

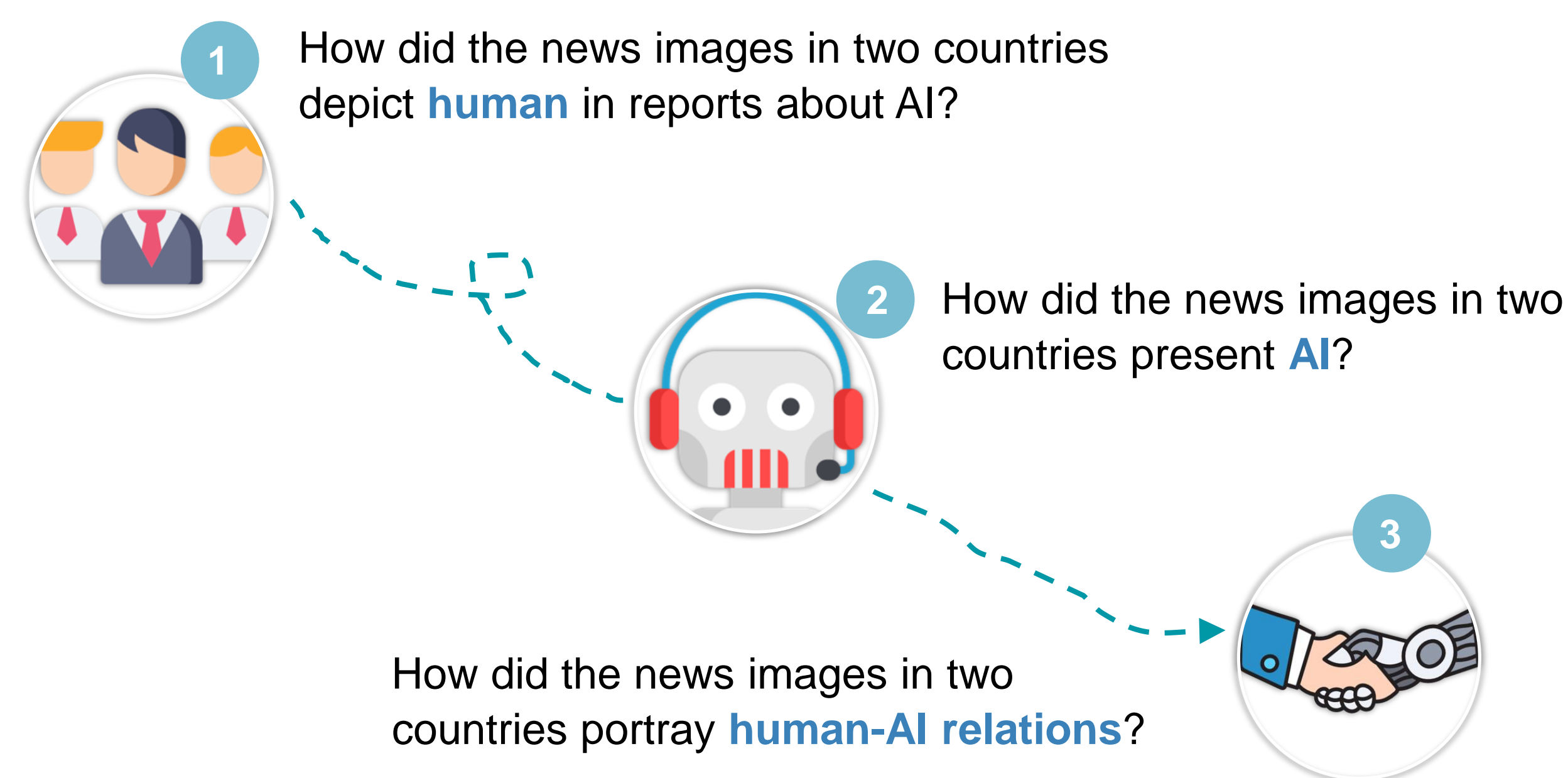
INTRODUCTION

Background: There have been increasing concerns and anxiety about the future relations between human and AI.

Gap: While some studies examined the popular media coverage of AI, the ways in which AI is visually constructed have been largely neglected.

