

# SHAPING AI

Conference

## Shifting AI Controversies

**Prompts, Provocations, and Problematisations for Society-Centered AI**

29 & 30 January 2024

WZB | Berlin Social Science Center,  
Reichpietschufer 50,  
10785 Berlin

Museum of Communication Berlin,  
Leipziger Straße 16,  
10117 Berlin

Controversies about AI abound, especially since ChatGPT took over the Internet by storm, becoming the most popular application in the Web's history within only a few months. The current excitement about the perils and prospects of general-purpose AI applications like ChatGPT is only the most recent wave of public interest in the long history of "artificial intelligence" (AI). With its metaphysical imaginaries of human-machine symbiosis, anthropomorphic robots and machine thinking, arguably oversized scientific claims and technological developments in this field have always raised concerns. What the current debate makes much more visible than previous attention cycles, though, is that contemporary AI companies and scientists dominate not only the discourse promoting AI's prospects but also that on AI's perils. From engineers at OpenAI to research pioneer Geoffrey Hinton, technologists and industry-based scientists increasingly articulate warnings that AI might cause serious and fundamental damage to societies. With this move, the already dominant players are now also occupying the space of public critique, yielding the risk that activism, social science, critical journalism and the arts are pushed even further to the margins of public and expert debates. Are we currently having the public controversies on AI that we should have, or is AI panic derailing us from actual and relevant concerns? How do we get to the controversies that we need and to the exploration and articulation of society-centered AI?

The conference will hold keynotes, panels and interventions from **scholars, civil society and practitioners** on the topic of AI controversies.

## AGENDA

Monday, 29 January 2024

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Location: Berlin Social Science Center (WZB)

09:00–09:30 Registration and Coffee

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09:30–09:45 **Welcome Note and Introduction** - A300

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09:45–11:00 Keynote Panel - A300

**Where Do We Stand? Patterns of Thinking and Talking about AI**

- Louise Amoore (Durham University)
- Christian Pentzold (University of Leipzig)
- ~~Sally Wyatt (Maastricht University)~~

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11:00–12:00 Concurrent Panels

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**Labour and AI** - A300

**AI and Education** - A310

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12:00–13:30 Lunch Break - Winter garden

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13:30–15:00 Concurrent Panels

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**Imagineries of AI** - A300

**Public Participation and Art in the Age of AI** - A310

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15:00–15:30 Coffee Break

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15:30–17:00 Plenary Panel - A300

**Shaping AI: Controversies and Closure in Media, Policy, Research**

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Location: Museum of Communication Berlin

18:30–19:00 Registration

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19:00–20:30 Evening Panel

**Not my Existential Risk! The Politics of Controversy in an Age of AI**

- Matthias Spielkamp (AlgorithmWatch)
- Brenda McPhail (Canadian Civil Liberties Association)
- Mark Scott (Politico)
- Gloria González Fuster (Vrije Universiteit Brussel)

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20:30 Reception

Tuesday, 30 January 2024

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Location: Berlin Social Science Center (WZB)

08:30–09:00 Registration and Coffee

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09:00–10:30 Concurrent Panels

**AI in Media and News** - A300

**AI and Regulation** - A310

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10:30–11:00 Coffee Break

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11:00–12:45 Concurrent Panels

**Social Science Perspectives on  
AI and Large Language Models** - A300

**Human-AI Relations** - A310

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12:45–14:00 Lunch Break - Winter garden

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14:00–15:30 Concurrent Panels

**Political Economy and  
Democracy** - A300

**AI Controversies on Ground Truths and  
Fakes** - A310

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15:30–16:00 Coffee Break

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16:00–17:30 Closing Plenary Panel - A300

**Where Do We Go From Here?**

**Future Trajectories of AI Controversies and Developments**

- Alison Powell (London School of Economics)
  - Marek Tuszynski (Tactical Tech)
  - Regine Paul (University of Bergen)
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17:30 Conference Closing - A300

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# CONFERENCE PROGRAMME

Monday, 29 January 2024

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Location: Berlin Social Science Center (WZB)

