



Quality assessment and control of AI in journalism

Speakers



Karl-Nikolaus Peifer
Director of the Institute for
Media and Communications
Law



Michael Schwertel
Professor for Media
Management



Harald Gapski
Head of Research



Waslat Hasrat-Nazimi
Head of Dari and Pashto
Service



GRIMME PREIS
2024



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Fotos: Georg Jorczyk / Grimme-Institut



DEUTSCHER
RADIOPREIS

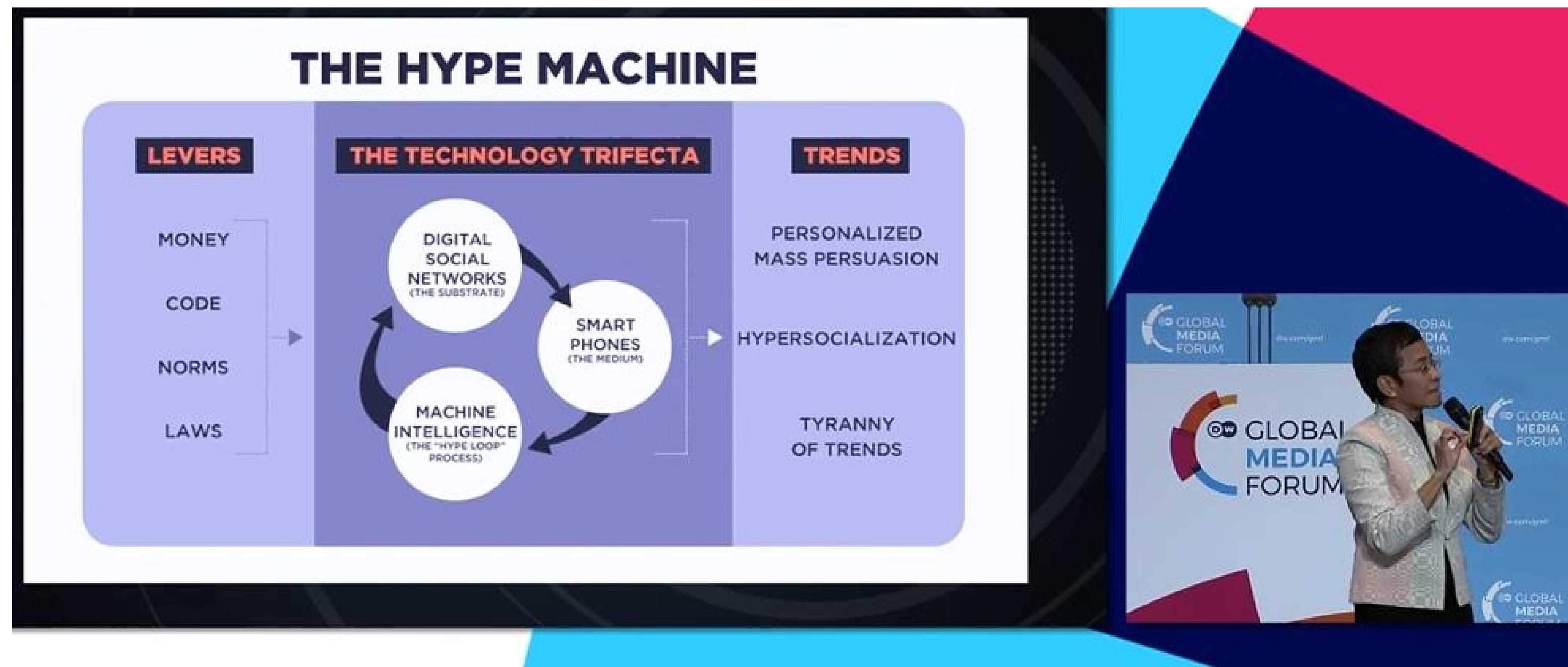
Grimme-Institut



AI in the „social machine“?

