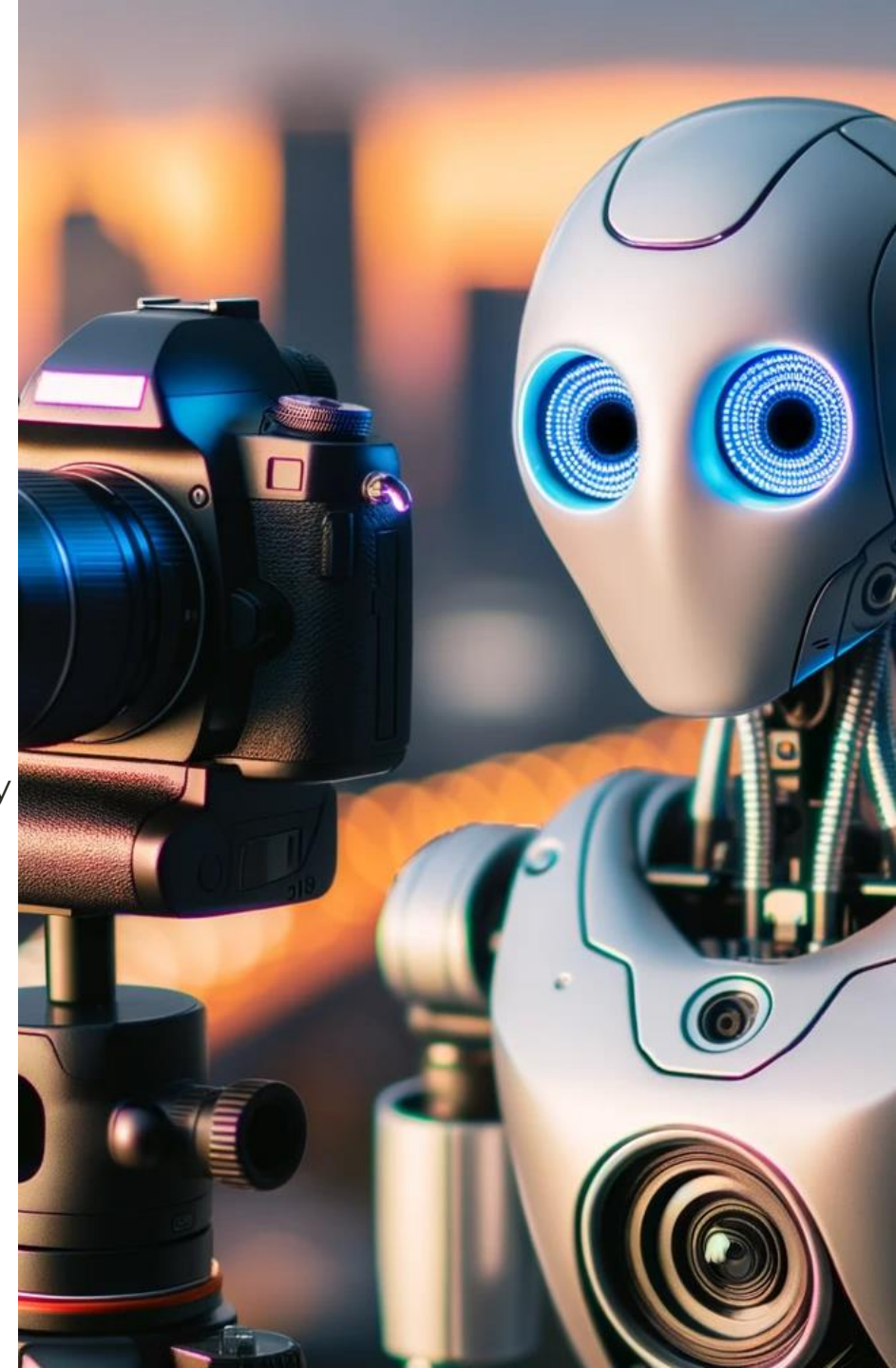
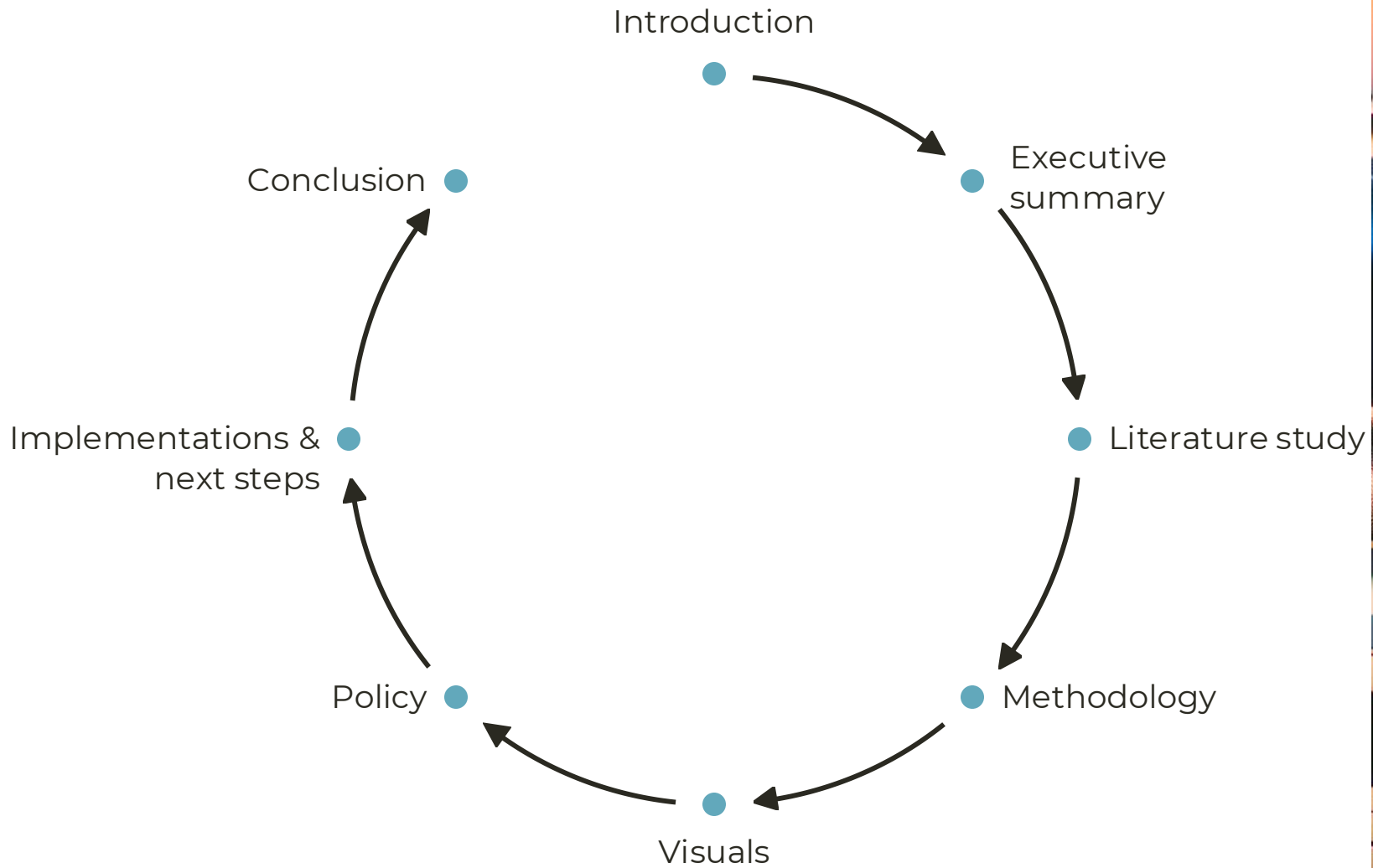




