# AI TECHNOLOGY AS INTERACTIONAL HUMAN CULTURE: LANGUAGE, DATA PRACTICE AND SOCIAL STRUGGLE

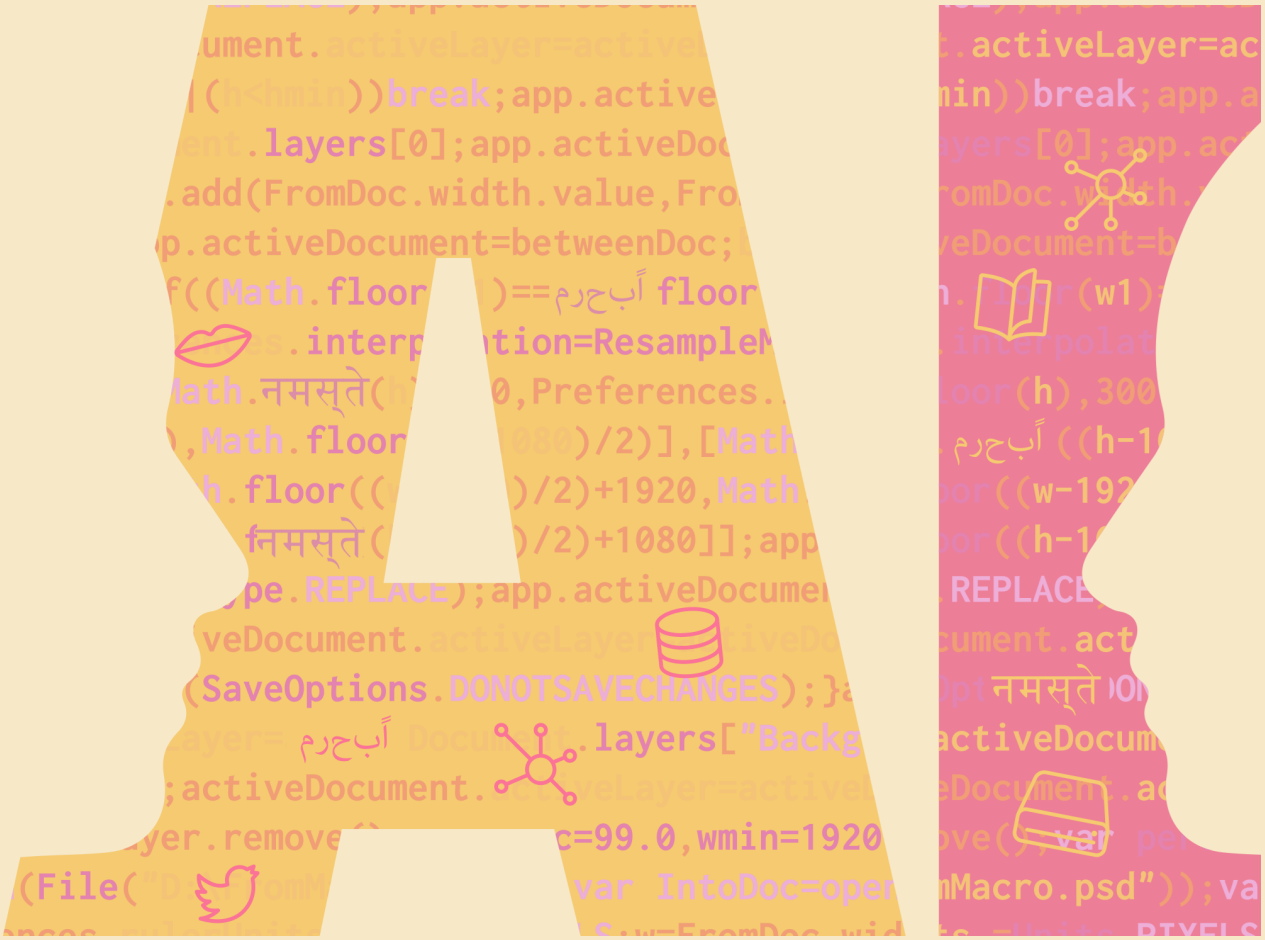
30/03/ - 31/03/23

European University Viadrina

Frankfurt (Oder), Germany

BOOK OF ABSTRACTS

EUROPA-UNIVERSITÄT VIADRINA FRANKFURT (ODER)
Postdoc Network Brandenburg
ZeM
ens European New School of Digital Studies

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The workshop is funded by the Zentrum for Media Studies (ZeM) and takes place within their annual focus "Digital Realities" and additionally funded by the European New School for Digital Studies.