Purpose: Considering the significant influence of images on public perception, I conducted a cross-cultural visual content analysis of news images in the U.S. and China.

OBJECTIVES



METHODS

1. Sampling Design

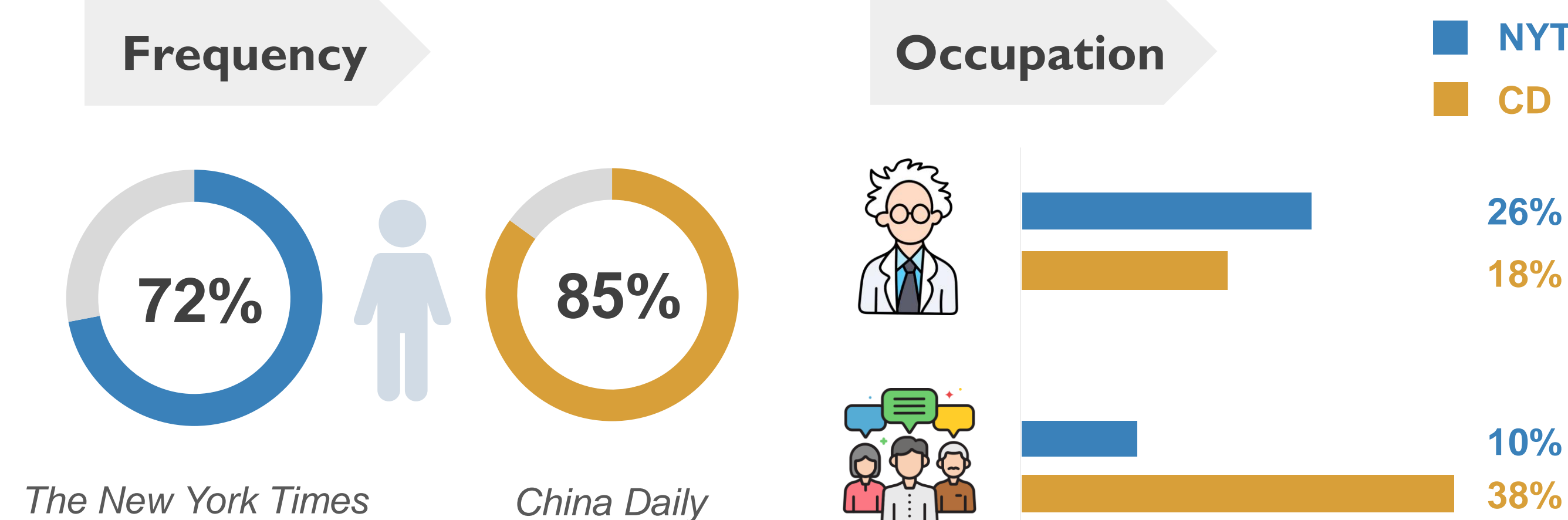
- **Database:** Nexis Uni & Online News Portal
- **Search Terms:** artificial intelligence; A.I./AI; machine learning
- **Time Frame:** 01/01/2017 – 03/01/2019
- **Newspapers:** *The New York Times* (NYT) vs. *China Daily* (CD)
- **Sampling Frame:** ranked by relevance → first 100 articles
- **Sample:** 225 images in NYT vs. 144 images in CD
- **Unit of Analysis:** each image