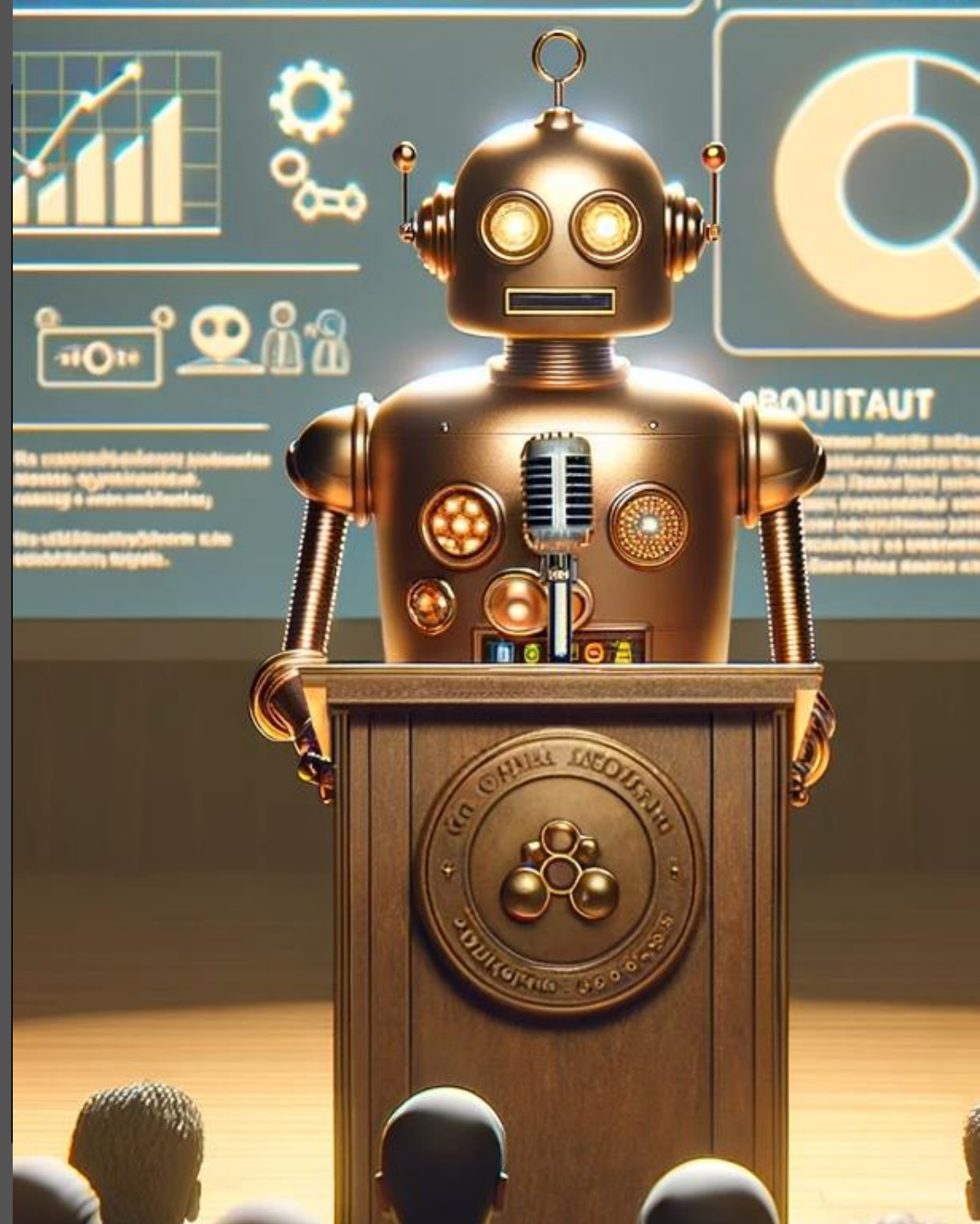
AI in Media

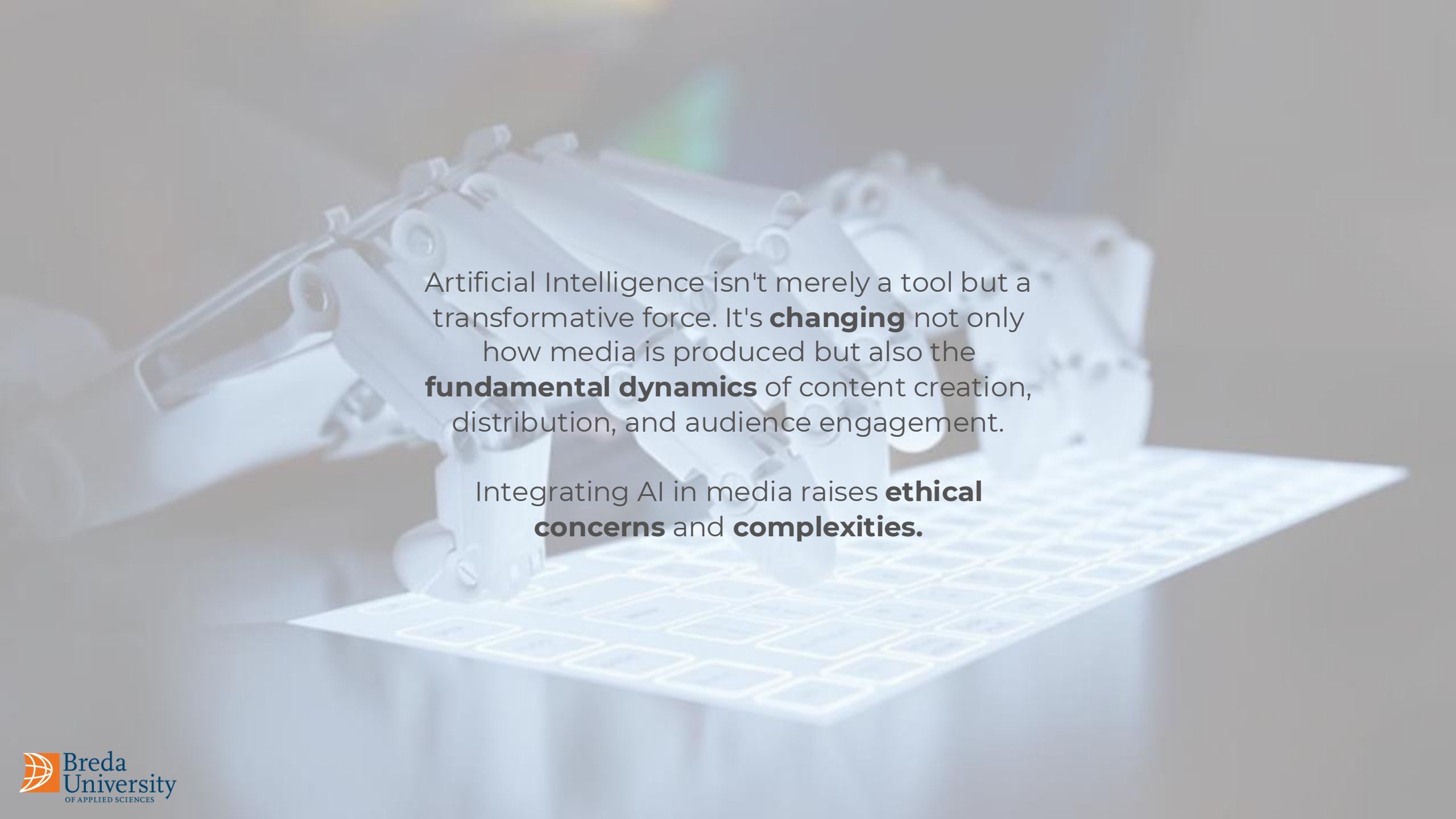
This presentation will provide an introduction to the use of artificial intelligence in various media applications.

