

Generative Images – Generative Imageries: Challenges of Visual Communication (Research) in the Age of AI

International Conference of the
DGPuK (German Communication Association) Visual Communication Section
co-sponsored by the
Visual Communication Studies Division of the International Communication Association
and the ZeMKI (Centre for Media, Communication and Information Research)
of the University of Bremen

Conference Dates & Location

November 20th

Workshops

Zentrum für Medien-, Kommunikations- und Informationsforschung (ZeMKI), Linzer Str. 4,
Raum 41.280, Universität Bremen, 28359 Bremen, <https://zemki.uni-bremen.de/en/>

Get Together:

CLUB27 im Bremer Presse-Club, Schnoor 27, 28195 Bremen,
<https://www.bremerpresseclub.de/Start/Index.aspx>

November 21st -22nd

Haus der Wissenschaft, Sandstraße 4/5, 28195 Bremen
<https://www.hausderwissenschaft.de/English.html>

Final Conference Program

Wednesday, November 20th

Pre-conference Program

10:00-17:00	Method workshop “How to deal with ephemerality? Opportunities and challenges in analysis of ephemeral (audio-)visual content”
	10.00-10.10: Welcome and Workshop overview
	10.15-12.00: Keynotes (<i>open to all!</i>): Lucia Bainotti (Amsterdam) and Sofia Caldeira (Lisbon) with Q&A after the lectures
	12:00-13:30: Lunch Break
	13.30-16.00: Method Circles (<i>open only to (post)doctoral and master students who submitted research outlines</i>)
16.00-17.00: Discussion & Learnings	

17:00-18:30	Exchange Slot “Towards a code of conduct for open data practices in visual social research” Katharina Lobinger (Università della Svizzera italiana, Switzerland)
19:00-22:00	Get Together

Thursday, November 21st

09:00-09:30	Welcome Note Stephanie Geise (ZeMKI, University of Bremen)
09:30-10:30	Keynote „Generative Images - Generative Imageries: Challenges of Visual Communication (Research) in the Age of AI” (Working Title) Amanda Wasielewski (Uppsala University, Sweden)

Panel 1: New Horizons? Ideas to Navigate (Ethical) Research on Generative Imagery

Panel Chair: Dr. Rebecca Venema

10:30-10:45	What defines a generative image? Stephanie Geise (ZeMKI, University of Bremen), Marcel Lemmes (Eberhard Karls Universität Tübingen), Elke Grittmann (Magdeburg-Stendal University of Applied Sciences), Klaus Sachs-Hombach (Eberhard Karls Universität Tübingen), Christian Schwarzenegger (ZeMKI, University of Bremen), Lukas Wilde (NTNU Norwegian University of Science and Technology, Norway)
10:45-11:00	“AI and the Eternal Fallacy of Documentary Imagery” – A Polemic Stefan Meier (University of Koblenz, Germany)
11:00-11:15	Ethical Horizons: Navigating AI-Generated Imagery in Futures Studies Alina Solotarov (Fraunhofer ISI / Freie University of Berlin, Germany)
11:15-11:30	"Generative AI & Research Ethics: Recreating and Anonymizing Visual Data for Public Dissemination" Katharina Lobinger & Federico Lucchesi (Università della Svizzera italiana, Switzerland)
11:30-11:45	Questions & Discussion

Lunch Break

12:00-13:00	Lunch Break (self-pay basis)
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Panel 2: AI Generative Imagery and (Gender) Biases

Panel Chair: Dr. Sabine Reich

13:00-13:15	Beyond the Prompt: Investigating Bias Factors, Disparities and Mitigation in AI Image Generators Carolina Judith Medina Guzmán (Deutsche Welle Akademie)
13:15-13:30	AI-generated visuals and the representation of feminism: a critical, quantitative and comparative analysis of three AI image generation models Catherine Bouko (Ghent University, Belgium)
13:30-13:45	The Double-Edged Sword of Open-Source AI Image Generation: Assessing Sexualization and Bias in User-Trained Models Felipe Barreto de Souza Martins

	(University of Kaiserslautern-Landau RPTU, Germany)
13:45-14:00	Image and Video Forgeries: The Influence of Generative AI-based Deepfake Technology Alexander Godulla, Daniel Seibert & Christian Hoffmann (University of Leipzig, Germany)
14:00-14:15	Questions & Discussion

Panel 3: Generative Imagery and Political Changes

Panel Chair: Prof. Dr. Stephanie Geise

14:15-14:30	(Re-)Assessing the Impact of AI-Generated Imagery on Visual Political Communication Marcel Lemmes (Eberhard Karls Universität Tübingen, Germany)
14:30-14:45	Optimizing AI Generated Storytelling Images Thilo Büsching (TH Würzburg-Schweinfurt, Germany)
14:45-15:00	Analyzing Manipulated Images in the Climate Change Discourse Isaac Bravo (Technical University of Munich, Germany), Katharina Prasse (University of Mannheim, Germany), Stefanie Walter (Technical University of Munich) & Margret Keuper (University of Mannheim)
15:00-15:15	AI vs Artists: Training data, creative economy, and public opinion about visual generative AI Natalia Laba (University of Groningen, Netherlands)
15:15-15:30	Questions & Discussion

Coffee Break

15:30-16:00	Coffee Break
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Panel 4: Pixel Perfect? Changing Visual Narratives and Audience Perceptions

