

INTERNATIONAL SYMPOSIUM

# AI CULTURES

## COMMUNICATIONS BETWEEN HUMANS AND MACHINES IN A PLURAL WORLD



24-25 OCTOBER 2023

SEMINAR ROOM OF THE PETERSON LIBRARY, UNIVERSITY OF TURIN  
VIA GIULIA DI BAROLO 3/A, TORINO, ITALY

Artificial Intelligence (AI) is increasingly at the forefront of lively debates involving academic researchers, private and public stakeholders, and the public. In many of these debates, however, AI is usually defined in the singular form. Since contemporary AI technologies enter in interaction and communication with human users that are situated in specific linguistic, cultural, and national contexts, however, AI should always be defined in the plural form: there is not one “AI” but a plurality of technologies that are framed, developed, used and discussed in specific places and contexts. This symposium aims to empower ongoing attempts to frame more rigorously AI technologies in a global context and in specific local cultures. Featuring speakers from a wide range of international institutions, the event will aim to unveil the heterogeneity of the ways through which AI is created and used around the world.

### Day 1 - Tuesday, 24 October 2023

#### 1pm - Welcome and introduction

Simone Natale, Federico Biggio, Riccardo Fassone (University of Turin, Italy), John Downey, Emily Keightley (Loughborough University, UK)

#### 1:15pm Keynote speaker: **Andrea L. Guzman** (Northern Illinois University, USA)

*What is communication in an age of artificial intelligence?*

**Chair: Simone Natale** (University of Turin, Italy)

#### 2:30pm - Panel 1: **Global AI ethics and politics**

**Chair: Riccardo Fassone** (University of Turin, Italy)

**Anirban Mukhopadhyay** (University of Illinois Urbana-Champaign, USA), *Ideological frameworks and AI: Hindutva and the making of “doubtful citizens” in India*

**Vincent Obia** (Birmingham City University, UK), *Where was this technology made? Exploring the politics of locationality and the future of AI regulation in Africa*

**Colin Porlezza, Laura Amigo & Laura Pranteddu** (Università Svizzera Italiana, Switzerland), *Shaping the collaboration of human and machine intelligence in journalism ethics guidelines for a responsible use of AI in news media*



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### 3:45pm - Panel 2: AI Imaginaries

**Chair: Federico Biggio** (University of Turin, Italy)

**Deqiang Ji & Zhe Li** (Communication University of China, China), *AI imaginaries in China*

**Alisa Maksimova** (Centre for Advanced Internet Studies (CAIS), Germany), *Machinic wonders: AI imaginaries in museum exhibitions*

**Inte Gloerich** (Utrecht University, Netherlands) & **Gabriele Ferri** (Eindhoven University of Technology, Netherlands), *AI imaginaries of risk, harm and justice*

### 6:30pm - Theater play

**Adamo ed Etica / Adam and Ethics** (original version with live subtitles)

Script by Alberto Pagliarino

Direction and dramaturgical supervision by Alessandra Rossi Ghiglione

With Alberto Pagliarino, Fabrizio Stasia and the voice of Esther Ruggiero

Co-produced by Associazione Pop Economix, UNI Ente Nazionale di Normazione, Il Mutamento Zona Castalia  
*Spazio BAC, Via S. Giuseppe Benedetto Cottolengo 24 bis, 10152 Torino*

**8:30pm - Conference dinner** (for speakers and organizers)

## Day 2 - Wednesday, 25 October 2023

### 9:30am - Panel 3: Comparative approaches

**Chair: John Downey** (Loughborough University, UK)

**Mathias-Felipe de-Lima-Santos** (University of Amsterdam, Netherlands), **Justin Yeung** (University of Oxford, UK) & **Tomás Dodds** (Leiden University, Netherlands), *AI guidelines in the news media worldwide*

**Paolo Bory & Fabio Fossa** (Polytechnic of Milan, Italy), *Autonomous driving cultures: A comparative analysis of the ethical narratives on autonomous vehicles in China, Japan, Singapore and US*

**Rik Smit & João C. Magalhães** (University of Groningen, Netherlands), *AI dramas: A comparative analysis of mediated discourse on Artificial Intelligence*

**Matthew Carson Galbraith** (University Pompeu Fabra, Spain), *An analysis of dialogue repair in voice assistants*

### 11:15am - Panel 4: Algorithmic, users, cultures

**Chair: Gabriella Taddeo** (University of Turin, Italy)

**Marcio Telles** (Tuiuti University of Paraná, Brazil), *Comic book artistic style and generative AI: Transforming human signatures into machinic standards*

**Fabien Richert** (Université du Québec à Montréal (UQAM), Canada), *Algorithmic interpellation: a case study of intelligent virtual assistants*

**Morten Heuser** (University of Aalborg, Denmark) & **Julie Vulpus** (Roskilde University, Denmark), *Playful exploration: How users tame 'the wild' in recent Generative AIs*

**Jacques Ibanez Bueno** (Université Savoie Mont Blanc, France), **Marleni Reyes Monreal & Miguel Escalera** (Benemerita Universidad Autónoma de Puebla, Mexico), *Reviving Michel de Certeau in Artificial Intelligence to revisit his propositions on the everyday*

**12:45pm - Lunch break**

**2:15pm - Keynote speaker: Paola Ricaurte Quijano** (Tecnológico de Monterrey, Mexico)

*Pluriversal AI: Challenging epistemic cultures and sociotechnical imaginaries*

**Chair: Emily Keightley** (Loughborough University, UK)

### 3:30pm - Panel 5: AI Cultures

**Chair: Paolo Bory** (Polytechnic of Milan, Italy)

**Luiza Santos** (Universidade Federal de Rio Grande del Sur, Brazil), *Uncanny feelings from the Global South: Brazilian uses and perceptions of conversational AI*

**Jindong Leo-Liu** (The Chinese University of Hong Kong), *How Japanese anime culture impacts human-machine communication: Design, fandom, and its phenomenological implication*

**Simon Noam Karlin** (Roskilde University, Denmark), *Artificially Intelligent communication technologies at work: An ethnography of a large Danish pension company*

**Tincuta Heinzl & Roberta Bernabei** (Loughborough University, UK), *A.I. as a pedagogical tool in UK higher education*

**5pm - Conclusions**



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