Index



Artificial intelligence (AI) is **increasingly used** in the media and entertainment industries. AI has the ability to generate art, music, videos, and text, making it a powerful new tool for creators. However, this revolutionary technology also raises **significant concerns** about its implications for authenticity and ethics.



A robotic hand with a white gripper is holding a transparent sheet with a yellow grid pattern. The background is a blurred, light-colored surface.

Artificial Intelligence isn't merely a tool but a transformative force. It's **changing** not only how media is produced but also the **fundamental dynamics** of content creation, distribution, and audience engagement.

Integrating AI in media raises **ethical concerns** and **complexities**.

Executive Summary



AI and media overview

This presentation covers key aspects of how AI is impacting media and communications.



AI-generated content

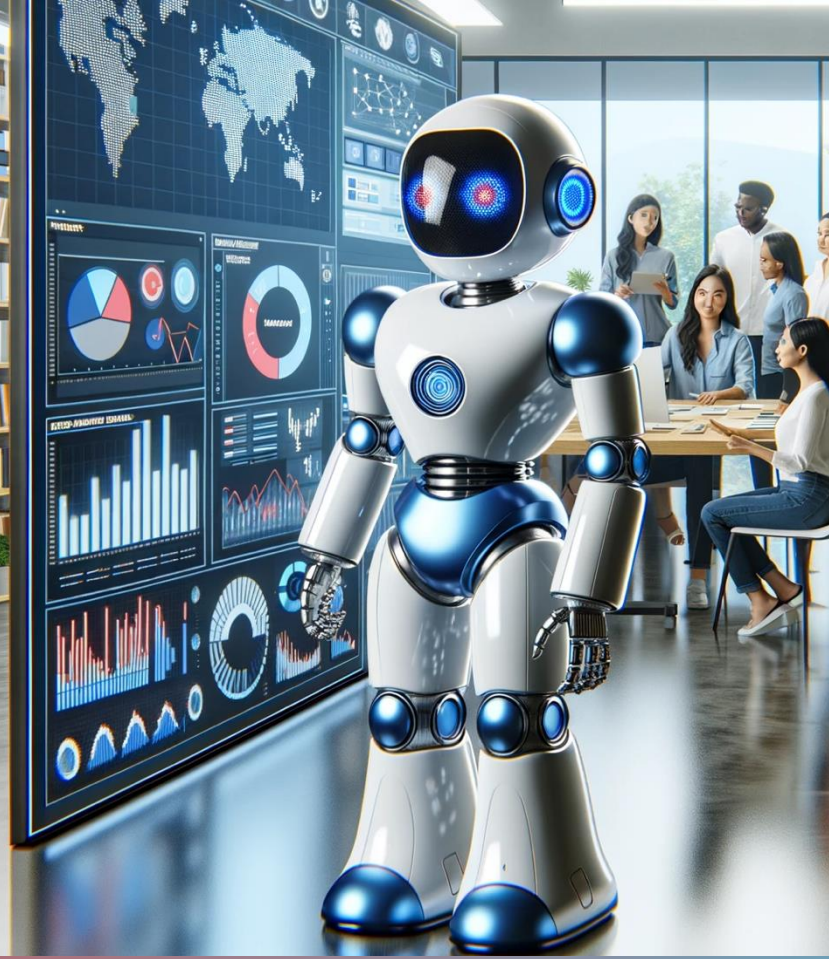
Discussion on use of AI to create media content like text, images, audio and video.



Ethics of AI in media

Examines ethical concerns around use of AI in media like bias, misinformation, and impact on jobs.

The growing role of AI in media and its implications.



