

# PRESS RELEASE



## Invitation: “Between Hype and Dystopia? How Journalists Report on Artificial Intelligence”

**At the panel discussion at FHWien der WKW on November 27, 2024, experts will shed light on the portrayal of AI in the media and its social impact.**

*Vienna, November 18, 2024* - With the increasing spread of artificial intelligence (AI), media coverage of it has also increased significantly. It is undisputed that journalism plays a decisive role in the public perception of new technologies. Journalists shape how AI is negotiated in society. It is therefore crucial neither to follow the hype around AI without reflection nor to paint dystopian future scenarios, but to take a differentiated and well-founded look at the effects of AI-based technologies. This is exactly what experts will be doing on November 27, 2024, at a panel discussion organized by FHWien der WKW and the Austrian Commission for UNESCO.

### **How does the media influence the public perception of AI?**

The event will begin with a keynote speech by Melissa Heikkilä (MIT Tech Review). The subsequent panel discussion will focus on the following questions:

- How can journalists present complex technical and social issues in an understandable and balanced way?
- What ethical considerations need to be considered in reporting in order to promote a responsible debate?
- How does media coverage influence the public opinion and political decision-making on AI?

### **Experts on the podium**

The following experts will discuss the topics in greater depth:

- Marcus Anhäuser (TU Dortmund)
- Elisabeth Gamperl (Süddeutsche Zeitung)
- Verena Krawarik (Austrian Press Agency)
- Felix M. Simon (Oxford Internet Institute)
- Moderation: Jakob Winter (Profil)

The keynote speech will be held in English; the panel discussion will take place in German. Participation is free of charge. If you have any questions about the event or if you need support for your participation (e.g. a wheelchair space), please contact: [oeuk@unesco.at](mailto:oeuk@unesco.at)

**Date:** Wednesday, November 27, 2024, 5:30 pm to 7:00 pm

**Place:** Audimax, FHWien der WKW, Währinger Gürtel 97, 1180 Vienna

Media representatives are cordially invited to attend the event.

Registration is possible under the following link: [Registration for the panel discussion](#)

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*The event is a cooperation between the Austrian Commission for UNESCO and FHWien der WKW. It is part of the series '(Quality) Journalism and Artificial Intelligence' of the Austrian Commission for UNESCO and is funded by the Federal Chancellery of the Republic of Austria and the Federal Ministry of Education, Science and Research.*

## **FHWien der WKW – University of Applied Sciences for Management & Communication**

*FHWien der WKW is Austria's leading university of applied sciences for management & communication. Its Bachelor's and Master's degree programs offer more than 2,800 students a practice-oriented academic education. Around 900 people are completing a continuing education program at FHWien. Two thirds of the lecturers come directly from the business world. The close cooperation with local companies in teaching and research optimally prepares students for their careers. Since its foundation in 1994, FHWien der WKW has already produced over 15,100 graduates.*

## **Austrian Commission for UNESCO**

*The Austrian Commission for UNESCO is the national coordination and liaison office of UNESCO. It advises the competent bodies in Austria on all issues arising from Austria's UNESCO membership and implements UNESCO programs at national level. It also informs the public about UNESCO's work and networks institutions, specialist organizations and experts with the organization. UNESCO is the United Nations Educational, Scientific and Cultural Organization. In its "Communication and Information" sector, UNESCO addresses issues such as the importance of pluralistic media landscapes for democratic societies. In 2021, the organization also adopted the UNESCO Recommendation on the Ethics of Artificial Intelligence.*

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