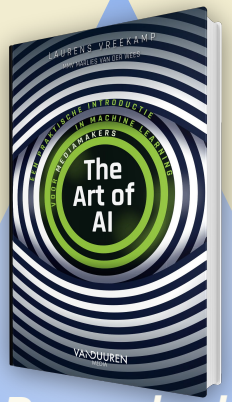
WEBINAR **AI EN JOURNALISTIEK** DONDERDAG 10 MAART 2022

Artificial intelligence:
Wat kun je ermee?



Pre-order het boek nu al!

Laurens Vreekamp
www.futurejournalismtoday.com
laurens@futurejournalismtoday.com

FUTURE JOURNALISM TODAY

Waarom AI + journalistiek?

1. Demystificatie
2. Voor onderzoek naar algoritme-gebruik bij bedrijven, overheden
3. Geïnformeerde afwegingen maken
4. Toekomst van werk / carriere-switch
5. Is de taal van uw nieuwe collega's
6. Nieuwe samenwerkingen (uni's, NGO's, start-ups)
7. Zelf benutten

Even voorstellen

Laurens Vreekamp

- Oprichter **Future Journalism Today ACADEMY**
- Auteur ***Art of AI* -** Introductie machine learning voor mediamakers *(mei 2022)*
- Mentor **Stimuleringsfonds v/d Journalistiek**

Voorheen

- Teaching Fellow, News Lab — **Google**
- Research fellow SvJ & docent CMD — **Hogeschool Utrecht**
- Regisseur — **NPO Radio1**
- UX Designer — **KRO-NCRV**

FUTURE JOURNALISM TODAY

Driedaagse workshop *Intro AI + ML*

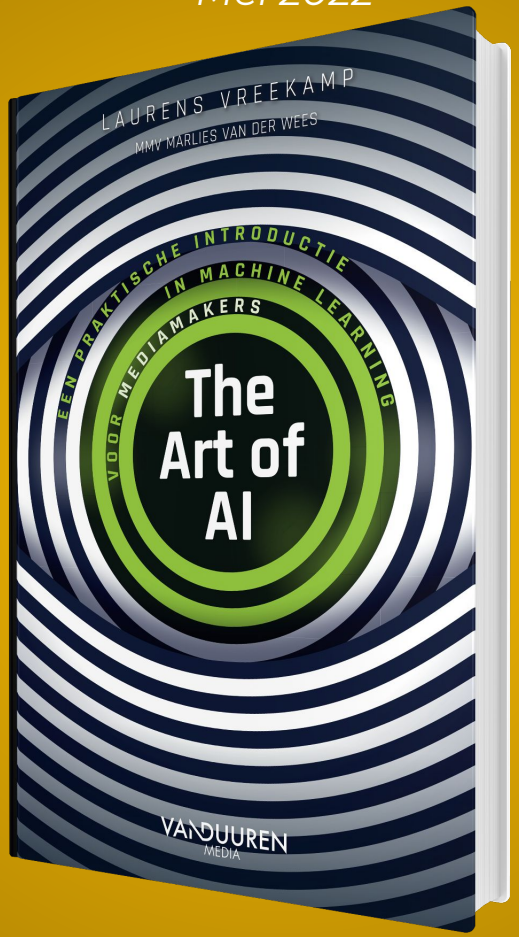
Dag 1: Introductie & Basistheorie en jargon

Dag 2: AI-Powered Tools + ideeen

Dag 3: Je Eigen ML Model presenteren

www.futurejournalismtoday.com/academy

Mei 2022



Bestel het boek hier!

Deze talk bevat:

- **Voorbeelden (4)**
- **Tools (4)**
- **Vragen (4)**

Algoritmes versus machine learning modellen.

Photo by Sara Cohen (via Unsplash)

VOORBEELDEN

Uit Peru, Duitsland, Oekraine, & Nederland

AI+onderzoeksjournalistiek, **I/IV**

Nederland

groene.nl/artikel/misogynie-als-politiek-wapen

DATA+DEBAT, DE GROENE A'DAMMER

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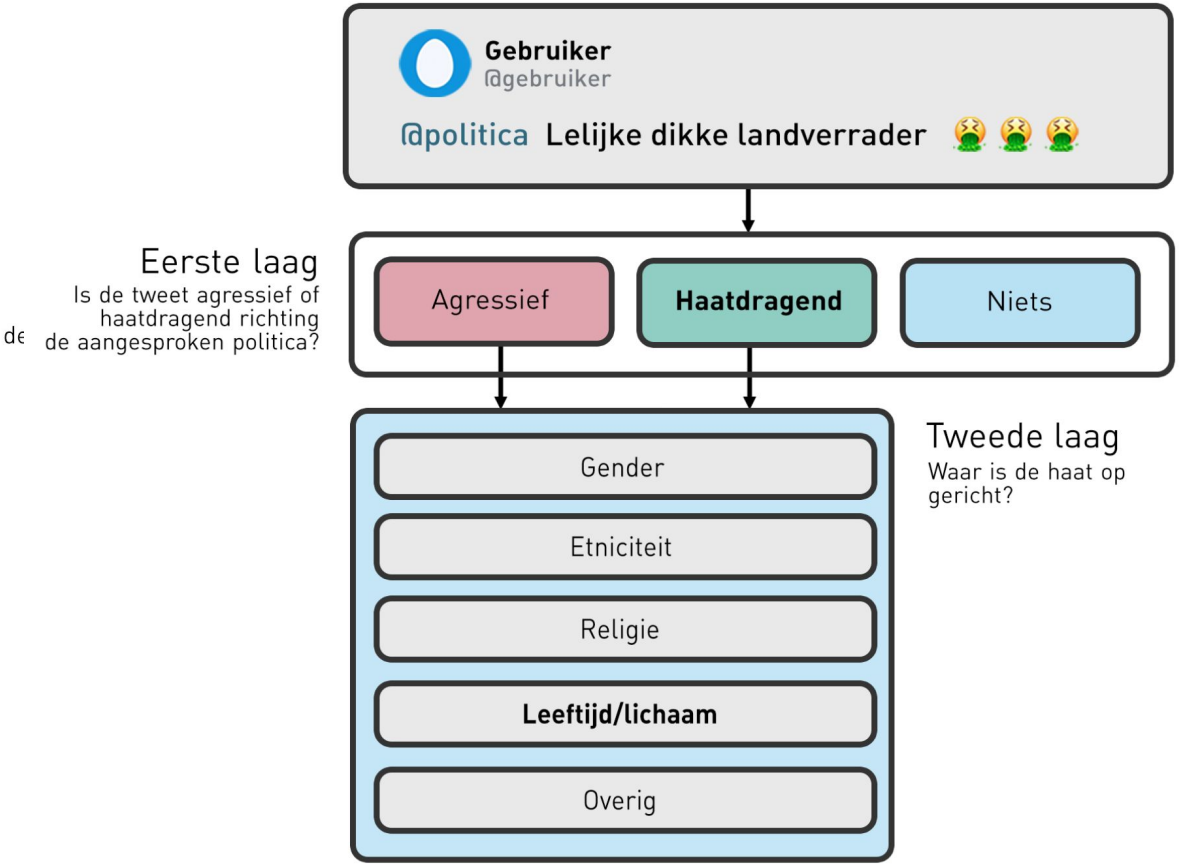
Annotatieschema vrouwenhaat