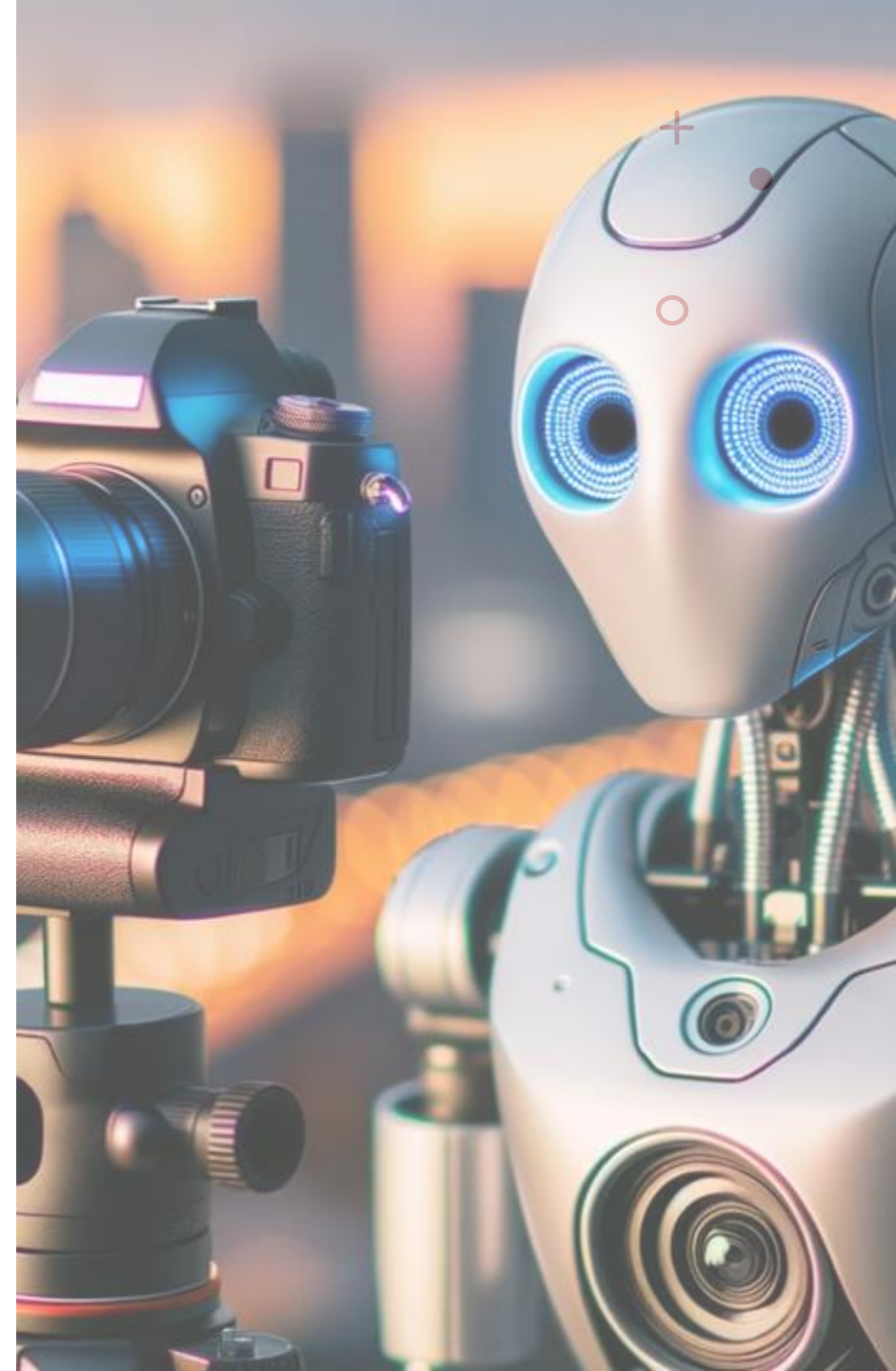
Literature Study

AI has been in use for a while, it drives recommendation systems, can already generate art, and group customers to better fit the audience. This technology is older than many think it is. What is new, is the ease of use.

Literature Study

Content

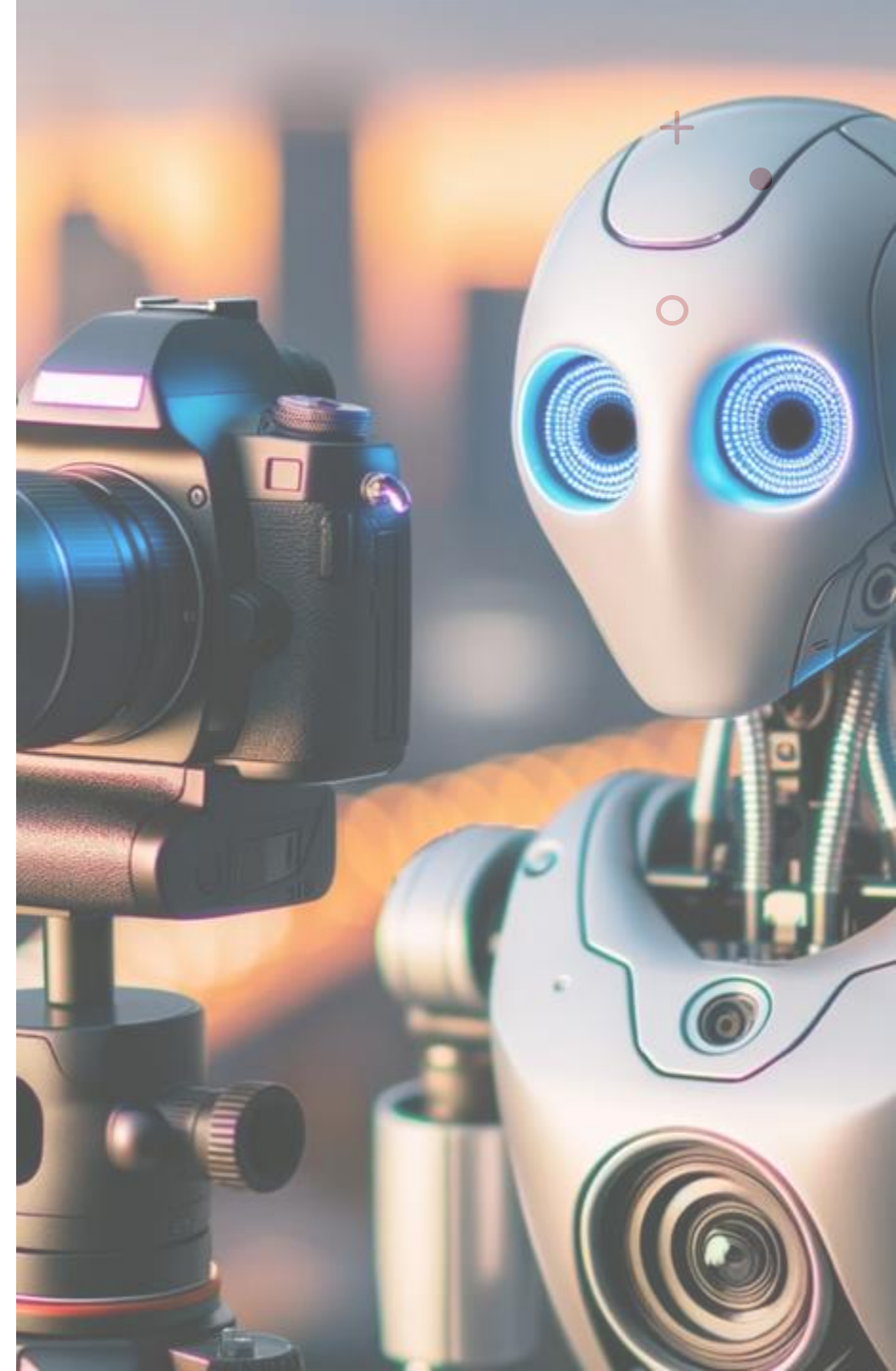
- The gap is slowly closing
- Humans are still needed for creative processes
- AI content is less robust