09:00–09:30 Registration and Coffee

09:30–09:45 **Welcome Note and Introduction** - A300

09:45–11:00 **Keynote Panel:**  
**Where Do We Stand? Patterns of Thinking and Talking about AI** - A300

*Chair: Christian Katzenbach*

- Louise Amoore (Durham University)
- Christian Pentzold (University of Leipzig)
- ~~Sally Wyatt (Maastricht University)~~

11:00–12:00 **Concurrent Panels**

**Labour and AI** - A300

*Chair: Fenwick McKelvey*

- Claudio Celis Bueno (University of Amsterdam / Media Studies)  
*Beyond Automation: Generative AI and the Question of Labour*
- Chrys Vilvang (Concordia University)  
*Memories Made for You: Apple Memories, AI, and Personal Cultural Labour*
- Tuukka Lehtiniemi, Minna Ruckenstein (University of Helsinki)  
*Society is not merely a landing site for AI technologies*

**AI and Education** - A310

*Chair: Axel Meunier*

- Lulu Shi, Fabian Stephany (University of Oxford)  
*Augmented Learning or Automated Control? Revealing the Functions, Features, and Skills Affected by AI-based EdTech*
- Alaz Okudan (University of Galway / Centre for Creative Technologies)  
*Capacity to Fail: How Can Failed Images of Artificial Intelligence Prompt Critical Thinking?*

12:00–13:30 Lunch Break - Winter garden

13:30-15:00 Concurrent Panels

**Imaginarities of AI - A300**

*Chair: Thomas Christian Bächle*

- Vanessa Richter (ZeMKI, University of Bremen), Christian Katzenbach (ZeMKI, University of Bremen / HIIG - Alexander von Humboldt Institute for Internet and Society), Jing Zeng (Utrecht University)  
*Negotiating AI Imaginaries across local realities and cultural differences in Germany, the USA, and China*
- Raquel Campos Valverde, D. Bondy Valdovinos Kaye (University of Leeds)  
*Streaming inequality: Musical taxonomies, recommendation and AI*
- Thomas Christian Bächle (HIIG - Alexander von Humboldt Institute for Internet and Society / University of Bonn)  
*Military AI and human augmentation: On the shifting boundaries between super weapons and super soldiers*

**Public Participation and Art in the Age of AI - A310**

*Chair: Donato Ricci*

- T. Leo Cao (University of Texas at Austin)  
*Art, algorithms, and authority: The integration of AI on Google Arts & Culture*
- Ana Pop Stefanija (imec-SMIT, Free University of Brussels), Rob Heyman (imec-SMIT, Free University of Brussels / Knowledge Center Data & Society)  
*AI for the people? How AI hype spills into people's understanding of AI*
- Maurice Jones (Concordia University)  
*Redesigning Public Participation in the Age of Generative AI*
- Beatrice Gobbo (University of Warwick), Noortje Marres (University of Warwick), Chiara Poletti (University of Warwick), Ginevra Tirenghi (Brunel University)  
*The controversy shape shifter: An interdisciplinary method to get us from the AI controversies that we have to the ones that we need*

15:00-15:30 Coffee Break

15:30-17:00 Plenary Panel:

**Shaping AI: Controversies and Closure in Media, Policy, Research - A300**

Location: Museum of Communication Berlin

18:30-19:00 Registration

19:00-20:30 Evening Panel:

**Not my Existential Risk! The Politics of Controversy in an Age of AI**

Host and Intro: Christian Katzenbach (University of Bremen / HIIG - Alexander von Humboldt Institute for Internet and Society)

Moderator: Noortje Marres (University of Warwick)

Panellists:

- Matthias Spielkamp (AlgorithmWatch)
- Brenda McPhail (Canadian Civil Liberties Association)
- Mark Scott (Politico)
- Gloria González Fuster (Vrije Universiteit Brussel)

**Controversies about AI abound. But are we having the conversations and controversies about AI that we need to have?** Some hold that the public debate about AI is increasingly dominated by state and industry. While activists, journalists and researchers have played a key role in getting issues of AI-induced discrimination, surveillance and worker exploitation on the public agenda, current initiatives focused on “responsible AI” seem designed to strengthen the “innovation state” and create opportunities for business. As development and investment in AI is again rising sharply after the ChatGPT moment, even technologists and world leaders articulate warnings that AI might cause fundamental damage to societies, including the risk of extinction. But are these the harms and risks that we should prioritise in public and policy debates about AI? How can we put forward an agenda of controversies on AI that puts society centre stage?