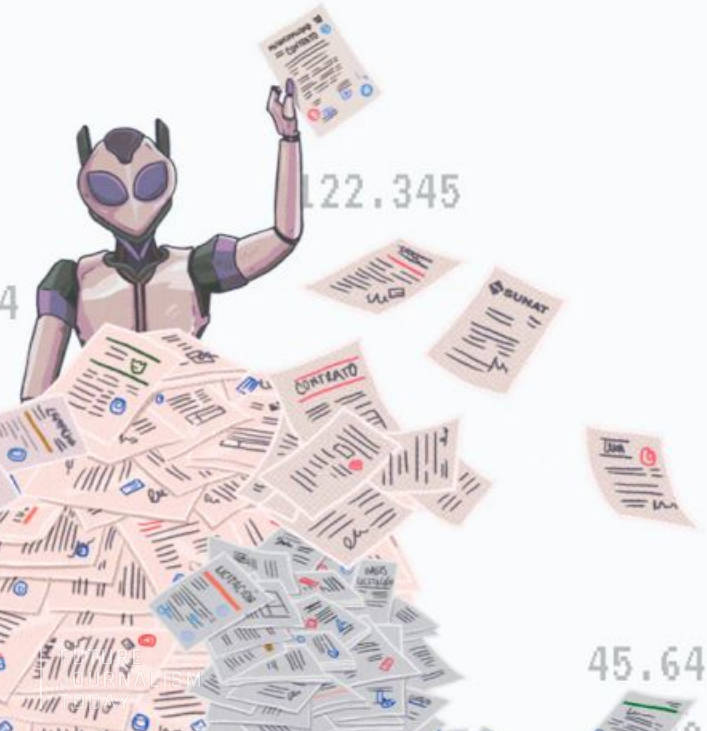
AI+onderzoeksjournalistiek, **II/IV**

Peru

Funes, Ojo Publico (Peru)

FUNES

UN ALGORITMO CONTRA LA CORRUPCIÓN.