Literature Study

Production

- Growing potential
- AI still faces problems
- Layout
- Resource allocation

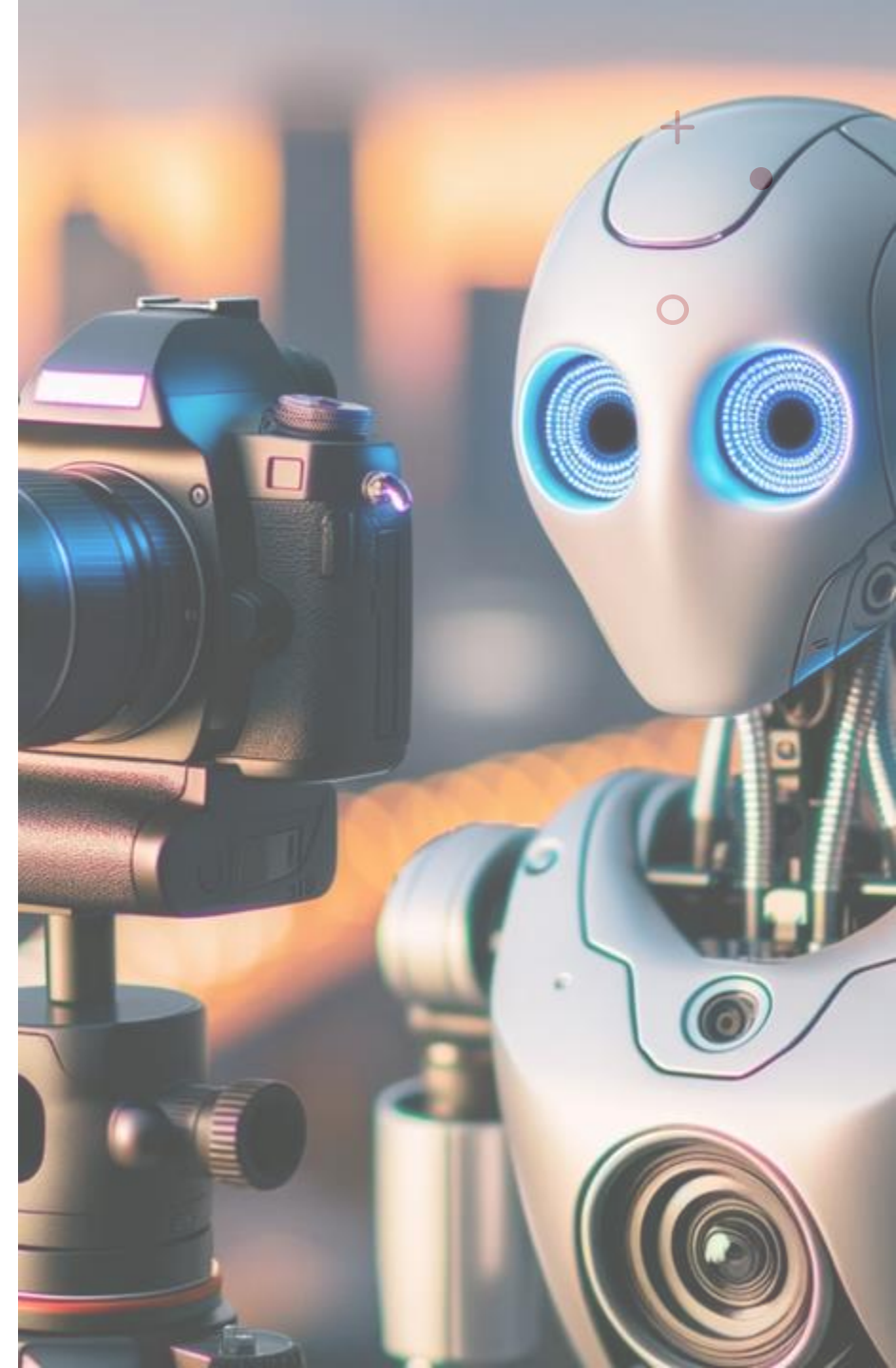


Literature Study



Marketing

- High potential
- Previous use of data
- Product recommendation
- Personalization
- Possible automation





Summary



The job market can and will change, this means our students should be prepared for that change.

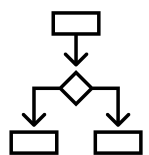
The aim is to create industry professionals able to work in the field immediately after graduating.



Methodology

Research Design

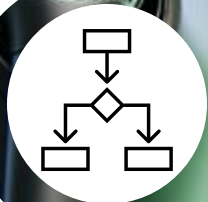
- Investigating awareness and perspectives on AI within the media domain
- Collected essential variables for analysis
- Online survey and interviewed educational staff
- Utilized both qualitative and quantitative methods insights



Methodology

Data collection

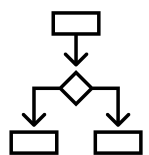
- Online survey conducted using Qualtrics
- Distribution through email and flyers with QR codes
- Consisted of a general section and domain-specific section
- Conducted from October 4, 2023, to October 27, 2023.
- Interviews with educators for additional insights
- Participants provided consent through a form explaining the study's purpose



Methodology

Procedure

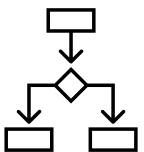
- Used R scripts in tidy-verse style for data analysis
- Gathered a total of 94 respondents (84 students, 8 lecturers, 1 support staff, 1 management team member).
- Received suggestions from ChatGPT for script improvement



Methodology

Ethical considerations

- Participants provided informed consent for data analysis to safeguard their rights and privacy
- Many participants expressed concerns about AI's increasing impact, particularly regarding copyright issues



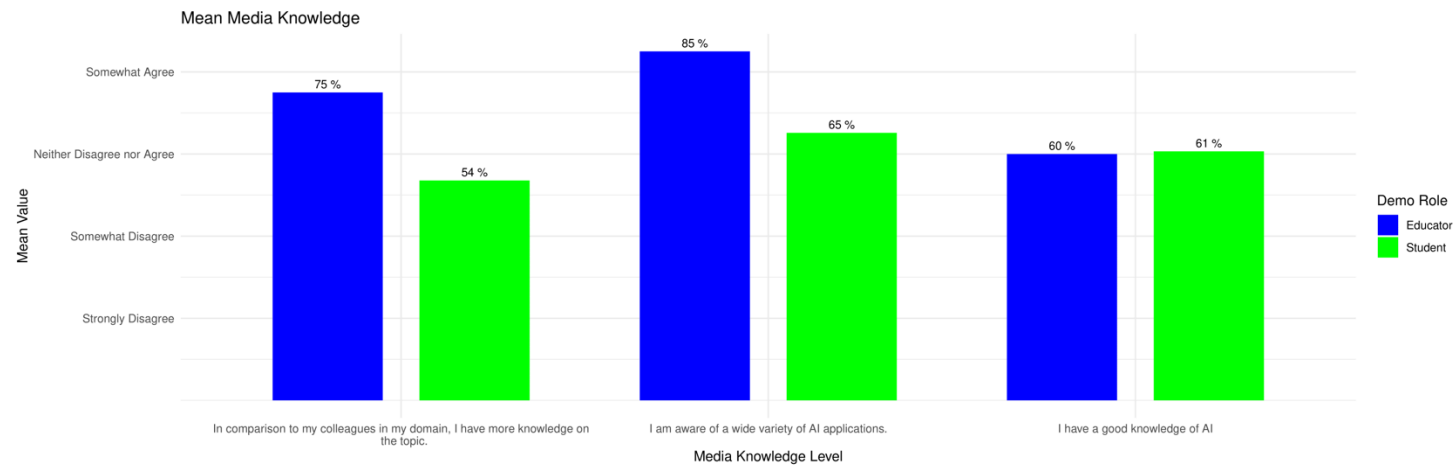
Methodology

Validity and reliability

- Questions were obtained from previous research, so no need for additional validation
- Data exhibits high consistency and reliability for confident replication
- Findings and conclusions are robust and applicable to similar scenarios or contexts
- The ability to replicate study procedures and outcomes highlights research rigor and dependability

