

# ***Æstetisk Seminar***

**Jill Walker Rettberg**

## **Generative AI: from Machine Vision to AI Stories**

In this lecture Jill Walker Rettberg will present her research on the aesthetics and cultural implications of generative AI. She will begin with her work on machine vision technologies, discussing issues of bias in the technology but with a focus on how the technology is dependent on its cultural contexts and on imaginaries and our desires and fears of what technology can do. Next, Rettberg will discuss her new project, AI STORIES: Narrative Archetypes for Artificial Intelligence, which will test the hypothesis that language models are identifying narrative structures in the training data and replicating these in their output. Examples of such structures include the narrative need for a conflict followed by a resolution, or the pattern of the hero going on a journey and meeting an opponent and a helper, or that if a contract is made (do not open the seventh door!) it will be broken (the princess will definitely open that door). If there are cultural differences between narrative structures – Bollywood movies vs Hollywood movies, for instance, or the collective resolution of many Scandinavian stories vs the individual hero/villain of American stories – then this could mean that generate AI creates a new kind of AI bias that is deeper than the type developers are already trying to address – a narrative bias. Does generative AI threaten cultural diversity? Do we risk losing our stories?

**Torsdag den 10. oktober 2024, Kl. 14:15**

**Kasernen, bygning 1584, lokale 124**

Alle er velkomne / All are welcome