Busca una empresa o una entidad

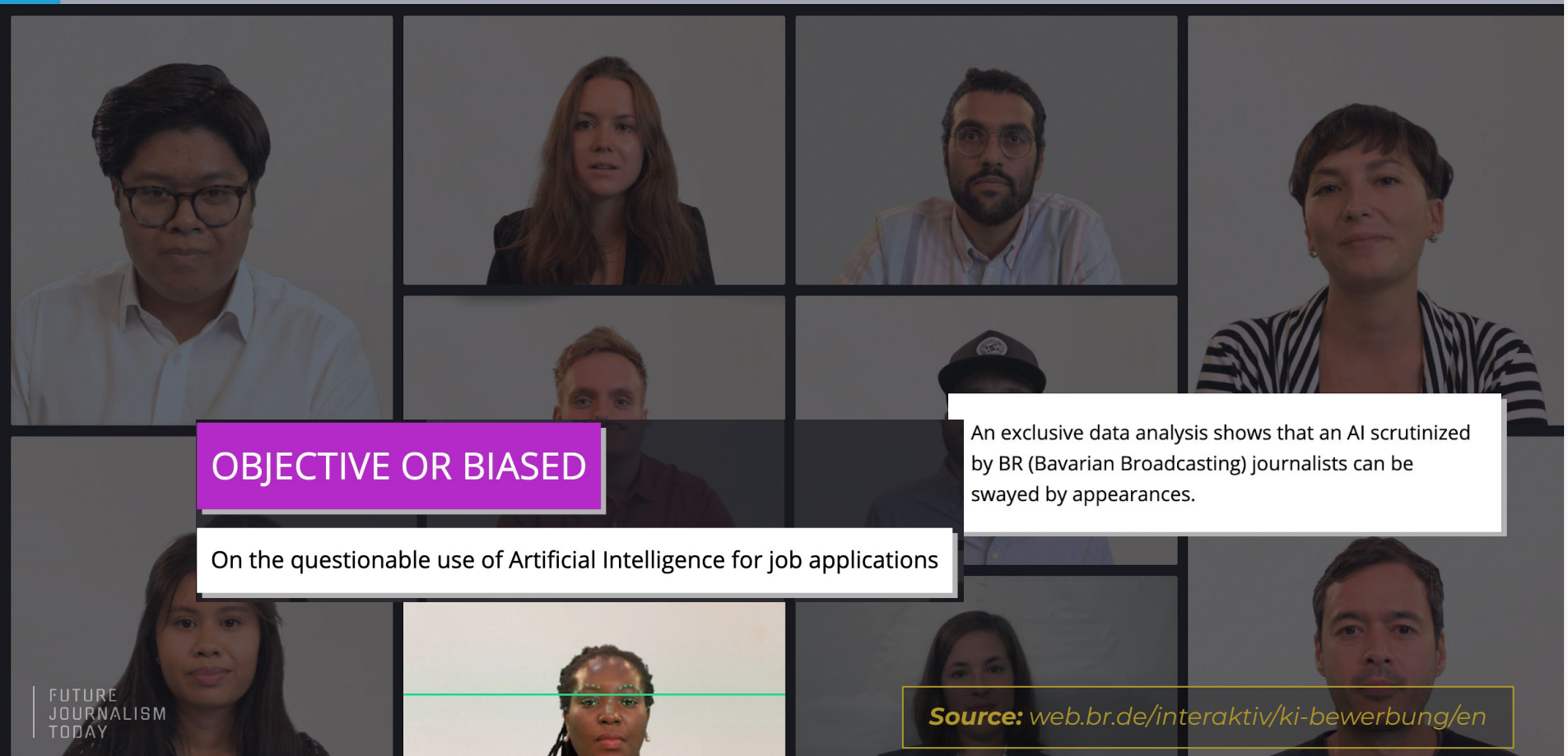
Empresa Entidad

245.813 contratos

Rankings de riesgo

Adversarial Auditing, **III/IV**

Duitsland



OBJECTIVE OR BIASED

On the questionable use of Artificial Intelligence for job applications

An exclusive data analysis shows that an AI scrutinized by BR (Bavarian Broadcasting) journalists can be swayed by appearances.

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Source: *web.br.de/interaktiv/ki-bewerbung/en*

Beeldherkenning, **IV/IV**

Oekraine

Leprosy of the Land, Texty.org (Ukraine)

Leprosy of the land

click me

THOUSANDS HECTARES OF LAND TURNED INTO LUNAR LANDSCAPES DUE TO ILLEGAL AMBER MINING. OUR MACHINE MODEL FOUND TRACES OF SUCH ACTIVITY ON SATELLITE IMAGES FOR THE AREA OF 70,000 SQUARE KM.

The Flemish Scrollers, 2021

Dries Depoorter

Automatically tagging Belgian politicians when they use their phone on the daily livestreams. With the help of AI.

Deze talk bevat

- ~~Voorbeelden (4)~~
- **Tools (4)**
- Vragen (4)

Brickit

Build new creations from your bricks

- → Download on the App Store
- → See how it works
- → Follow on Instagram

Android version coming this fall:

Email

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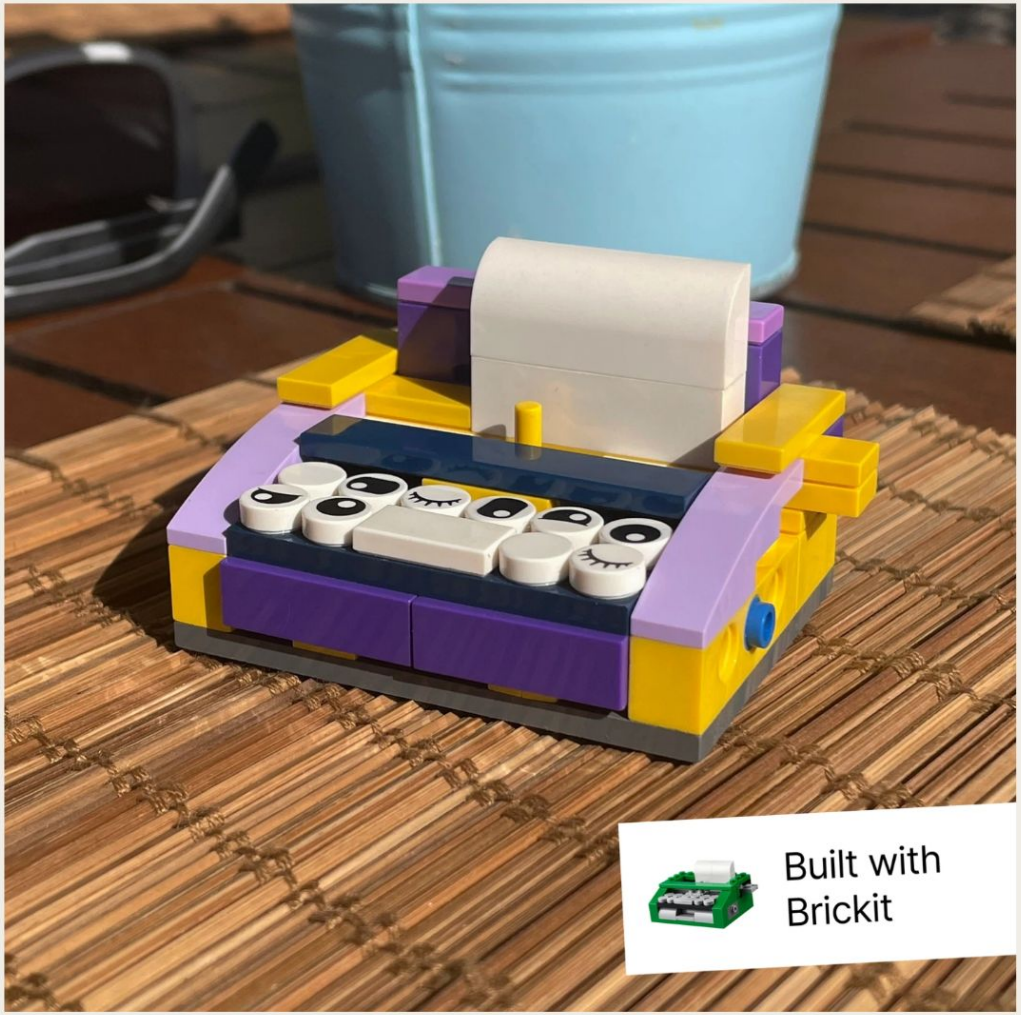


Found 44 ideas!