Visuals

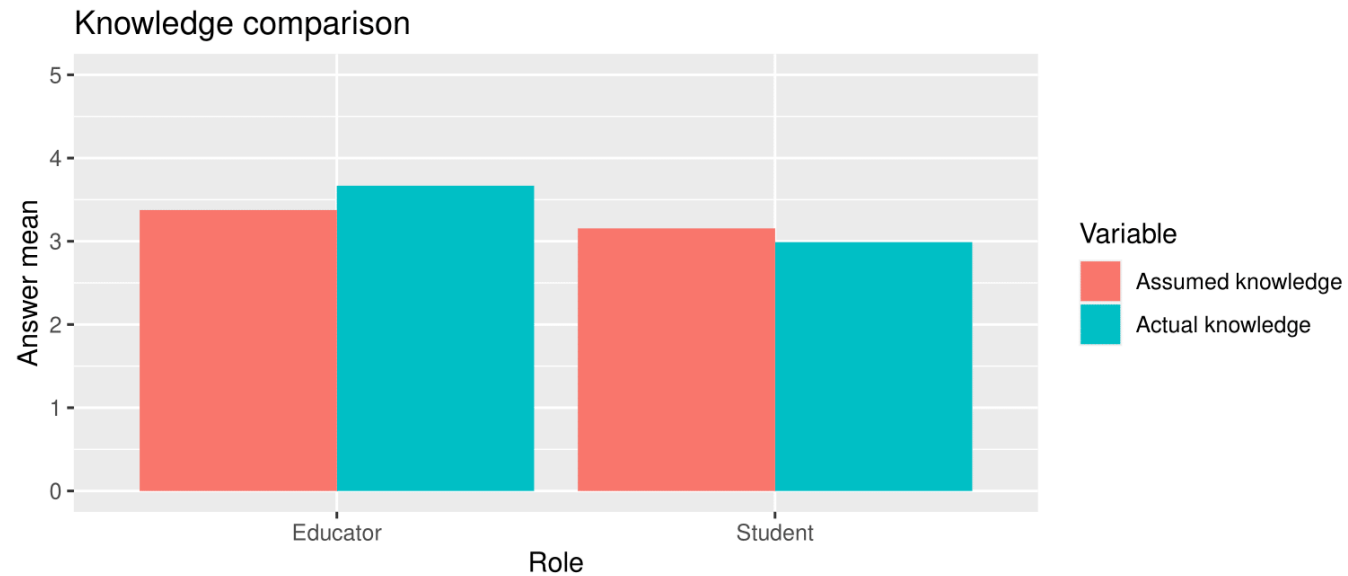




AI knowledge of surveyor



Assumed and actual knowledge comparison

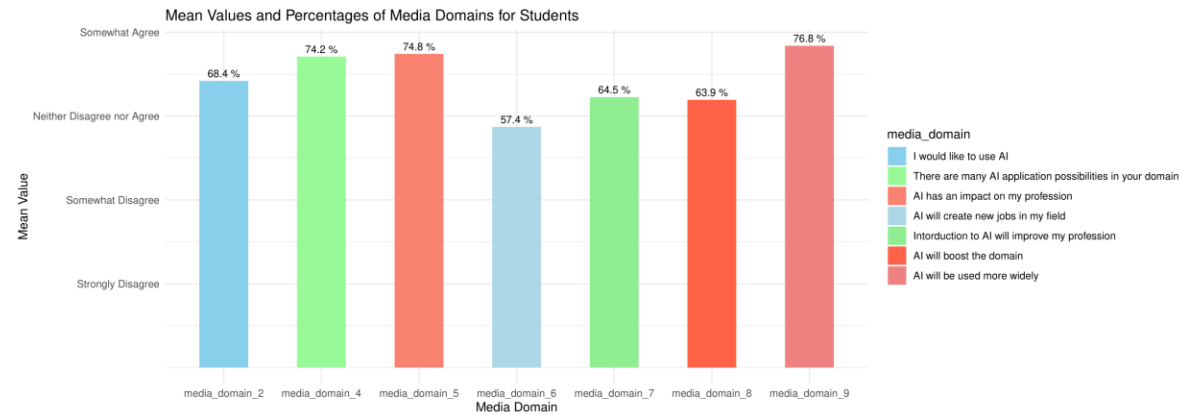




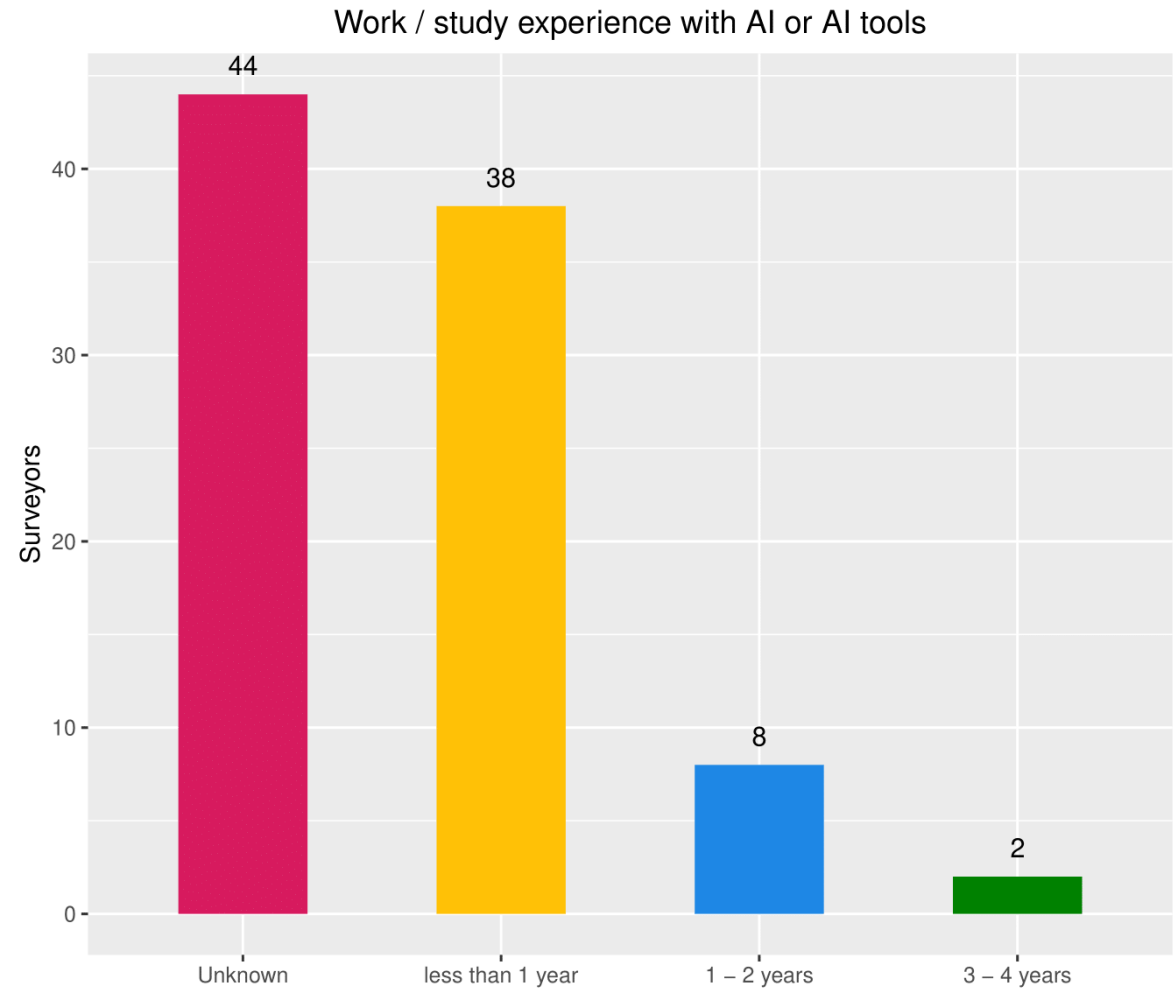
Knowledge comparison



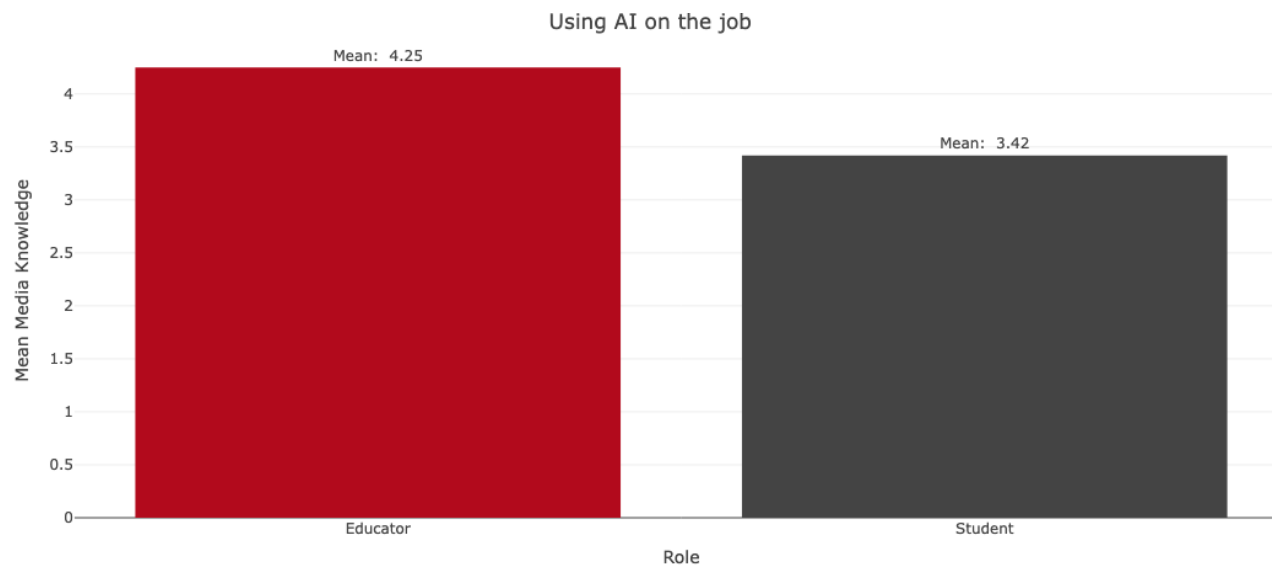