GMF22: Maria Ressa „What are you willing to sacrifice for the truth?“

GMF23: Grimme-Session: „Journalism in the digital social machine?“



Speakers



Karl-Nikolaus Peifer

Director of the Institute for
Media and Communications
Law



Michael Schwertel

Professor for Media
Management

QUALITY ASSESSMENT AND CONTROL OF AI IN JOURNALISM

Grimme Forschungskolleg

17.06.2024



Prof. Michael Schwertel



Grimme
Institut



GRIMME an der Universität zu Köln
FORSCHUNGSKOLLEG

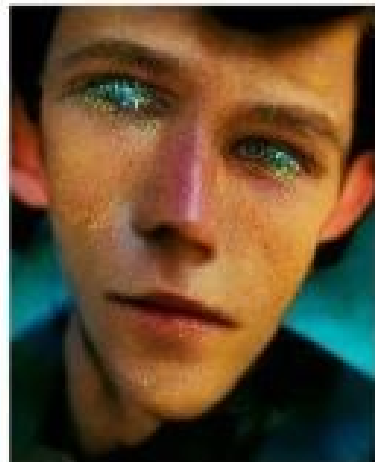


Midjourney Version Comparison



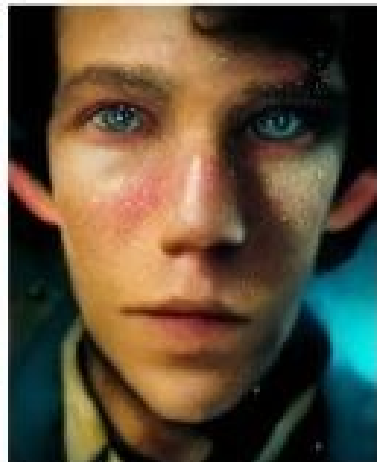
V1

Released
February 2022



V2

Released
April 12, 2022



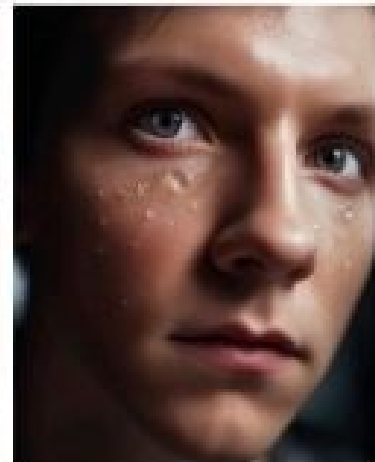
V3

Released
July 25, 2022



V4

Released
November 5, 2022



V5

Released
March 15,



V5.1

Released
May 3,



CRITICAL OBSERVATION:



Prof. Michael Schwertel

862 x 640 px



3.448 x 2.560 px



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862 x 640 px



3.448 x 2.560 px

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00:11

862 x 640 px



3.448 x 2.560 px

SORA – „WORLD SIMULATOR“

 **OpenAI**  @OpenAI · 15.02.24

Prompt: “A movie trailer featuring the adventures of the 30 year old space man wearing a red wool knitted motorcycle helmet, blue sky, salt desert, cinematic style, shot on 35mm film, vivid colors.”