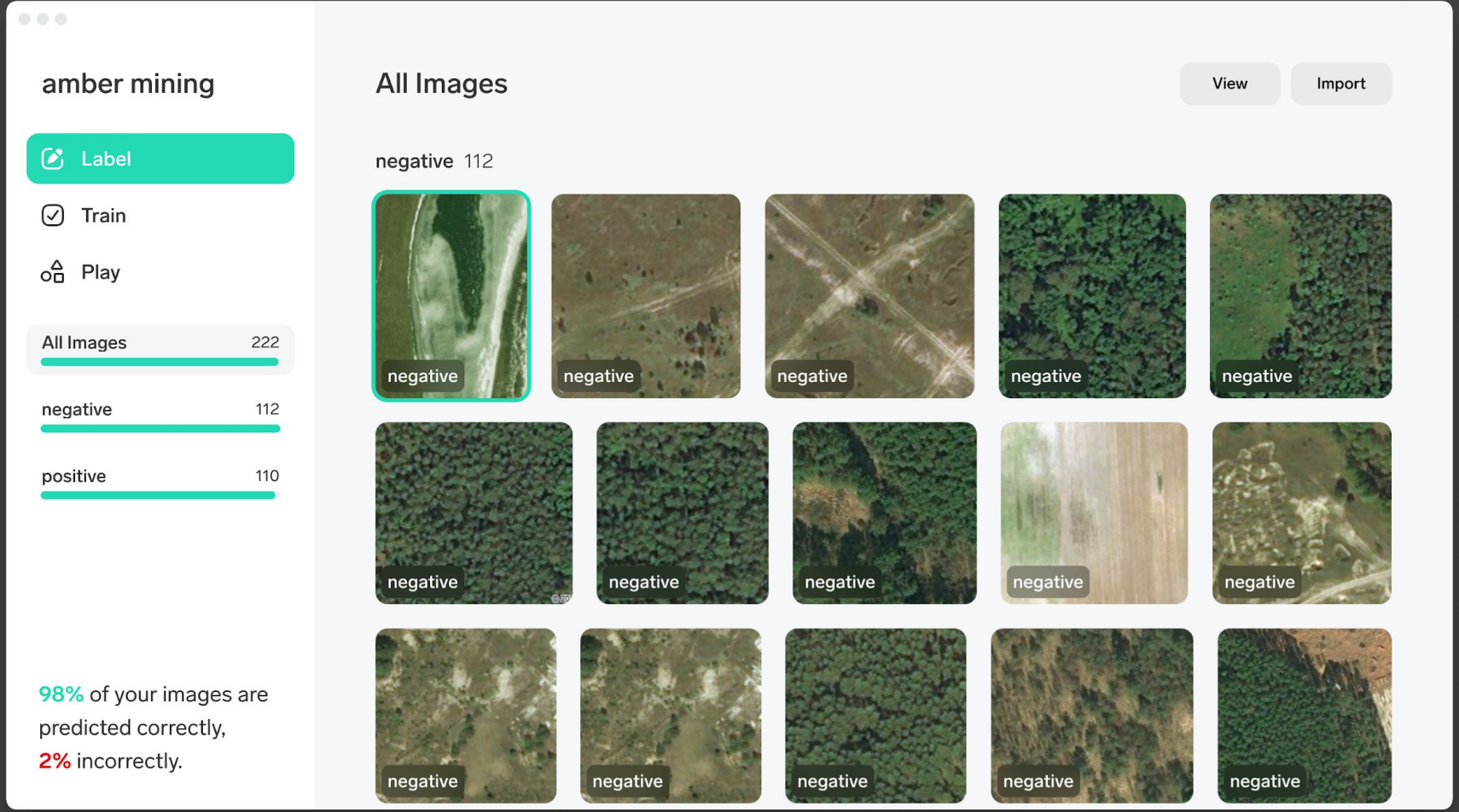
319

AI - POWERED TOOLS

- ❏ Beeldherkenning */ onderzoek*
- ❏ Tekstherkenning */ inzicht*
- ❏ Generatoren */ concept*
- ❏ Montage */ productie*

Beeldherkenning */ onderzoek*

Lobe.ai (Microsoft)


amber mining
Label
Train
Play
All Images 222
negative 112
positive 110
98% of your images are predicted correctly,
2% incorrectly.
All Images
View
Import
negative 112
negative
negative
negative
negative
negative
negative
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negative
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negative

lobe.ai

Tekstherkenning / *inzicht*

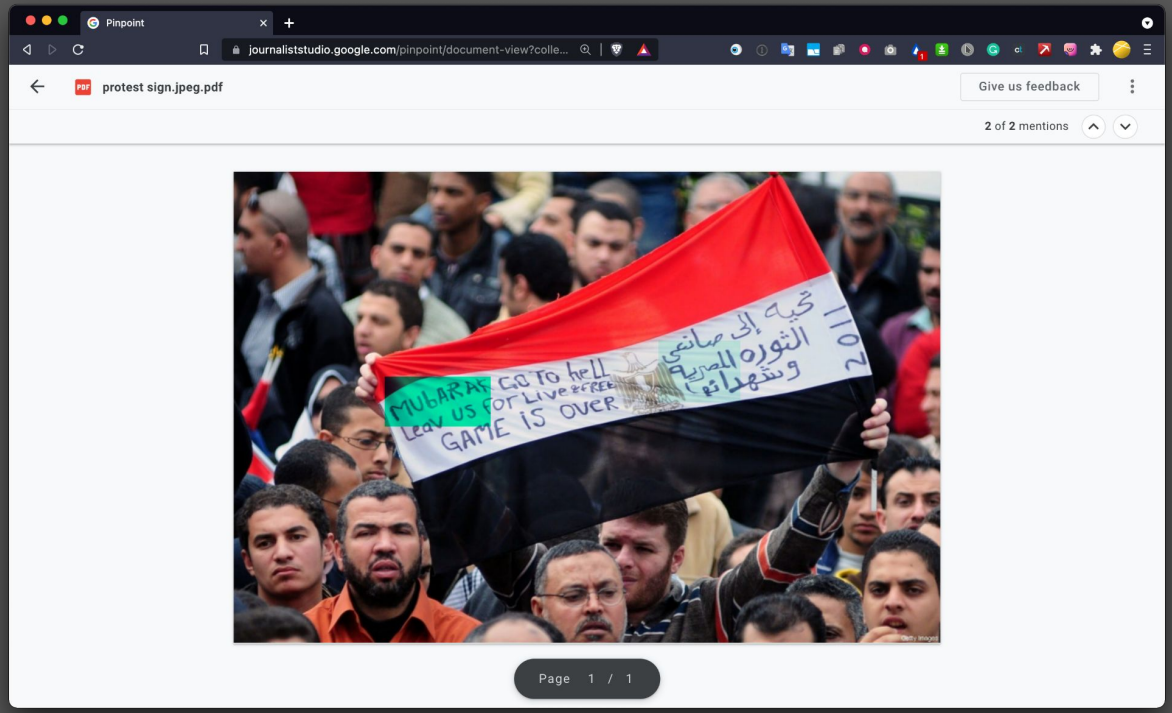
Pinpoint (Google)