20:30 Reception

Tuesday, 30 January 2024

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Location: Berlin Social Science Center (WZB)

08:30-09:00 Registration and Coffee

09:00-10:30 Concurrent Panels

**AI in Media and News - A300**

*Chair: Laura Liebig*

- Panos Tsimpoukis (University of Toulouse / LERASS), Nikos Smyrnaio (University of Toulouse / LERASS)  
*From Regulation and Lobbying to Politicization : A Decade of Public Discourse on AI in the French Press and Social Media*

- Jing Zeng (Utrecht University), Daniela Mahl, Saba R. Brause, Mike S. Schäfer (University of Zurich)  
*Comparing AI Controversies: A Multilingual Investigation of News Coverage in China, Germany, and the United States (2012-2021)*
- Tibor Vocásek (Charles University Prague / CLUNL NOVA Lisbon)  
*Balancing Hyped Concerns: AI Regulation Imaginaries in Czech Media*
- Alisa Maksimova (Center for Advanced Internet Studies)  
*(Re)shaping the narratives of Artificial Intelligence in museum exhibitions*

### **AI and Regulation - A310**

*Chair: Lena Ulbricht*

- Fabian Ferrari (Utrecht University)  
*State roles in AI governance: regulator, facilitator, producer, buyer*
- Mónica Humeres, Teresa Correa (School of Communication, Diego / Portales University, Chile), Dusan Cotoras (Futures of Artificial Intelligence Research (FAIR), Chile), Renato Moretti (Alberto Hurtado University, Chile), Iñaki Oyarzún, Claudia López (Federico Santa María Technical University, Chile)  
*Shaping a technological future: An analysis of AI regulation controversies in the Chilean political arenas*
- Reiner Mühlhoff (Osnabrück University), Hannah Ruschemeier (University of Hagen)  
*Re-focusing data protection in AI on what really matters: The risk of secondary use of trained models*
- Daria Onitiu, Sandra Wachter, Brent Mittelstadt (Oxford Internet institute-University of Oxford)  
*Making sense of the benefit-risk profile of Large Language Models in health: tensions for EU regulation and policy*

10:30-11:00 Coffee Break

11:00-12:45 Concurrent Panels

### **Social Science Perspectives on AI and Large Language Models - A300**

*Chair: Michael Castelle*

- Anders Kristian Munk, Mathieu Jacomy, Matilde Ficozzi (TANTlab, Aalborg University)  
*Shifting Methods for Shifting Controversies: Using Generative Models to Continuously Visualize and Explore the Scientific Literature on AI.*
- Valentin Goujon (médiablab, Sciences Po), Nicolas Chartier-Edwards (INRS)  
*Towards scaling in action: Social sciences and the futurity of contemporary AI large models*

- Nicholas Fazio (York University)  
*Large Language Models and the Future(s) of Literacy*
- Etienne Grenier (Institut national de la recherche scientifique)  
*21st Century AI Malaise: Anatomy of a Budding Sensemaking Crisis*

### **Human-AI Relations - A310**

*Chair: Anna Jobin*

- Jeanette Hofmann ( HIIG - Alexander von Humboldt Institute for Internet and Society / Berlin Social Science Center)  
*Autonomy reconfigured: A critique of AI-centered storytelling*
- Beth Coleman (University of Toronto), Martin Wattenberg, Fernanda Viegas (Harvard University), Jamie Sandhu (Schwartz Reisman Institute for Technology & Society)  
*Decoding Controversies in Human-AI Interaction: affect and anthropomorphism in chatbot use*
- Lina Eklund (Uppsala University)  
*Project P -using interactive fiction to explore human-AI relations*
- Anette Hallin, Christoffer Andersson, Thomas Wahl, (Mälardalen University / EST), Chris Ivory (Mälardalen University / IDT)  
*AI and the discursive shift of humanness*
- Assia Wirth (Paris-Saclay University / INRIA)  
*Redefining facial recognition: the overlooked production of facial data*

