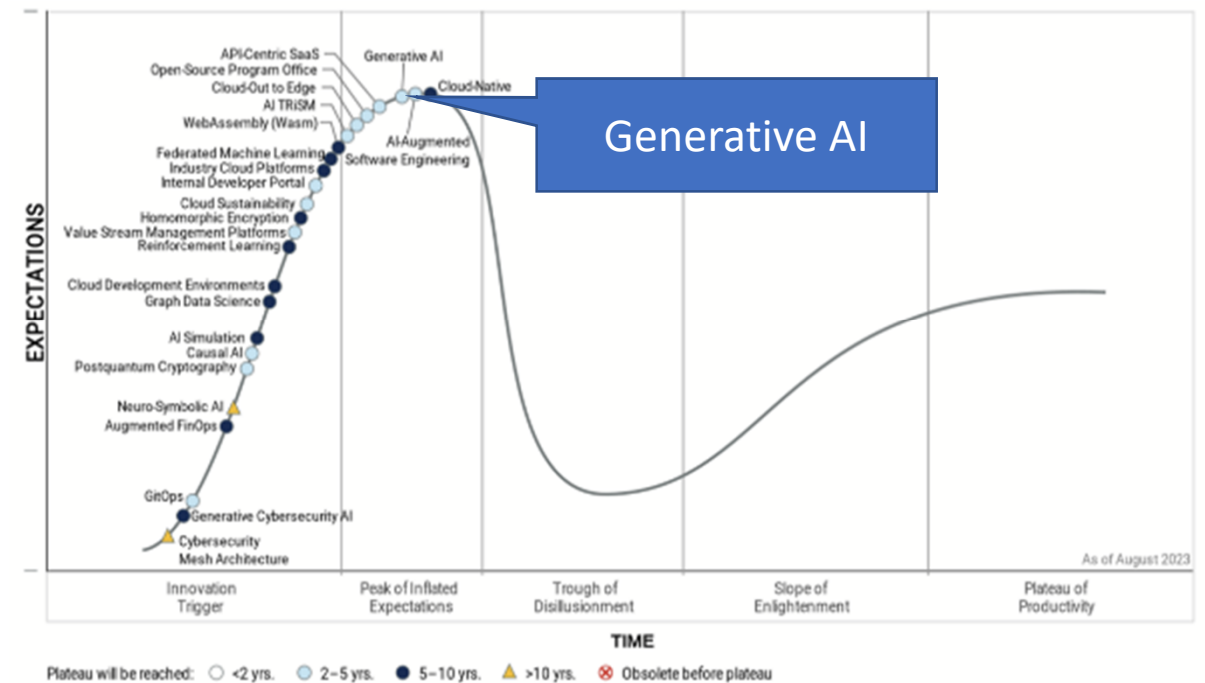
Impact of generative AI on technical automation potential in midpoint scenario, 2023



Previous assessment of work automation before the rise of generative AI. Source: McKinsey Global Institute analysis

McKinsey & Company

Figure 1. Hype Cycle for Emerging Technologies, 2023



Gartner

Sources: McKinsey & Company (<https://www.mckinsey.de/~media/mckinsey/locations/europe%20and%20middle%20east/deutschland/news/presse/2023/2023-06-14%20mgi%20genai%20report%202023/the-economic-potential-of-generative-ai-the-next-productivity-frontier-vf.pdf>), Gartner (<https://www.gartner.com/en/newsroom/press-releases/2023-08-16-gartner-places-generative-ai-on-the-peak-of-inflated-expectations-on-the-2023-hype-cycle-for-emerging-technologies>)

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