Pinpoint (Google)

So bad, even introverts are here.

journaliststudio.google.com/pinpoint

Pinpoint (Google)



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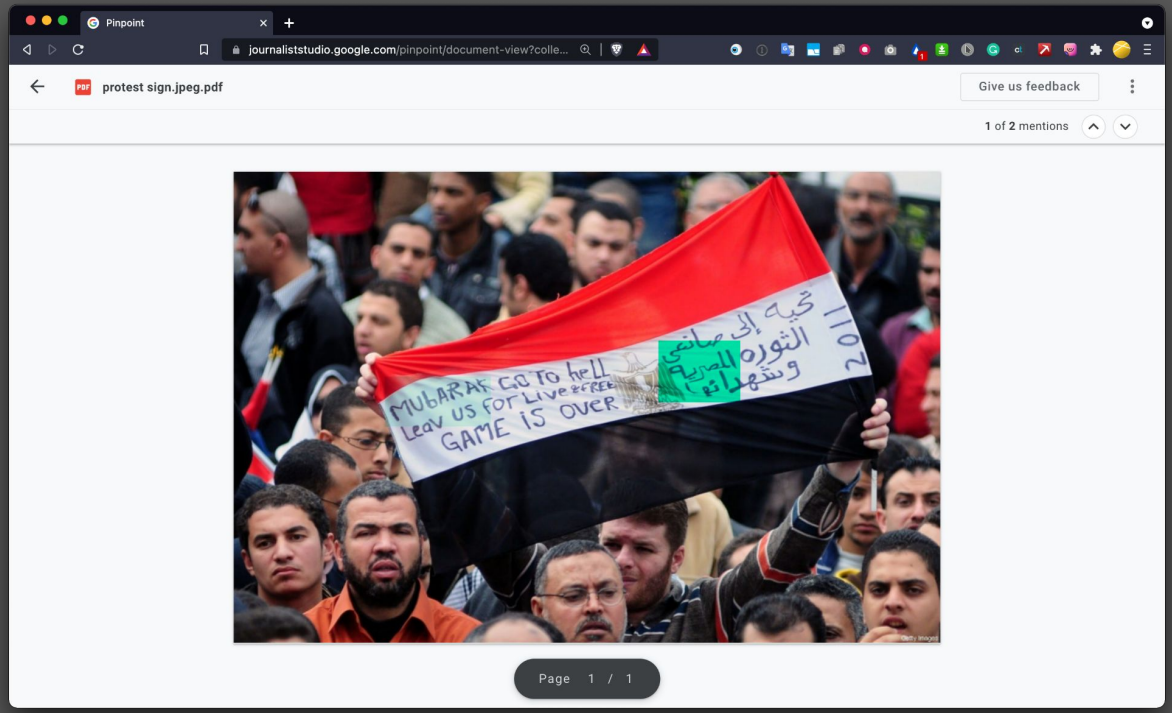
Pinpoint (Google)



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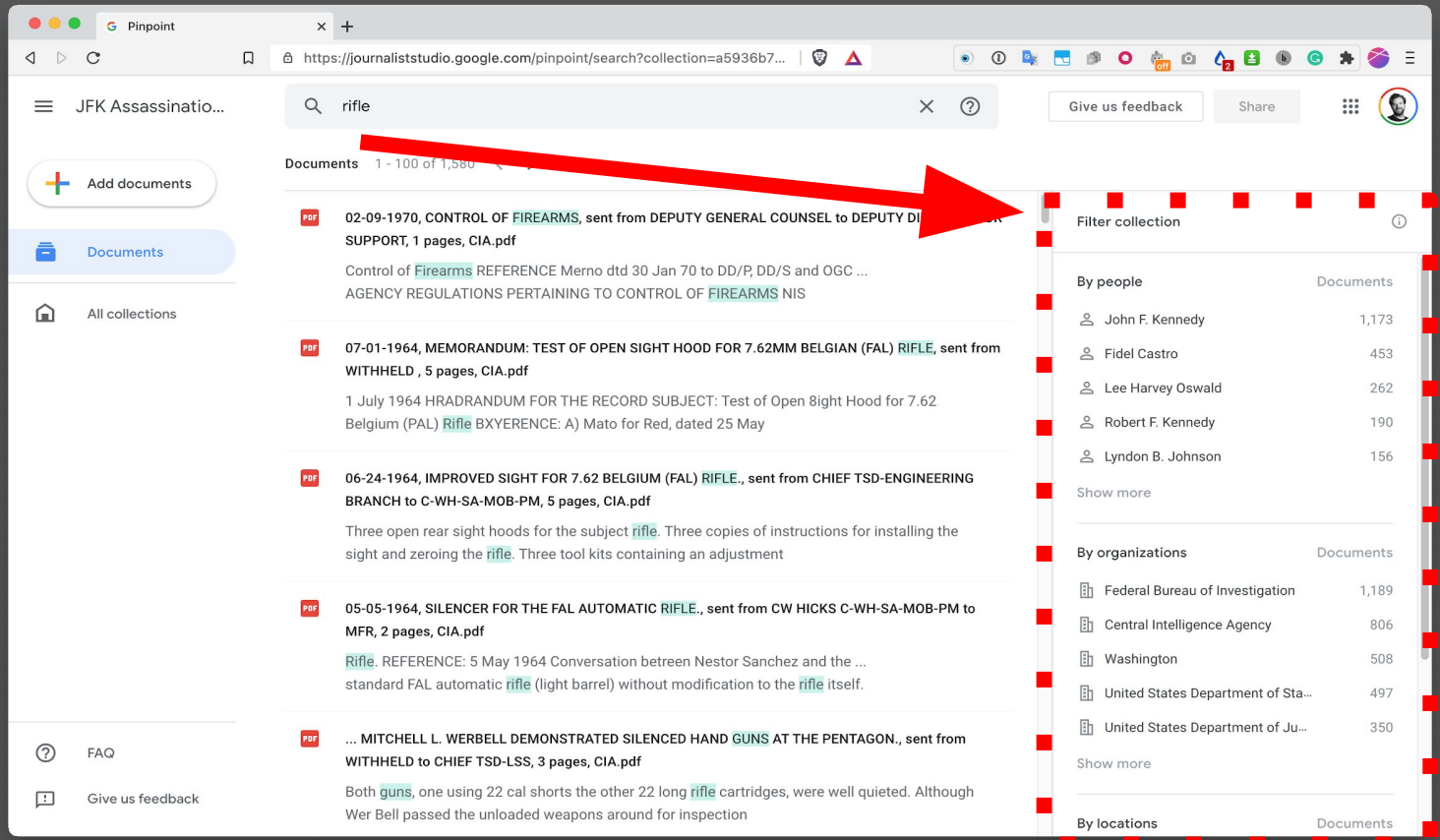
Pinpoint (Google)