12:45-14:00 Lunch Break - Winter garden

14:00-15:30 **Concurrent Panels**

### **Political Economy and Democracy - A300**

*Chair: Jeanette Hofmann*

- Mirko Tobias Schäfer (University of Utrecht), Pekka Mäkelä, Minna Ruckenstein (University of Helsinki)  
*Repairing broken AI systems and renewing the checks & balances for the digital democracy*
- Sebastian Koth (Weizenbaum Institute Berlin)  
*Openness, Decentralization, Democratization? The Emerging Political Economy of AI*
- Daniel Mügge (University of Amsterdam), Regine Paul (University of Bergen)  
*Artificial intelligence and the variegated reconfiguration of the global political economy*



## **AI Controversies on Ground Truths and Fakes – A310**

*Chair: Jonathan Roberge*

- Robert Marinov (Concordia University, Montreal, Canada)  
*Automating Dis/Misinformation: Generative AI, Testbed Publics, and Controversies Beyond the 'Bad Actors' Frame*
- Ganit Richter (The College of Management Academic Studies/ Faculty Of Business), Dalit Ken-Dror Feldman (University of Haifa / Law Technology and Cyber Clinic)  
*Training for Truth: Gamified Inoculation Against Generative AI Visual Fakes*
- Zubaida Qaissi (New York University)  
*Ghosts of Texts Faked: the Place(s) of Citation in Post-AI Academia*
- Titiksha Vashist, Shyam Krishnakumar, Dhanyashri Kamalakkanan (The Pranava Institute)  
*Making Trust Visible: Preventing Deceptive Design in AI Systems*

15:30-16:00 Coffee Break

16:00-17:30 Closing Plenary Panel:

**Where Do We Go from Here?**

**Future Trajectories of AI Controversies and Developments – A300**

*Chairs: Fenwick McKelvey, Donato Ricci*

- Alison Powell (London School of Economics)
- Marek Tuszynski (Tactical Tech)
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17:30 Conference Closing – A300

## CONFERENCE WEBSITE

To access the digital version of the conference programme, please visit [hiig.de/en/events/conference-shifting-ai-controversies/](https://hiig.de/en/events/conference-shifting-ai-controversies/). Here, you will also find further information on the conference, documentation and updates.

## ORGANISERS AND PARTNERS

Shifting AI Controversies is a joint event with [Berlin Social Science Center \(WZB\)](#), [Museum of Communication Berlin](#) and [AlgorithmWatch](#).

The conference is organised as a closing event of the project [Shaping 21st Century AI](#), which is a multinational collaboration of partners in Germany, France, UK and Canada that examines the global trajectories of public discourse on artificial intelligence. The project is funded by the German Research Foundation (DFG, Germany), the Agence nationale de la Recherche (ANR, France), the Economic and Social Research Council of UK Research and Innovation (ESRC, the UK) and the Social Sciences and Humanities Research Council (SSHRC, Canada) in the Open Research Area (ORA) scheme.

### Team

[Christian Katzenbach](#) (ZeMKI, University of Bremen / HIIG)

[Laura Liebig](#) (ZeMKI, University of Bremen / HIIG)

[Lena Marie Henkes](#) (HIIG)

Alessa Eggeling (University of Bremen)

### Project Partners

Centre for Media, Communication and Information Research (ZeMKI), University of Bremen / Alexander von Humboldt Institute for Internet and Society (HIIG) (PI: Christian Katzenbach)

médialab, Sciences Po, Paris (PI: Donato Ricci)

Centre for Interdisciplinary Methods (CIM), University of Warwick (PIs: Noortje Marres, Michael Castelle)

NENIC Lab, INRS Montreal/Quebec (PI: Jonathan Roberge) / Algorithmic Media Observatory, Concordia University (PI: Fenwick McKelvey)

## QUESTIONS

If you have any questions, you can contact the conference organisers via [shifting-ai@hiig.de](mailto:shifting-ai@hiig.de)