2. Measurement

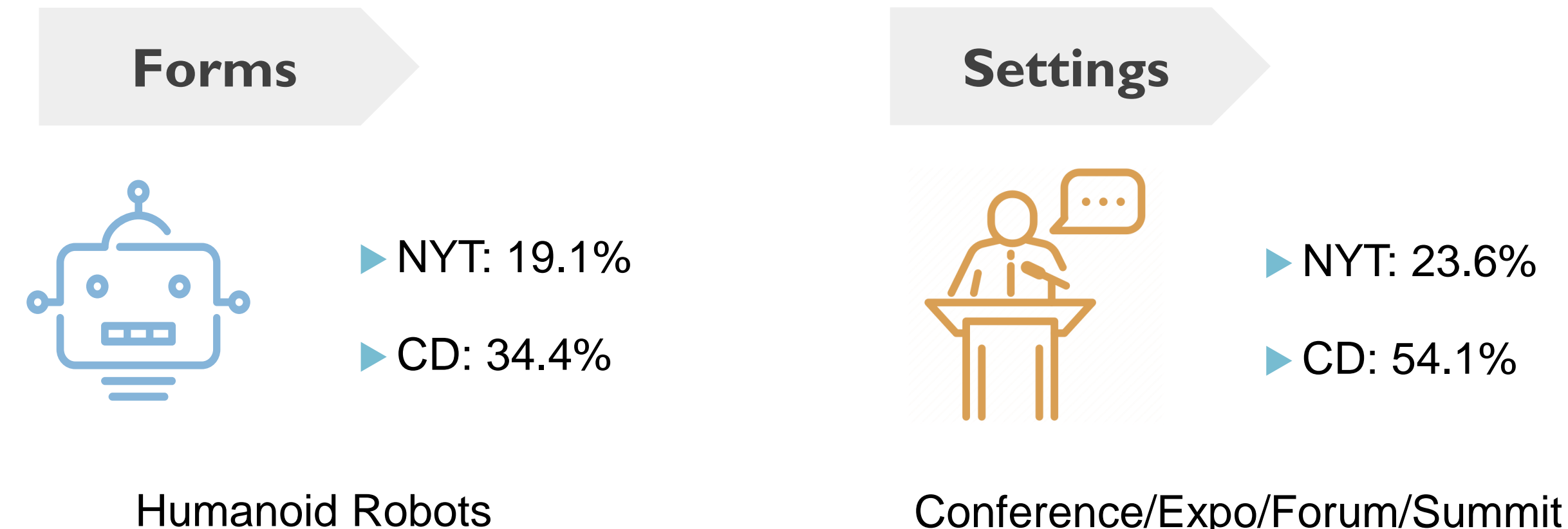
- **Human Presence:** frequency; occupation; emotion
- **AI Presence:** physical forms; settings/scenarios
- **Human-AI Relations:** inclusion/exclusion; size; position; agency; interactive modes