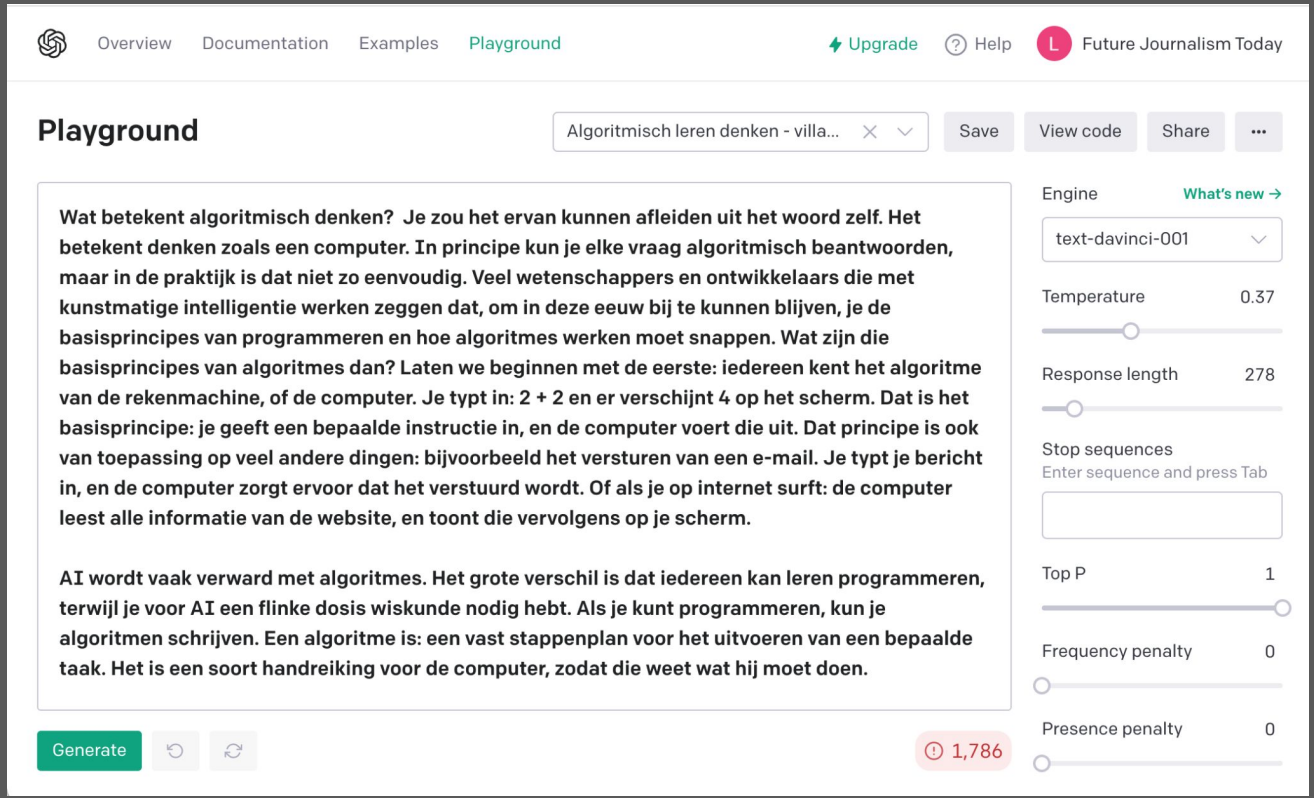
journaliststudio.google.com/pinpoint

Generatoren / *concept*

text-davinci-001 (OpenAI)

Face generator (Generated photo)

Playground (OpenAI)



beta.openai.com/playground

Generatoren / *concept*

text-davinci-001 (OpenAI)

Face generator (Generated Photo)

FACE GENERATOR

Random face

Faces

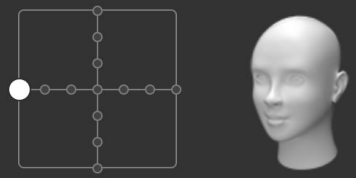
Sign in

Synthetische mensen maken

Sex

- Male
- Female

Headpose



Age

Younger — Older

Emotion

- Neutral
- Happy
- Surprised
- Angry
- Contemptuous
- Disgusted
- Frightened
- Sad

