

AI for Media: Science meets Journalism

In this workshop, Bayerischer Rundfunk wants to work with scientists to find out how both sides can work together to develop AI models and methods for journalistic use cases.

The workshop will take place Thursday, 18th of January, 9.30am till 4pm in person at [Bayerischer Rundfunk, Rundfunkplatz 1, 80335 München](#). Please use the entrance below the BR high-rise building.

The conference language will be English.

Agenda

9.30 Check-In, opportunity for networking over a cup of coffee

10.00 Welcome by moderator Fritz Espenlaub, freelance journalist and podcast host

Greetings from

- Thomas Hinrichs, Information Director of Bayerischer Rundfunk and
- Jeanne Rubner, Vice President Global Communication and Public Engagement at TU Munich
- Uli Köppen, Head of the BR AI + Automation Lab.

Introduction of the group moderators

10.15 Presentations Part 1: Large Language Models

- Philipp Gawlik, BR AI + Automation Lab: *LLM Experiments in Journalism*
- Philipp Schneider, Technical University of Munich: *Engineering Knowledge-Based Conversational Interfaces for News Search*
- Patrick Schwabl, Ludwig-Maximilians-University Munich: *Computational Scaling of Political Positions from Textual Data Using Word Embeddings*
- Martin Werner, Technical University of Munich: *Moral Stances in Text*
- Barbara Plank, Ludwig-Maximilians-University Munich: *Large Language Models and Small Language Varieties: Challenges and Current Methods*
- Constantin Förster, BR: *Oachkatzl: Improving Dialect Speech Recognition*
- Frank Hebestreit, BR: *Evaluation of Speaker Diarization Systems*
- Jan Fillies, Freie Universität Berlin: *Advancing Hate Speech Detection in Online Communication of Adolescents*

11.00 Q&A Session, Poster Walk

11.15 Presentations Part 2: Algorithmic Accountability Reporting and Verification

- Katharina Brunner, BR Data: *Black Box Reporting: How Journalism Can Report on AI and Algorithms*

- Sean-Kelly Palicki, Technical University of Munich: *Examining the Representation of Majority and Minority Groups in News Media Using Computational Social Science Methods*
- Martin Knoche, Technical University of Munich: *Tackling Face Verification Edge Cases: In-Depth Analysis and Human-Machine Fusion Approach*
- Frauke Kreuter, Ludwig-Maximilians-University Munich: *Annotation Sensitivity: Training Data Collection Methods Affect Model Performance*
- Sarah Ball, Ludwig-Maximilians-University Munich: *Aligning Generative AI Models to Human Values*
- Bartosz Wilczek, Ludwig-Maximilians-University Munich: *Selecting Use Cases & Designing Applications: Towards a Process to Develop Responsible AI in Journalism*
- Tim Polzehl, German Research Center for Artificial Intelligence: *News Polygraph: Multimodal Deep-Fake and Fake News Detection*
- Georg Groh, Technical University of Munich: *Mapping Disinformation on the Social Web (Case Study 5G Radiation)*

11.55 Q&A Session, Poster Walk

12.10 Presentations Part 3: Personalization and Data Analysis

- Max Brandl, BR AI + Automation Lab: *Remix Regional: Delivering Regionalized and Personalized Audio Messages*
- Naieme Hazrati, Pub Tech: *Bot vs. Algorithm: How Simulating AB Tests Can Integrate Your User's Preferences into the Development of Recommender Systems*
- Robin Greene, BR: *ARD Alpha: Interactive Learning Companion (chatbot)*
- Michael Siebert, BR: *Soundsnack: A Hyper-Personalized Audio Experience Made with AI*
- Morteza Shahrezaye, Elephant Labs GmbH: *Exploring Whistleblower Documents: AI-Driven Journalism Workshop*
- Christian Vogg, Swiss Radio and Television SRG: *Automatic Extraction of Thumbnails from Videos*
- Isaac Bravo, Technical University of Munich: *Analyzing People's Reactions to Climate Change Visual Elements Shared Through Social Media Platforms*

12.45 Q&A Session, Poster Walk and Dot Voting

13.00 Lunch break

14.00 Discussion in thematic subgroups

15.00 Coffee break

15.15 Plenary meeting, result presentation

15.45 Summary and outlook

16.00 End of the event