Attitudes



Work/ study experience with AI (tools)

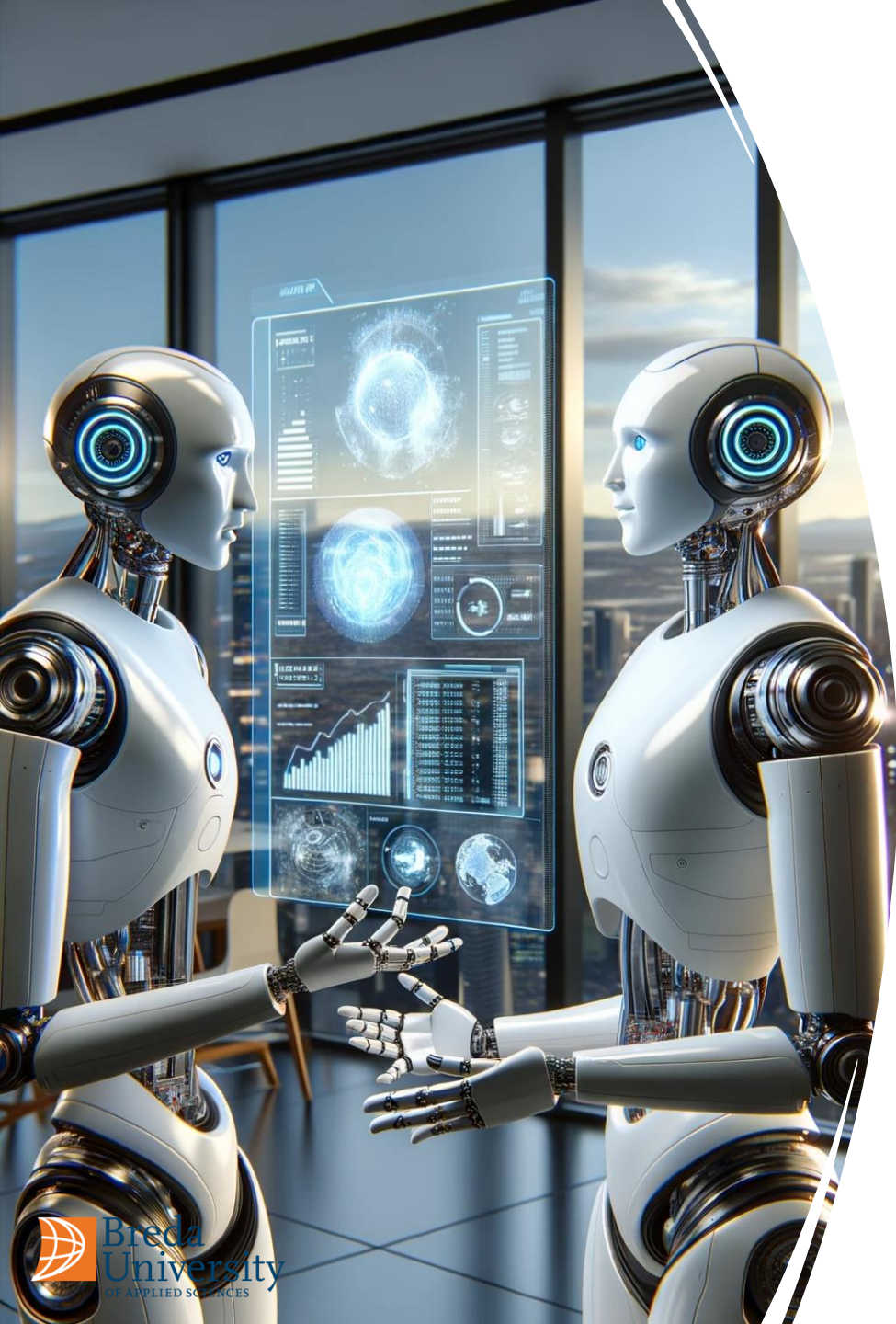


Using AI on the job



Policy





Policy context

- Preserving human creativity
- Ethical education, AI training
- Accommodate diverse AI knowledge levels