Skin Tone Fair

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generated.photos/face-generator

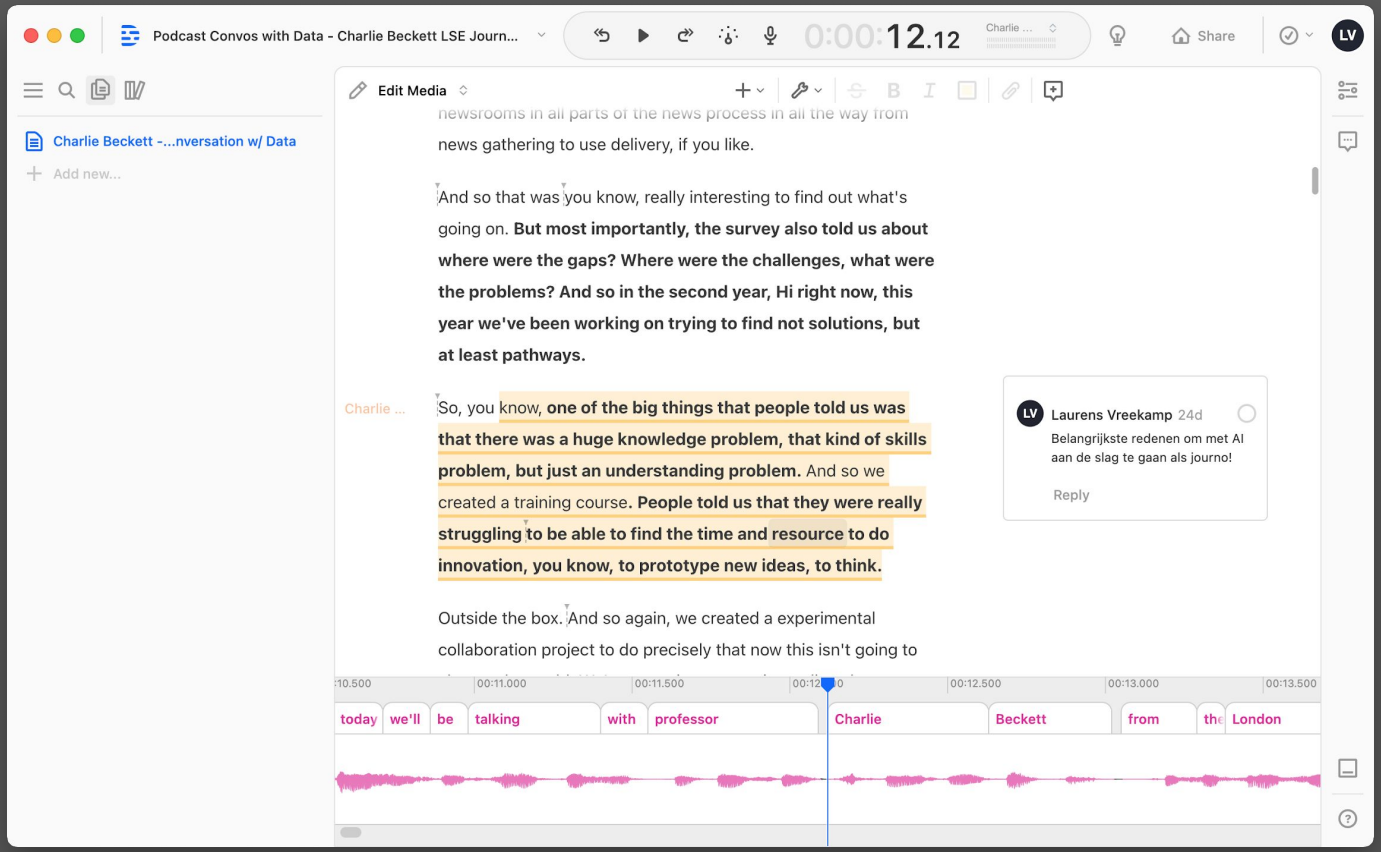
Synthetische mensen maken

generated.photos/face-generator

AV-montage / *productie*

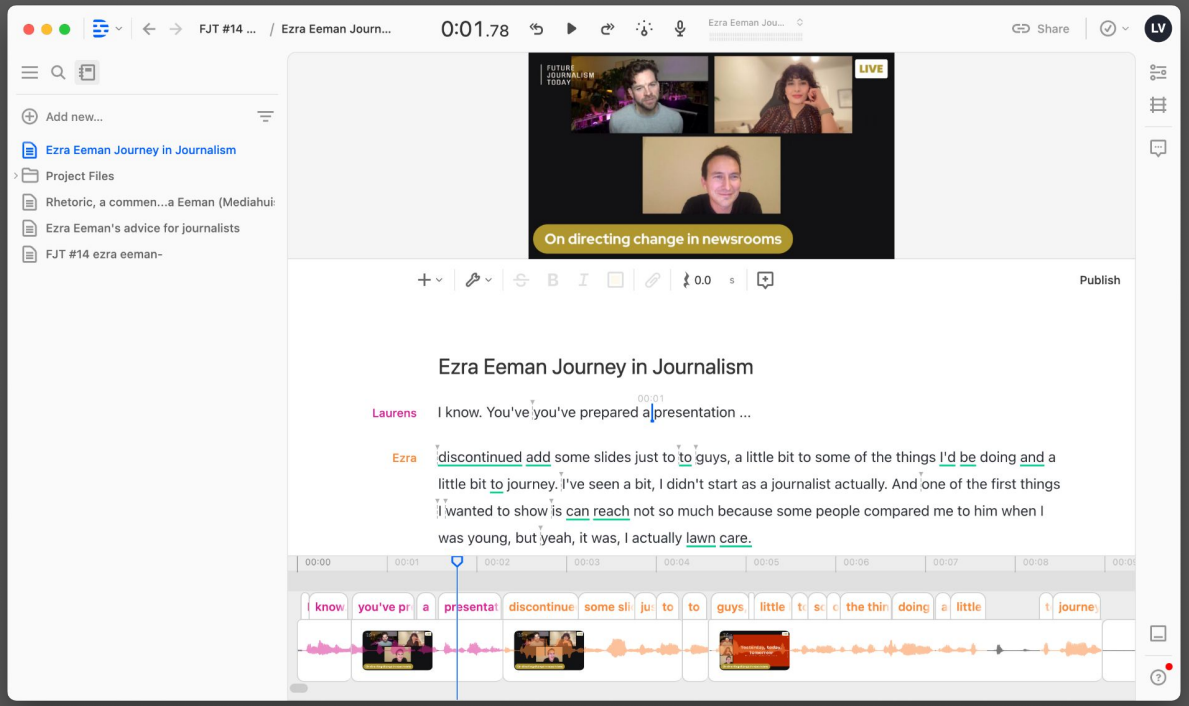
Descript

A/V monteren als tekstdocument



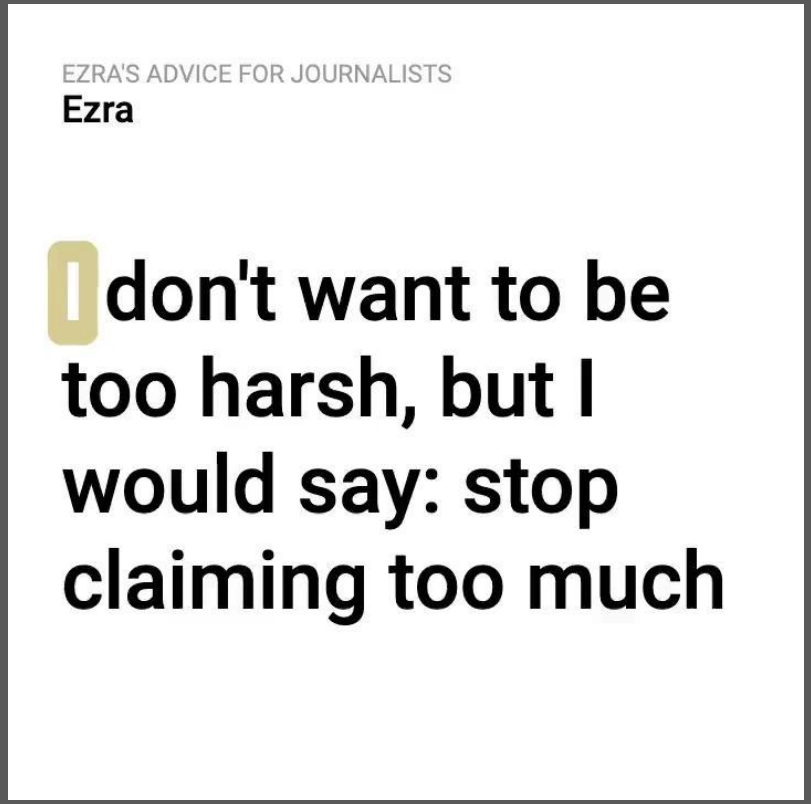
descript.com

A/V monteren als tekstdocument



descript.com

Audiogram



descript.com

AI POWERED TOOLS

- **Lobe.ai** (Microsoft) — **Beeldherkenningsmodellen trainen**
- **Pinpoint** (Google) — **Onderzoek en analyse; tekst, beeld & geluid**
- **Descript** — **Stemkloon, AV-montage, transcriptie, social exports**
- **Playground** (OpenAI) — **Tekstgeneratie**
- **Face Generator** (GP) — **Gezichtgeneratie**

Verwacht: *Summerschool...*
Gaan we met de eerste drie tools aan de slag.

FUTURE JOURNALISM TODAY

Deze talk bevat

- ~~Voorbeelden (4)~~
- ~~Tools (4)~~
- **Vragen (4)**

Bij welke taken AI *kan* helpen?

Journalistiek onderzoek *('newsgathering'):*