Poster Design by Alexander Koller from Dreist.at

| Thursday 30.03.2023 | Friday 31.03.2023 |
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| **DAY 1: Collaborative Human-Machine Practices**<br>Zoom Link | **DAY 2: The Sociocultural Framing of AI**<br>Zoom Link |
| 09.00 – 09.30 **REGISTRATION**<br>09.30 - 09.55 **WELCOME & INTRODUCTION** | 9.00-10.00 **Andreas Hepp** University of Bremen<br>*Is the future of communication automation? From the human-machine interaction to communicative AI* |
| 10.00-11.00 **Joanna Rączaszek-Leonardi** University of Warsaw<br>*Paths of sense-making: language creation and language use in the fields of values* | **10.00-10.30 *coffee break*** |
| ***11.00-11.30 coffee break*** | 10.30-11.00 **Miriam Lind** University of Mainz<br>*Does Alexa Really Speak German? Concepts of Language and Linguistic* |
| 11.30-12.00 **Tim Hector** Siegen University<br>*Joint Journeys: On the Linguistic Construction of Domestic AI-culture Around Smart Speakers* | 11.00-11.30 **Carina Lozo** University of Vienna<br>*Digital Voice Assistants and the Fetishization of Female Synthetic Voices* |
| 12.00-12.30 **Barbara Lewandowska-Tomaszczyk** University of Applied Sciences in Konin & **Sonia Sousa** Tallinn University (online)<br>*Polish Users' Experience with the Linguistic and AI Realities and Their Persuasive Effects – A Pilot Study* | 11.30-12.00 **Raphael Börger** Universität Potsdam<br>*The Return of the Musician in the Age of AI-generated Music* |
| 12.30-13.00 **Michela Gargiulo** TU Dresden<br>*"Hi, I'm Sophia the Chatbot!": A Contrastive Analysis of Chatbots' Wel-* | 12.00-12.30 **Alicia Fuentes-Calle** University of York<br>*AI Poetics and the Proto-Aesthetics of Communication. Poetic Function,* |
| ***13.00-14.30 lunch break*** | ***12.30-14.00 lunch break*** |
| 14.30-15.00 **Sina Thäsler-Kordonouri** LMU Munich (online)<br>*What Comes after the Automation? An Investigation of Journalists' Aims and Practices when Editing Stories Produced with Automated Journalism* | 14.00-14.30 **Nina Markl** University of Edinburgh<br>*Algorithmic Bias and Algorithmic Language Management: Language Variation and Automatic Speech Recognition* |
| 15.00-15.30 **Sassan Gholiagha, Jürgen Neyer** & **Mitja Sienknecht** ENS, Viadrina University<br>*Objectifying Subjectivity: The Making of Artificial Intelligence.* | 14.30-15.00 **Mandy Lau** York University (online)<br>*Voice Assistants as Mechanisms of Language Ideology within Human Interactional Culture* |
| 15.30-16.00 **Siri Lamoureaux** & **Yarden Skop** Siegen University (online) | 15.00-15.30 **Gabriella Chronis** University of Texas<br>*NLP as Language Ideology: Automated "Toxicity" Detection and the* |
| 16.00-16.30 **Félix do Carmo** University of Surrey (online)<br>*If Machines Translate, What Do Translators Do?* | ***15.30-16.00 coffee break*** |
| **16.30-17.00 *coffee break*** | 16.00-17.00 **Emily M. Bender**, University of Washington (online)<br>*Meaning making with artificial interlocutors and risks of language tech-* |
| 17.00-18.00 **Nicolas Flores-Herr**, Fraunhofer Institute for Intelligent Analysis and Information Systems (online, in English)<br>*Technologische Souveränität: Entwicklung von Anwendungen für große KI Sprachmodelle aus Deutschland (Technological Sovereignty: Developing Applications for Large Language Models in Germany)* | 17.00-18.00 ***Round Table Discussion***<br>*with all speakers, participants and Francisco Webber (cortical.io), Jan-Hendrik Passoth (ENS Viadrina), Eva Kocher (Juristische Fakultät, Viadrina), Emily M. Bender (University of Washington)* |
| **19.00 Conference Dinner** (self-paid)<br>*Villa Casino (Mickiewicza 11, 69-100 Słubice)* | **18.30 Night Out** (self-paid)<br>*Nirwana (Marktplatz 3, 15230 Frankfurt (Oder))* |

# Objectifying Subjectivity: The Making of Artificial Intelligence

**Sassan Gholiagha, Mitja Sienknecht and Jürgen Neyer**
European New School of Digital Studies, Frankfurt (Oder)

The development of artificial intelligence is often conducted behind the walls of private research institutions and little is known about their making. How do AIs develop their cognitive operating systems and why do they come up with their respective points of view? Are they simply producing objective patterns out of a universe of data or do have AIs personality comparable to human intelligence? The talk reports first findings from an ongoing research project which develops an AI by combining natural language processing (NLP) and machine learning (ML) with an in-depth domain knowledge in international politics. It discusses the difficulties of training the trainers of the AI, of developing a conceptual and analytical frame of the AI and of assigning subjectively meaningful interpretations to an objectifiable schema. This difficulty is first expressed in the definition of separable categories at the domain level. On the one hand, the categories have to be specific enough to allow a high degree of inter-annotator reliability. At the same time, they have to be sufficiently general to be applicable to different theories. What becomes clear in this process is that the structure of arguments in scientific texts is far more complex than in other text genres such as debate articles. The difficulty of objectifying subjective meanings is also evident in the fact that annotators and domain experts each work with subjective understandings about IR theories. Establishing an intersubjectively shared understanding thus requires not only mutual explanation but also a high degree of external understanding. This presents one of the greatest challenges: how to develop a sufficiently intersubjectively shared understanding of theory without one of the existing interpretations claiming hegemonic status and thus marginalizing equally valid contending interpretations? Or is it the case that the method of pattern recognition by necessity implies the setting of an exclusionary "gold standard"? Is ML and NLP thus necessarily establishing an algorithmic entity with a quasi-scientific "personality" which relies on specific interpretations of reality and which will hardly ever be more objective than its annotators? The talk will present data and interpretations which document the process of annotation and of the making of the cognitive operating system of an AI. It will thus provide new insights into better understanding what AI is – and what it is not.