Policy recommendations

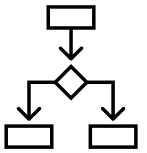
- Current way of teaching + AI
- Ethical considerations
- Practice for AI tools
- Engagement with AI content
- Flexible learning
- Knowledge disparities
- Specialization courses

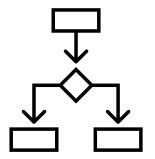


Implementations & next steps

Curriculum Development and Faculty training

- Form Curriculum Development Committee
- Identify core courses (blend of media studies & AI)
- Develop course materials (syllabus, lesson plans, resources)
- Provide faculty training (AI tools, technical approaches)

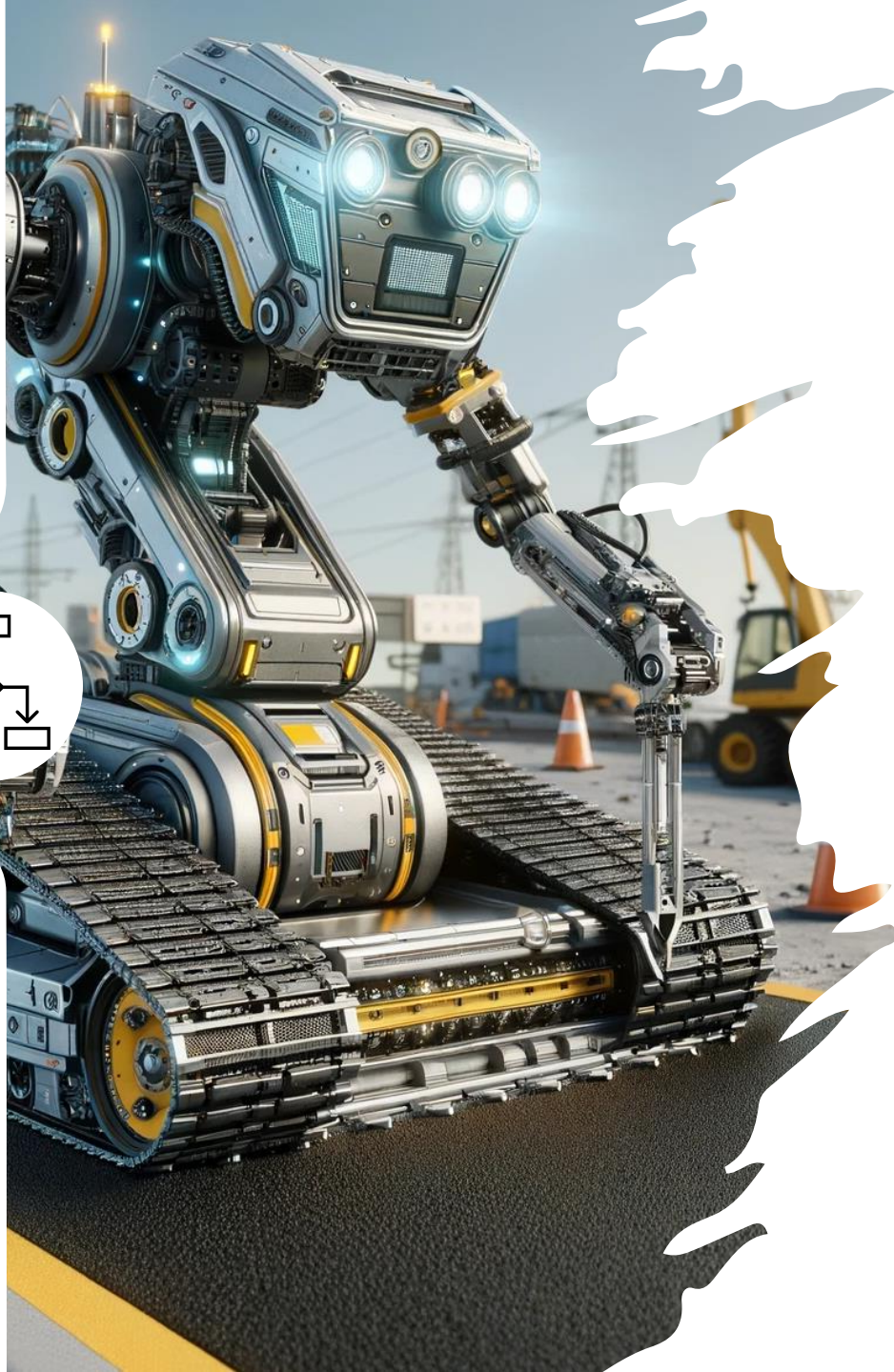
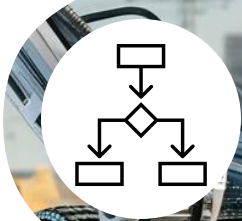




Implementations & next steps

Resource allocation and support

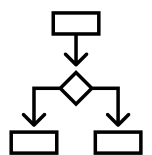
- Ensure access to AI tools and infrastructure
- Establish dedicated AI labs/workstations
- Arrange guest lectures and industry partnerships



Implementations & next steps

Risks and Challenges

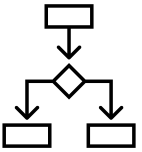
- Establish ethical guidelines for AI use in media
- Implement content review process for ethics compliance (Adjust grading system)
- Offer specialized workshops for varying AI knowledge levels
- Provide extra support resources (tutoring, courses)



Implementations & next steps

Evaluation

- Develop/adjust grading criteria for integrated approach
- Review data for adjustments and improvements
- Get feedback
- Test integrated approach in select courses
- Make necessary adjustments to curriculum/methods

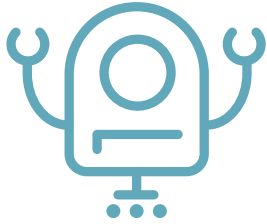


Implementations & next steps

Next steps

- Explore research and innovation opportunities in media studies and AI
- Continuously update curriculum to reflect industry trends

Conclusion



AI can automate tedious media tasks

AI tools like auto-transcription and auto-subtitling can help media workflows.



AI can generate synthetic media content

Tools like DALL-E 3 allow generating images and videos from text prompts.



AI can help with media discovery and recommendations

Algorithms can suggest relevant media content based on user data and preferences.

AI has **many potential applications** in the media industry, from assisting in content creation to improving discovery and personalization. But **ethical issues** around synthetic media need to be addressed.

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