



Universität
Zürich^{uzh}

IKMZ – Department of Communication and Media Research
Science Communication in the Age of Artificial Intelligence
aiscicomm24@ikmz.uzh.ch | www.ikmz.uzh.ch/aiscicomm24 | #aiscicomm24

PROGRAM

SCIENCE COMMUNICATION IN THE AGE OF ARTIFICIAL INTELLIGENCE

Annual Conference of the
"Science Communication" Division of the
German Communication Association

June 6-7, 2024

ETH Zurich Main Building
Rämistrasse 101, 8092 Zurich

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Organized by:

Mike S. Schäfer, Sabrina H. Kessler, Daniela Mahl & Sophia C. Volk

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SSCM
Société suisse des sciences
de la communication
et des médias

SSCM
Società Svizzera di scienze
della comunicazione
e dei media

SACM
Swiss Association
of Communication and
Media Research



**Swiss National
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Wednesday, June 5, 2024

14:15 – 17:00	PHD WORKSHOP OF THE “MITTELBAUNETZWERK WISSENSCHAFTSKOMMUNIKATION” Nils Bienzeisler (KIT), Janine Blessing (University of Augsburg) <i>Room: KOL-G-212, University of Zurich, Main Building, Rämistrasse 71, 8006 Zürich</i>
19:00	CONFERENCE GET TOGETHER <i>bQm Kulturcafé und Bar, www.bqm-bar.ch</i>

Thursday, June 6, 2024

08:30 – 09:00	REGISTRATION AND COFFEE <i>Room: HG E 1.2, ETH Zürich Main Building, Rämistrasse 101, 8092 Zürich</i>	
09:00 – 09:15	WELCOME BY THE CONFERENCE ORGANIZERS Mike S. Schäfer, Daniela Mahl (University of Zurich) <i>Room: HG E 1.2</i>	
09:15 – 10:00	KEYNOTE: COMMUNICATION AND BUILDING PUBLIC TRUST IN AI-POWERED APPLICATIONS Shirley S. Ho (Nanyang Technological University Singapore) <i>Room: HG E 1.2</i>	
10:00 – 11:00	PARALLEL PANEL I	
	AI DISCOURSES IN THE NEWS MEDIA¹ Chair: Friederike Hendriks <i>Room: HG E 1.2</i>	TOWARD STANDARDS FOR COMMUNICATION WITH AI Chair: Jana Egelhofer <i>Room: HG E 1.1</i>
	Visualizations of invisible technologies. How German print media illustrate articles on artificial intelligence Carolin Moser, Tabea Lüders, Melanie Leidecker-Sandmann	Developing quality criteria for AI reporting: A modular design for journalism practice and science communication Tobias Kreutzer, Marcus Anhäuser, Holger Wormer
	AI coverage of legacy and alternative news media: Comparing framing and choice of sources Markus Schug, Helena Bilandzic, Susanne Kinnebrock, Lena Sedlmeier	Promoting quality communication of AI: Insights from an AI research project Alessandra Fornetti, Ilda Mannino, Folco Soffietti
	Politicisation and polarization on an industry-shaped ground: Public discourse and actors around AI in the French press and social media (2012-2022) Panos Tsimpoukis, Nikos Smyrnaiois, Pierre Ratinaud	Systematic review of strategies for science communication to mitigate mis- and disinformation Christian Schuster, Andreas Scheu
11:00 – 11:20	COFFEE BREAK	
11:20 – 12:40	PARALLEL PANEL II	
	EXPLORING IMAGINARIES OF ARTIFICIAL INTELLIGENCE Chair: Melanie Leidecker-Sandmann <i>Room: HG E 1.2</i>	Open panel: CLIMATE- AND HEALTH-RELATED SCIENCE COMMUNICATION Chair: Elena Link <i>Room: HG E 1.1</i>
	Generative AI in science communication research: The sociotechnical imaginaries informing in the fields' journal and publisher authorship policies Michelle Riedlinger, Marina Joubert, Peta Mitchell	Detecting manipulated visuals: A computational approach in the climate change discourse Isaac Bravo, Katharina Prasse, Stefanie Walter, Margret Keuper
	Negotiating AI as a sociotechnical phenomenon: Competing imaginaries of AI by stakeholders in the US, China, and Germany Vanessa Richter, Christian Katzenbach, Jing Zeng	Politicization of science in German COVID-19 media coverage: Theoretical conceptualization and empirical evidence Janise Brück, Julia Serong, Lars Guenther
	Visions of AI in the public eye: Comparing news coverage in China, Germany, and the U.S. (2012-2021) Jing Zeng, Daniela Mahl, Saba R. Brause, Mike S. Schäfer	Science calls to action: Explainer videos as activist tool to promote sustainable streaming practices Anna Schorn, Romina Behrend, Werner Wirth
Restructuring social science communication in social media: An ethnographic study on the influence of algorithmic imaginaries in content creation Clarissa E. Walter, Anne K. Krüger, Sascha Friesike	“However I judge it, I think it’s a gut feeling”: Examining (un)trustworthiness cues in YouTube videos by real and feigned experts Kaija Biermann, Monika Taddicken	