RESULTS

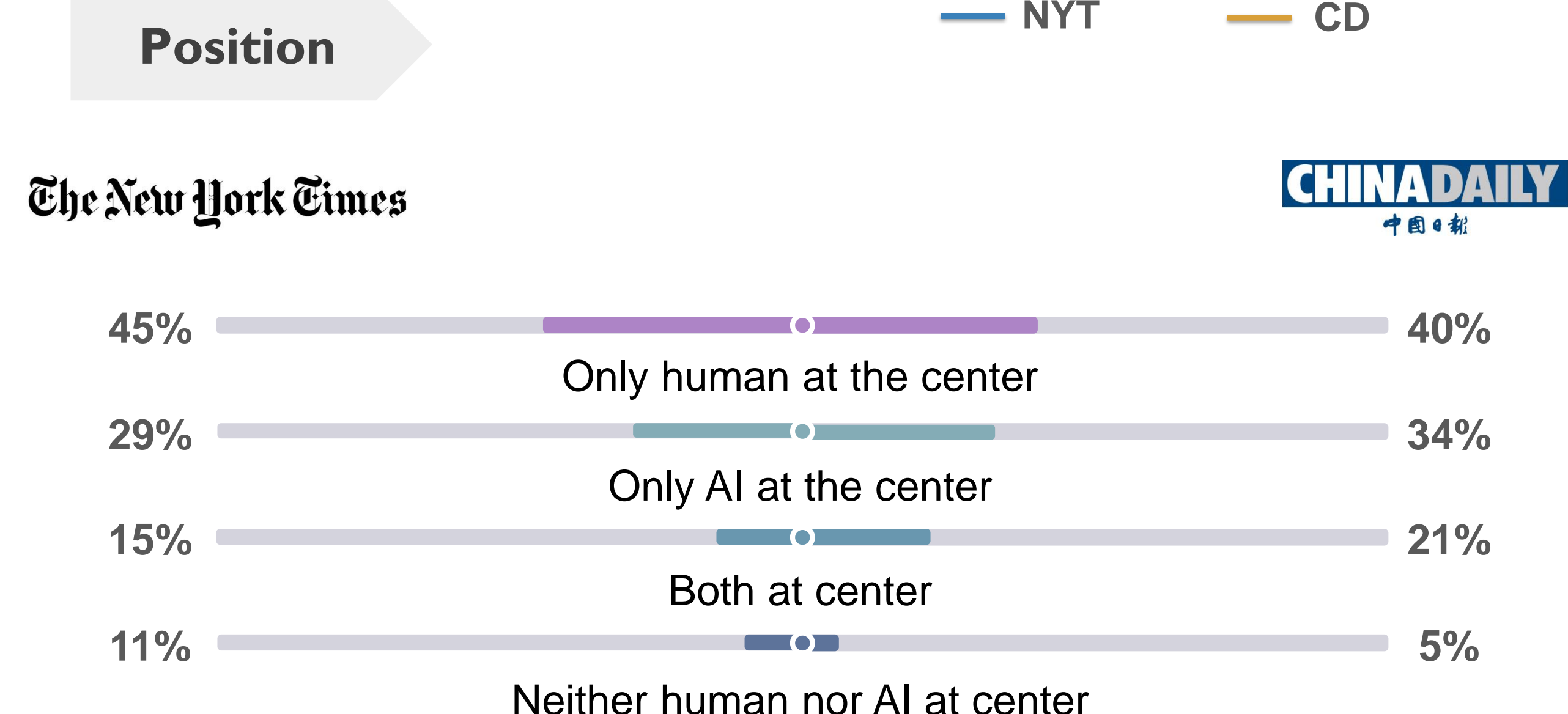