SORA – „WORLD SIMULATOR“



00:00 / 00:17



SORA – „WORLD SIMULATOR“



VIDU

VEO
GOOGLE
14.05.2024



Prof. Michael Schwertel

LUMA DREAM MACHINE

13.06.2024

LUMA



ORIGINAL

Business-Club
SÜDWESTFALEN
Oliver Stopinski

Business
SÜDWESTFALEN

HEDRA
19.06.2024

Virtual Talk with Gordon Moore



Gordon Moore
1929* -2023†

Prof. M. Schwertel

ChatGPT / Midjourney / Hedra





Humanity at a turning point



ADOBE – „PREMIERE PRO“



4. Your Content.

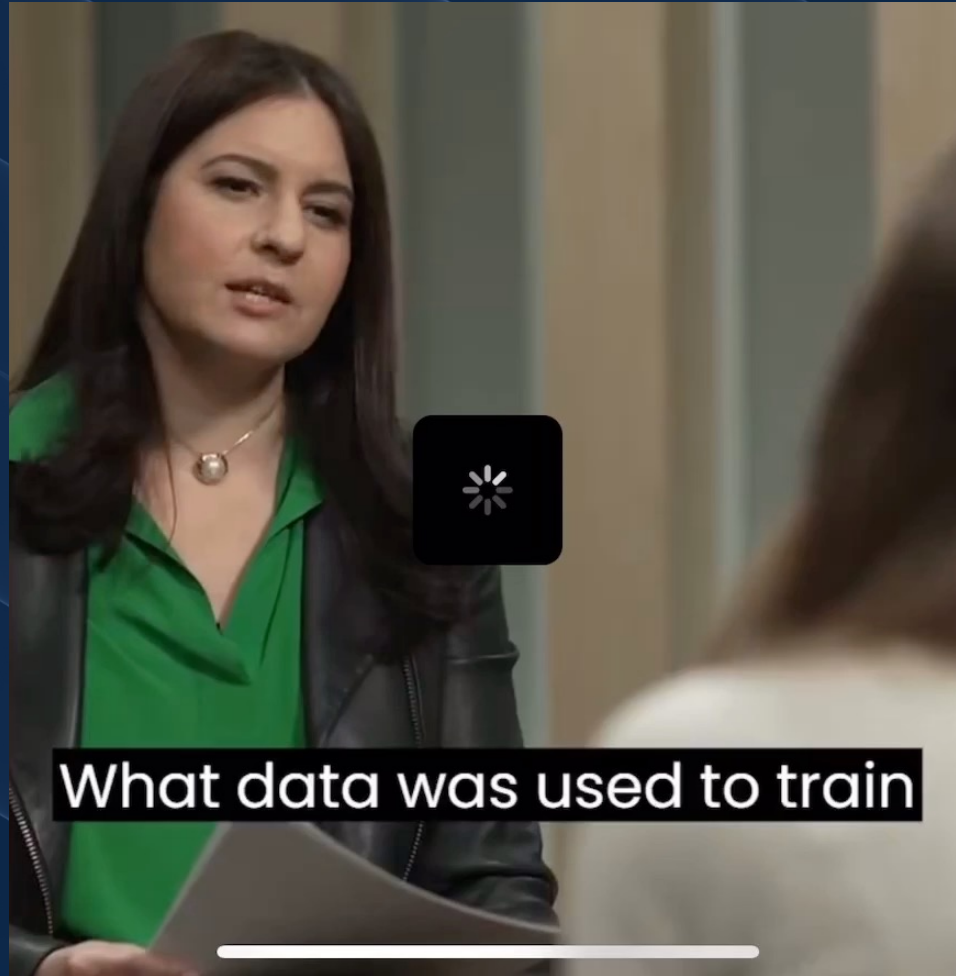
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CRITICAL OBSERVATION:

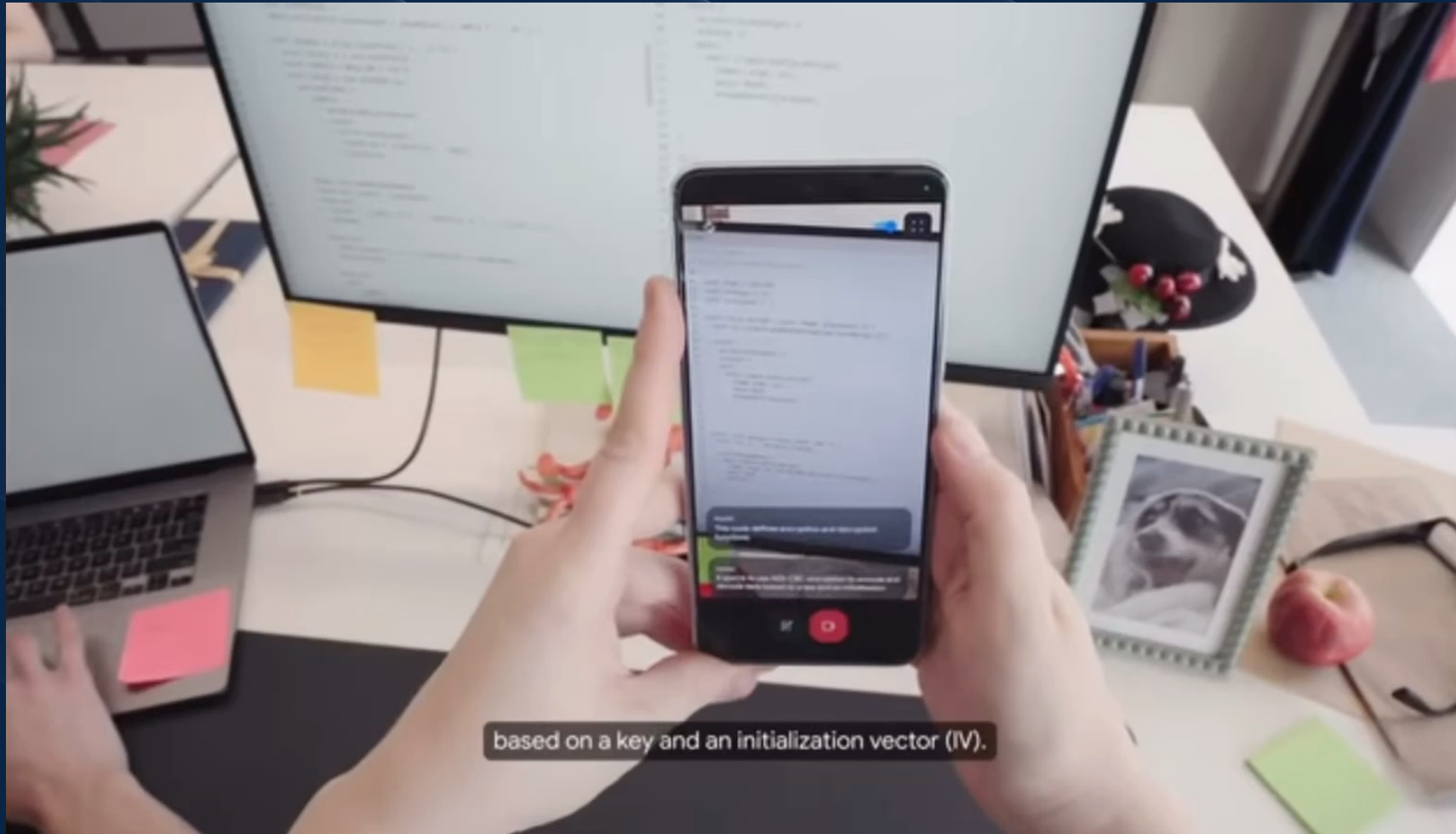


CTO Mira Murati – OpenAI
Wallstreet Journal 13.03.2024



Prof. Michael Schwertel

CRITICAL OBSERVATION:



Google
Project Astra
15.Mai.2024



Prof. Michael Schwertel

CRITICAL OBSERVATION:



Apple
Wwdc keynote
10.June.2024



Prof. Michael Schwertel







THE FUTURE WITH AI:

Risks, yes!

But also immense possibilities!

- Openness / Acceptance
- Willingness to learn
- Critical observation



THE BIGGEST RISK OF AI
ISN'T THE TECHNOLOGY ITSELF,
BUT THE MISSED OPPORTUNITY,
TO USE IT TO OUR ADVANTAGE.





Prof. Michael Schwertel

WE HAVE TO TALK ABOUT IT
A LOT AND QUICKLY!



Prof. Michael Schwertel



Prof. Michael Schwertel
www.michael-schwertel.de



Prof. Michael Schwertel



Thank You for
Your Attention!

www.grimme-institut.de

www.grimme-forschungskolleg.de