**Interdisciplinary focus on multi field applications of artificial intelligence**

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On September 28, the interdisciplinary conference "Intelligence, Symbols and Culture" was held at Zhejiang University. Experts and scholars attending the conference focused on the theme of "Intelligence, Symbols and Culture" and discussed in depth the application of the new generation of artificial intelligence technology in various fields and the challenges it may bring.

　　Du Guoping, director of the Intelligence and Logic Laboratory of the Institute of Philosophy of the Chinese Academy of Social Sciences, started from the differences in the mastery of different types of logical reasoning by people of different age groups and proposed a holistic thinking on the improvement of thinking quality. He proposed that logic is the core part of human intelligence, and the progress of artificial intelligence technology is inseparable from the in-depth understanding of logical reasoning, and the application of artificial intelligence technology is also inseparable from the improvement of thinking quality. Liao Beishui, director of the Institute of Logic and Cognition of Zhejiang University, emphasized that machine ethics is based on human ethics, but it needs to have basic characteristics different from human ethics, namely weak subjectivity, social balance, cultural differences, and human-computer interactivity. These characteristic requirements will play an important guiding role in the future development of artificial intelligence.

　　Shen Yang, a professor at the School of Journalism and Communication of Tsinghua University, proposed that AI can not only optimize the traditional cultural production process, but also create new art forms and cultural expressions. Yu Hong, a professor at the School of Journalism and Communication of Peking University, said that AI has greatly improved the efficiency and accuracy of news production, but also posed a huge challenge to traditional news values. Although automated news generation is efficient, whether it can ensure authenticity, balance and objectivity is still an issue that needs to be explored in depth. Media education should pay more attention to the integration of technology and ethics to cope with the profound changes brought about by artificial intelligence. Xu Cihua, an associate professor at the Language and Cognitive Research Center of Zhejiang University, believes that artificial intelligence technology is promoting the rapid expansion of the symbolic world. As an important tool for human cognition and communication, symbols have not only been presented in a new way with the help of artificial intelligence, but also have been endowed with unprecedented intelligent capabilities. The expansion of the symbolic world has not only enhanced human ability to understand the world, but also promoted the release of cultural diversity and creativity.

　　Li Benzhang, marketing director of Wujie AI, demonstrated the wide application of AIGC in the cultural tourism industry and analyzed the market prospects and commercial value of AIGC. He said that with the rise of the digital economy, the demand for digital content in the cultural and tourism industries is growing. AIGC provides the industry with low-cost and high-efficiency content production methods, which significantly improves the content creation capabilities of cultural and tourism enterprises. Zhang Jie, co-founder of Daily Interactive, proposed that the future trends of the science and technology innovation industry include deeper cross-domain cooperation, data-driven innovation models, and the deep integration of technology and business. Technological innovation will no longer be limited to a single field, but will cross boundaries to promote the innovative development of the entire industrial chain.

　　The conference was co-organized by the Center for Language and Cognition Research and the Institute of Asian Civilizations of Zhejiang University.