AgAID Institute

National AI Institute
for Transforming Workforce
& Decision Support

AgAID Seminar Series:

Strategic Science Communication & Artificial Intelligence

Alex W. Kirkpatrick, PhD
they/them

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JOIN US for a trilogy of seminars on the burgeoning public understanding of artificial intelligence as a science, a technology, and a threat.
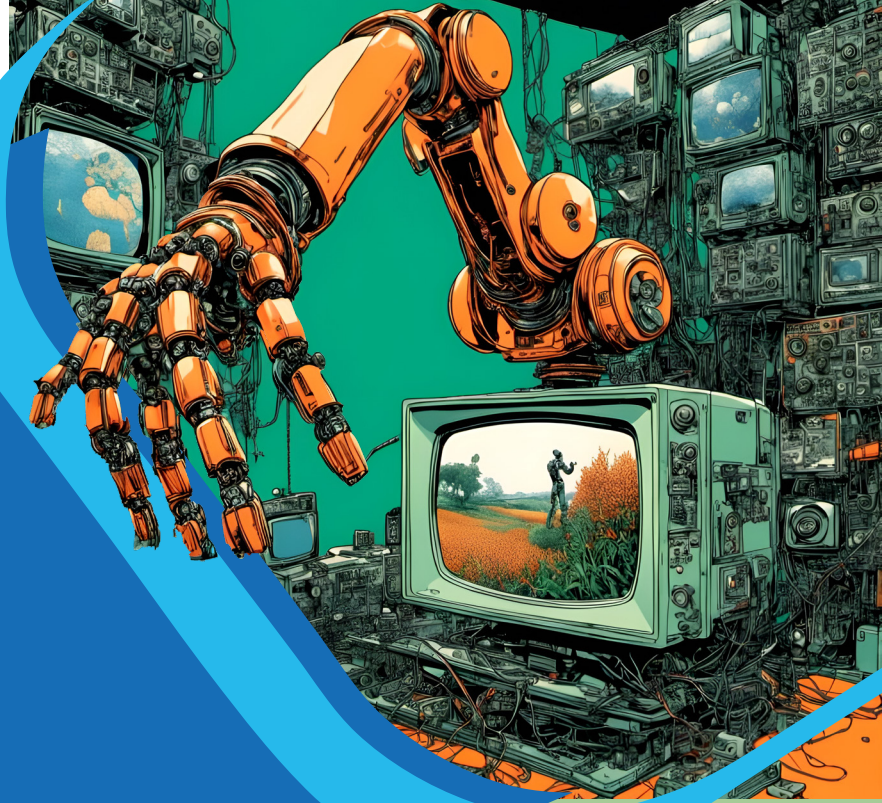
How does media psychology influence perceptions of AI and the scientists responsible for its development? Why is public perception so important? What influence can strategic communication have on the diffusion of AI research and smart innovations? How do we build trust?

Dr. Alex Kirkpatrick, Science Communication Specialist with AgAID, CSANR, and Lecturer at the Edward R. Murrow College of Communication, will explore the current state of public engagement with AI. They will introduce communication theory as a tool to maximize the impact of communication efforts, and present their own research into the effects of science media on AI attitudes and behavior.

Online Seminars
09 - 10 am PST

1

03/01/2024: On the Public Understanding of AI
Audience analysis first and foremost! Alex provides an overview of what social science has to say about the current state of public understanding of science and AI, and how it might evolve. [Zoom link]

2

03/15/2024: Research Presentation
Alex presents their research into the effects of science media, and public information and misinformation sharing surrounding AI and other potentially risky science. [Zoom link]

3

04/19/2024: AI Communication Strategies and Best Practices
Alex discusses communication strategy in light of what we know about public understanding of AI and communication theory. [Zoom link]

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