¹ Panel titles were generated by ChatGPT based on submitted titles and edited by the conference organizers.



12:40 – 14:00	LUNCH <i>Mensa Polyterrasse, Leonhardstrasse 34, 8092 Zurich</i>	
14:00 – 15:00	PANEL III	
	PUBLIC PERCEPTIONS OF AI Chair: Julia Metag <i>Room: HG E 1.2</i>	
	More harm than good? Germans’ attitudes towards generative AI in science communication Bastian Kremer, Mike S. Schäfer, Liliann Fischer	
	AI talking science: Two experimental studies on the perception of large language models as a source of scientific information Friederike Hendriks, Esther Greussing, Aike Horstmann, Bianca Nowak, Yannic Meier, Rainer Bromme	
15:00 – 15:20	Predicting and describing the use of generative AI in science-related information search: Insights from a multinational survey Esther Greussing, Lars Guenther, Ayelet Baram-Tsabari, Shakked Dabran-Zivan, Evelyn Jonas, Inbal Klein-Avraham, Monika Taddicken, Becca Beets, Dominique Brossard, Anwasha Chakraborty, Torben Esbo Agergaard, Antoinette Fage-Butler, Chun-Ju Huang, Kristian Hvidtfelt Nielsen, Siddharth Kankaria, Yin-Yueh Lo, Michelle Riedlinger, Hyunjin Jin Song	
	COFFEE BREAK	
15:20 – 16:20	PARALLEL PANEL IV	
	OPPORTUNITIES OF AI IMAGERY Chair: Sabrina H. Kessler <i>Room: HG E 1.2</i>	QUALITATIVE RESEARCH ON AI PERCEPTIONS Chair: Niels Mede <i>Room: HG E 1.1</i>
	An AI-based social media generator: STEM research artificially communicated Elisabeth Jurack, Julia Gantenberg, Justus Henke, T.Y. Branch, Ingo Siegert	How do laypeople assess their trust in LLM-based chatbots when they seek science-related information? Results from a qualitative interview study using a hybrid trust approach Evelyn Jonas, Esther Greussing, Monika Taddicken
	AI Avatars in science communication: When Einstein and Curie resurrect Jasmin Baake, Josephine Schmitt	‘Not for me’: An exploratory study into inclusive science communication about artificial intelligence in the Netherlands Anne M. Dijkstra, Pien Spanjaard
	Can AI-generated imagery be used to communicate future climate scenarios? Josephine Ewoma	How issues travel across social conversation: The case of AI in Italy Massimiano Bucchi, Eliana Fattorini
16:20 – 16:40	TRANSFER TO UZH	
16:40 – 17:30	PANEL DISCUSSION: LINKING SCIENCE COMMUNICATION RESEARCH AND PRACTICE IN THE AGE OF AI Mirko Bischofberger (Science Studios), Esther Laukötter (Center for Advanced Internet Studies), Julia Metag (University of Münster), Jason Pridmore (Erasmus University Rotterdam) Moderation: Sophia C. Volk (University of Zurich) <i>Room: KOL-F-101, University of Zurich, Rämistrasse 71, 8006 Zürich</i>	
17:40 – 18:40	MEETING OF THE DGPuK SCIENCE COMMUNICATION DIVISION Friederike Hendriks (TU Braunschweig), Niels Mede (University of Zurich) <i>Room: KOL-F-101</i>	
19:00	CONFERENCE DINNER <i>Dozentenfoyer ETH, Rämistrasse 101, 8092 Zürich</i>	