- Patroonherkenning in afbeeldingen, video's, illustraties
- Herkennen *entiteiten* in documenten: personen, plaatsen, organisaties
- Het ontrafelen van algoritme-gebruik door overheden, bedrijven

Productie en distributie

- Personalisatie
- Aanbevelingen
- Moderatie van online-reacties en gesprekken
- Audience engagement / service journalistiek

AI + journalistiek =

- Algoritmisch leren denken
- Routine, repetitie, schaal & snelheid
- Mensen- en handwerk
    - Onderling consensus bereiken, vooroordelen aanpakken
    - Niet iets om bang voor te zijn:
        - Nieuwe collega
        - Nieuw ambacht
        - Verrijkt je creativiteit als journalist

DE VIER VRAGEN:

- **Kan AI creatief zijn?**
- **Hoe zie je de rol van AI in je huidig werk?**
- **Wie is verantwoordelijk: machine of mens?**
- **Wie vreest er, wie hoopt op meer?**

FUTURE
JOURNALISM
TODAY

MEER INFORMATIE?
VRAGEN? HULP NODIG?

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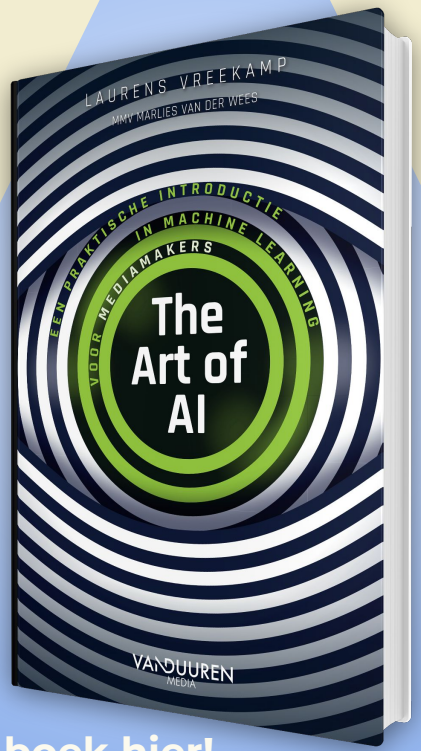

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