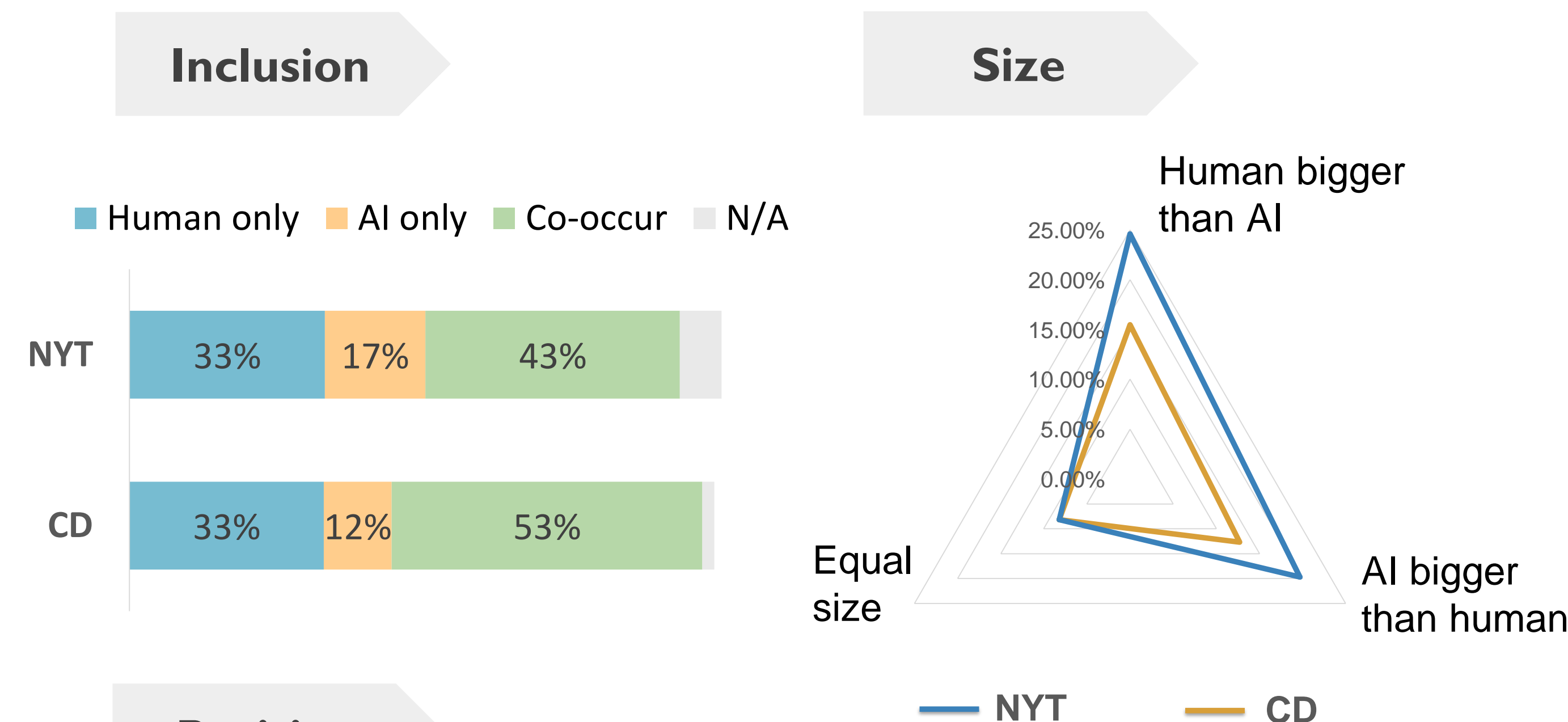
1. Human Presence