Friday, June 7, 2024

09:00 – 09:45	KEYNOTE: HOW AI IS CHANGING THE KNOWLEDGE ORDER OF SOCIETY Christoph Neuberger (FU Berlin / Weizenbaum Institut für die vernetzte Gesellschaft) <i>Room: HG E 1.2</i>	
09:45 – 10:45	PANEL V	
	COMMUNICATING WITH AI IN SCIENCE JOURNALISM AND SCIENCE COMMUNICATION Chair: Michelle Riedlinger <i>Room: HG E 1.2</i>	
	The future of science communication - which role plays generative AI? A Delphi study with communicators and scientists Josephine B. Schmitt, Matthias Begenat, Sandra Kero, Jasmin Baake	
	University communication in the age of AI: First insights into the use and perspectives of generative AI tools Justus Henke	
	Meet my new colleague, ChatGPT: How German science journalists perceive and use generative Artificial Intelligence in the selection, production, and distribution of news Lars Guenther, Jessica Kunert, Bernhard Goodwin	
10:45 – 11:05	COFFEE BREAK	
11:05 – 12:25	PARALLEL PANEL VI	
	CHATGPT'S ROLE IN SCIENCE COMMUNICATION Chair: Anne M. Dijkstra <i>Room: HG E 1.2</i>	Open panel: SHAPING PUBLIC DISCOURSE: SCIENTISTS AS COMMUNICATORS Chair: Marina Joubert <i>Room: HG E 1.1</i>
	“Chat GPT, is the influenza vaccination useful?” Comparing perceived argument strength and correctness of pro-vaccination-arguments from AI and scientific experts Selina A. Beckmann, Elena Link, Marko Bachl	Centralized vs. decentralized science communication in universities: Differences in the professional role identities of university communicators in various organizational contexts Lennart Banse, Kaija Biermann, Monika Taddicken
	How Generative AI Imagines and Communicates Science: Interviewing ChatGPT from the perspective of different audience segments Sophia C. Volk, Mike S. Schäfer, Damiano Lombardi, Daniela Mahl, Xiaoyue Yan	Between brokerage and advocacy – the role of organisations as science communicators in the COVID-19 pandemic Simone Rödder, Anna-Lena Oltersdorf
	How well can ChatGPT replace human coders in quantitative content analysis? A case study Clarissa Elisabeth Hohenwalde, Melanie Leidecker-Sandmann, Nikolai Promies, Markus Lehmkühl	From labs to politics: A mixed-methods study on researchers' participation in political debates Nils Bienzeisler, Senja Post
	The impact of transparency: A qualitative investigation of LLM-based chatbots in science-related information search Esther Greussing, Evelyn Jonas, Monika Taddicken	Witnessing online harassment against scientists: Effects on scientists and public perceptions of science Jana Laura Egelhofer, Christina Seeger, Alice Binder
12:25 – 12:40	CLOSING & FAREWELL Mike S. Schäfer, Daniela Mahl (University of Zurich) Marina Joubert (Stellenbosch University): Announcement of Special Issue of JCOM – Journal of Science Communication <i>Room: HG E 1.2</i>	
12:40 – 13:00	GRAB A LUNCH BAG	