Panel Chair: Dr. Seraina Tarnutzer

16:00-16:15	The face in the age of its digital generality Alma Kolleck (Berlin University of Applied Sciences, Germany)
16:15-16:30	Hyperreal, meaningful and fake? On authenticity and iconography of generative imagery Marion G. Müller & Lea Schmelz (University of Trier, Germany)
16:30-16:45	Pixel Perfect: A Q-Sort Study on evaluations of the authenticity and trustworthiness of (AI-generated) images Edina Strikovic & Rebecca Venema (University of Amsterdam, Netherlands)
16:45-17:00	How Do People Perceive Audiovisual News Coverage from Fully AI-generated News Outlets? Estel Huh, Pascal Merz & Christian von Sikorski (University of Kaiserslautern-Landau RPTU, Germany)
17:00-17:15	Questions & Discussion

18:00-19:00	Guided City Tour (included)
19:00	Conference Dinner & Best Paper Award Ceremony Ratskeller Bremen (self-pay basis)

Friday, November 22nd

08:30-09:30	Meeting of the DGPuK Visual Communication Division (members and interested visitors; online participation possible)
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Round Table Discussion

Chair: Prof. Dr. Christian Schwarzenegger

09:30-10:30	<p>Round Table Discussion organized by the CAIS Working Group „Generative Imageries“, https://www.cais-research.de/en/ags/generative-imageries-challenges-and-potentials-of-ai-generated-images/</p> <p>Panelists: Prof. Dr. Elke Grittmann (Magdeburg-Stendal University of Applied Sciences); Katharina Lobinger (Università della Svizzera italiana, Switzerland); Marcel Lemmes (Eberhard Karls Universität Tübingen); Prof. Dr. Klaus Sachs-Hombach (Universität Tübingen); Alina Solotarov (Fraunhofer ISI / Freie University of Berlin, Germany)</p>
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Panel 5: Generative Imagery in Journalism and News Reporting

Panel Chair: Prof. Dr. Christian Schwarzenegger

10:30-10:45	<p>Computer Vision vs. Human Press Photography: Contrasting Visual Aesthetics of War and Conflicts in the Age of Generative Imagery</p> <p>Stephanie Geise (ZeMKI, University of Bremen) & Yi Xu (Friedrich-Schiller University of Jena, Germany)</p>
11:00-11:15	<p>“We don’t publish photo-realistic images generated by an AI” – A qualitative examination of editorial guidelines on the use of generative visual AI in Swiss newsrooms</p> <p>Seraina Tarnutzer & Sina Blassnig (Université de Fribourg, Switzerland)</p>
11:15-11:30	<p>Navigating AI-generated news images in the Netherlands: Opportunities, Risks, Transparency and Ethics for Image Creation in Journalism</p> <p>Astrid Vandendaele, Jaap de Jong & Maartje van der Woude (Leiden University, Netherlands)</p>
11:30-11:45	<p>The New Humans, the New Power: Artificial Intelligence in Visual News Coverage</p> <p>Elke Grittmann & Lina Brink (Magdeburg-Stendal University of Applied Sciences, Germany)</p>
11:45-12:00	Questions & Discussion

Lunch Break

12:00-13:00	Lunch Break (small lunch included)
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Panel 6: Generative Imagery and Political Participation

Panel Chair: Prof. Dr. Katharina Lobinger

13:00-13:15	What a (mid-)journey! How automated image generation transforms political activism Ricarda Luther, Stephanie Geise, Katharina Maubach, Nieki Samar & Michael Linke (ZeMKI, University of Bremen, Germany)
13:15-13:30	From an oracle mapping latent space to a polluted flood of boring average – AI-infused visual and participatory cultures Katrin Tiidenberg (Tallinn University, Estonia) & Marius Liedtke (University of Salzburg, Austria)
13:30-13:45	The Past as a Battleground of Synthetic Visual Activism and Information Warfare: The Aesthetic Appeal of a Past That Never Was and Never Will Be Sandra Kero (ZeMKI, University of Bremen, Germany), Christian Schwarzenegger (ZeMKI, University of Bremen) and Manuel Menke (University of Copenhagen, Denmark)
13:45-14:00	Images of Resistance: Exploring Folk Theories in User-Induced Collective Interventions against AI-generated Images on Facebook Paul Pressmann & Cornelius Puschmann (ZeMKI, University of Bremen, Germany)
14:00-14:15	Questions & Discussion

Coffee Break

14:15-14:30	Coffee Break
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Panel 7: Expanding Horizons – Multimodal Research Meets Generative

Panel Chair: Dr. Rebecca Venema

14:30-14:45	From Verbal to Visual: Exploring the capabilities of AI to transform language-based data into isual representations TJ Thomson (School of Media & Communication, College of Design and Social Context, RMIT University, Australia)
14:45-15:00	From Visual to Visual: Exploring Generative AI for image-to-image creation – Techniques, challenges, and ethical applications Katharina Lobinger (Università della Svizzera italiana, Switzerland)
15:00-15:15	From Visual to Verbal: Bridging visual and verbal – AI annotations for social media Daniel Pfurtscheller & Katharina Christ (University of Innsbruck, Austria)
15:15-15:30	From Text to Video: Examining the effects of prompt modifiers on AI video generation Nataliia Laba (University of Groningen, Netherlands)
15:30-15:45	Questions & Discussion, Chair Christian Pentzold (Leipzig University, Germany)

15:45-16:00	Final Remarks / End of the Conference
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