Course Code
AI in Journalism & Communication
Module 4, 2022-2023

Course Information

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Office Hour: Monday & Thursday 12:30-14:00 (or email by appointment)

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Classes:
Lectures: Monday & Thursday 10:30-12:20
Venue: PHBS Building, Room 415

Course Website:
https://cms.phbs.pku.edu.cn/claroline/course/index.php?cid=AI415
Enrolment key: AI415

1. Course Description

1.1 Context

Course overview: Artificial intelligence (AI) research and use have substantially developed in the last decade. With the advantage of deeply advancing human capabilities, AI applications have also produced complicated, (un)intended consequences.

This master-level course will explore how AI has influenced research and practice related to journalism and communication. This course includes sections, including understanding AI and its potential social impacts; analyzing AI-based applications in the fields of news reporting, public relations, marketing, and advertising industries; and reviewing concepts and recent debates in the area of human-machine communication research. Throughout the semester, we will discuss how to communicate about AI and how to commit ethical and responsible use of AI for informed citizens, journalists, communication practitioners, and policymakers.

Prerequisites：No prerequisites are required.

1.2 Textbooks and Reading Materials

No specific textbooks. Reading materials may include journal articles, popular media coverage, and industry reports. All readings are provided on the course website.

2. Learning Outcomes

2.1 Intended Learning Outcomes

Learning Goals	Objectives	Assessment (YES with details or NO)
1. Our graduates will be effective communicators.	1.1. Our students will produce quality business and research-oriented documents.	Yes – evaluated by their final paper and presentation.
	1.2. Students are able to professionally present their ideas and also logically explain and defend their argument.	Yes – evaluated by their participation in class activities and discussions.
2. Our graduates will be skilled in team work and leadership.	2.1. Students will be able to lead and participate in group for projects, discussion, and presentation.	Yes – evaluated by their performance in group projects.
	2.2. Students will be able to apply leadership theories and related skills.	Yes – evaluated by their performance in group projects.
3. Our graduates will be trained in ethics.	3.1. In a case setting, students will use appropriate techniques to analyze business problems and identify the ethical aspects, provide a solution and defend it.	Yes
	3.2. Our students will practice ethics in the duration of the program.	Yes
4. Our graduates will have a global perspective.	4.1. Students will have an international exposure.	Yes
5. Our graduates will be skilled in problem-solving and critical thinking.	5.1. Our students will have a good understanding of fundamental theories in their fields.	Yes
	5.2. Our students will be prepared to face problems in various business settings and find solutions.	Yes
	5.3. Our students will demonstrate competency in critical thinking.	Yes

2.2 Course specific objectives

By the end of this course, students will be able to:

- Demonstrate a comprehensive understanding of how AI influences media and communications industry
- Develop perspectives about ethical and responsible use of AI for communication practices
- Evaluate various concepts and theoretical frameworks in human-machine communication

2.3 Assessment/Grading Details

Grades in the class will be based on letter grades for each of the following assignments: (1) in-class participation and quizzes — 20%, (2) individual AI news project — 20%, (3) final group project — 60%.

In-class participation and quizzes (20%)

- This course provides the opportunity to engage with course materials and discuss interesting topics with your peers and the instructor. Students are expected to attend class on a regular basis and make contributions to discussion that are informed by readings and other materials as well as and personal experience, but not based merely on personal opinions.

- Throughout the semester, periodic quizzes will be included in lectures to test your comprehension of the material as you progress. These quizzes will be unannounced, but you should be able to answer all questions if you keep up with the readings, lectures, and attend class. Your TOP 5 quiz scores will be counted, and the rest will be dropped.

Individual project: Follow the news on AI (20%)

- Students are expected to stay updated on the latest news related to AI developments and present relevant examples in class. These developments can be from any industry of interest, such as media, finance, transportation, etc. During the five-minute presentation, students must (1) briefly describe the specific applications of AI discussed in the article, (2) discuss why these AI applications could be beneficial, and (3) examine any (un)intended consequences.

Final group project (presentation 20% + paper 40%): Students will form a group of up to three students to complete their project.

- Imagine that you are a journalist of a finance and economics news organization, your task is to propose newsworthy topics that integrate human labor and computational skills for investigation. With this scenario in mind, complete the following tasks: (1) explain the significance of this topic and why it is newsworthy, (2) identify appropriate datasets and data mining tools that could be utilized in your investigation, (3) propose potential discoveries that could emerge from your investigation, (4) justify how the combination of human expertise and computational analysis would enhance the quality and relevance of your news reporting in this field, and (5) discuss the potential challenges you may encounter throughout this task.
- In the final week of the class, each group will be given 15 minutes to present their project and answer questions from the class. The written report is required to submit one week after the presentation session.

2.4 Academic Honesty and Plagiarism

It is important for a student's effort and credit to be recognized through class assessment. Credits earned for a student work due to efforts done by others are clearly unfair. Deliberate dishonesty is considered academic misconducts, which include plagiarism; cheating on assignments or examinations; engaging in unauthorized collaboration on academic work; taking, acquiring, or using test materials without faculty permission; submitting false or incomplete records of academic achievement; acting alone or in cooperation with another to falsify records or to obtain dishonestly grades, honors, awards, or professional endorsement; or altering, forging, or misusing a University academic record; or fabricating or falsifying of data, research procedures, or data analysis.

All assessments are subject to academic misconduct check. Misconduct check may include reproducing the assessment, providing a copy to another member of faculty, and/or communicate a copy of this assignment to the PHBS Discipline Committee. A suspected plagiarized document/assignment submitted to a plagiarism checking service may be kept in its database for future reference purpose.

Where violation is suspected, penalties will be implemented. The penalties for academic misconduct may include: deduction of honour points, a mark of zero on the assessment, a fail grade for the whole course, and reference of the matter to the Peking University Registrar.

For more information of plagiarism, please refer to *PHBS Student Handbook*.

3. Topics, Teaching and Assessment Schedule

Instructional Mode

This class meets for two 100-minute class periods each week over the module. During the in-depth lecture, the instructor will be reviewing theories and/or empirical research that serve as the foundational information. Additionally, the instructor will be leading discussions of readings and/or activities that apply the concepts or recognize them in the real world.

General Topic Schedule

Week 1 Overview
Week 2 AI in news reporting: Journalistic data mining
Week 3 AI in news reporting: Automated writing systems
Week 4 AI in news reporting: Newsbots and distribution algorithms
Week 5 AI in advertising industry
Week 6 AI in PR industry
Week 7 Human-machine Interaction
Week 8 AI ethics and governance
Week 9 Final project workshops