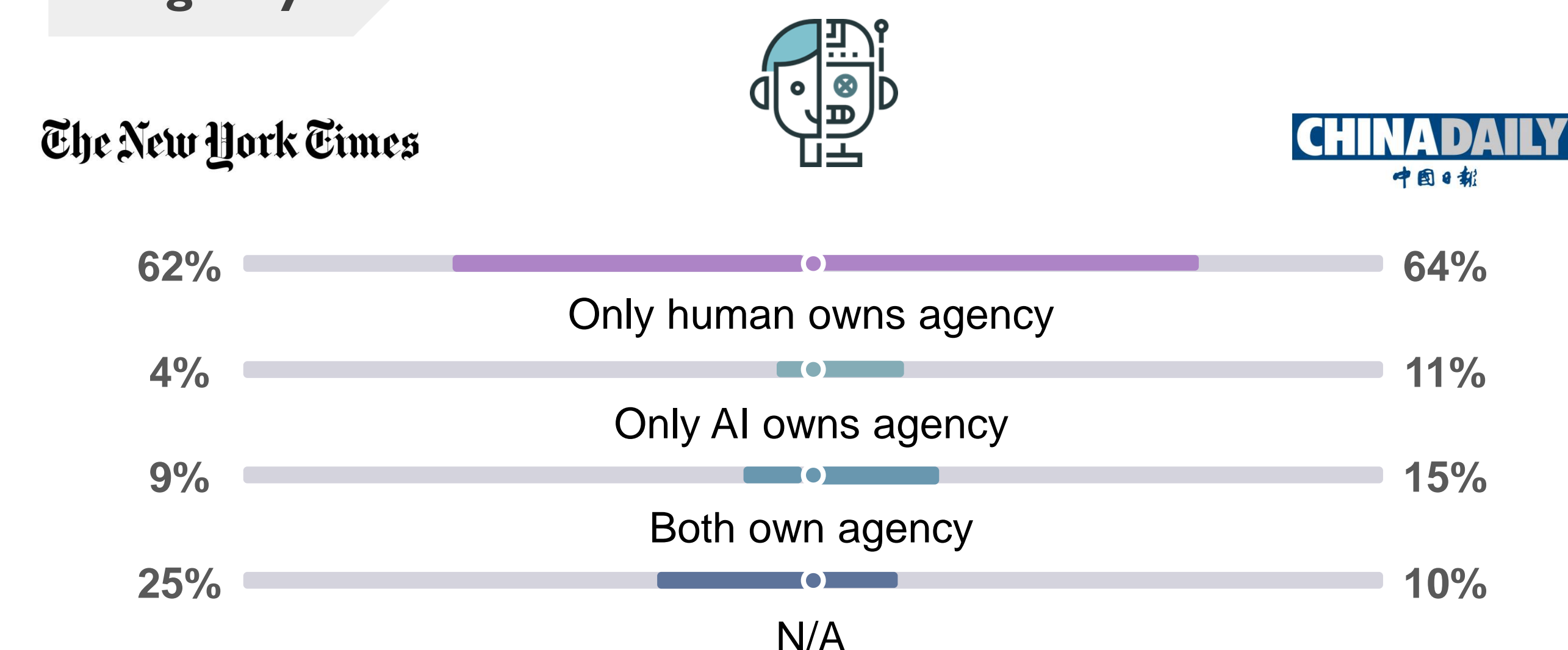
2. AI Presence



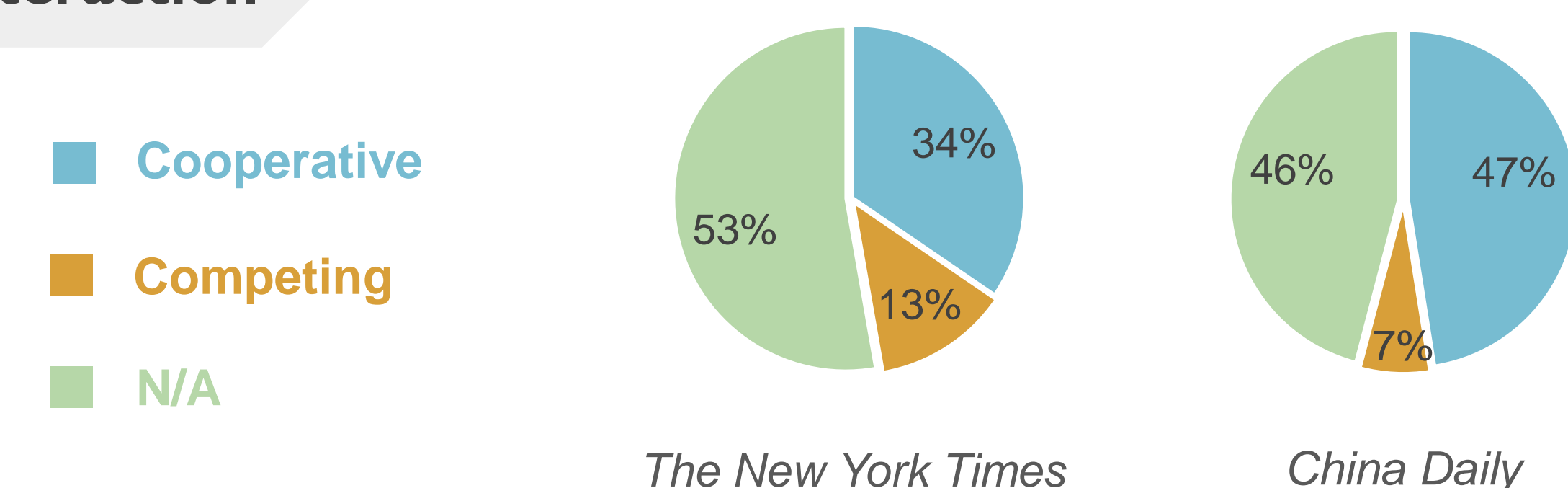
3. Human-AI Interaction



Agency



Interaction



DISCUSSION

Findings

- Current news images paid significantly more attention to human than AI.
- AI has also been occasionally entitled prominence in news discourse.

Implications

- It is dangerous and unethical to give exclusive focus on AI.
- Adopt a *human-centered approach*: highlight the necessary role of humans

Limitations

- Small sample size
- Static images only
- Different nature of newspapers
- Audience's meaning making

Future

- Expand the dataset
- Examine diverse and interactive visual content
- Investigate audience reception to images

REFERENCES

- Huiling Ding and Yeqing Kong. 2019. Constructing Artificial Intelligence in the U.S. and China: A cross-cultural, corpus-assisted study. *China Media Research*. 15(1), 93-105.
- Deborah G. Johnson and Verdicchio Mario. 2017. AI anxiety. *Journal of the Association for Information Science and Technology*. 68(9), 2267-2270.
- Takeshi Kimura. Robotics and AI in the sociology of religion: A human in imago roboticae. *Social Compass*. 64(1), 6-22.
- Daniel Riffe, Stephen Lacy, and Frederick Fico. 2014. *Analyzing media messages: Using quantitative content analysis in research*. Routledge.