Student Conference

"Media and Politics in Europe, East Asia, and the United States"

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ALMA MATER STUDIORUM
UNIVERSITÀ DI BOLOGNA

ASIA INSTITUTE

TOYO UNIVERSITY

New Oracles or Killing Machines?

How Pop Culture influences the
perceptions (and policy) around A.I.

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Outline of the presentation

- The most common myths about A.I.
- A.I. in Pop Culture: the Western perspective
- A.I. in Pop Culture: the Eastern perspective
- A more realistic perspective on A.I.

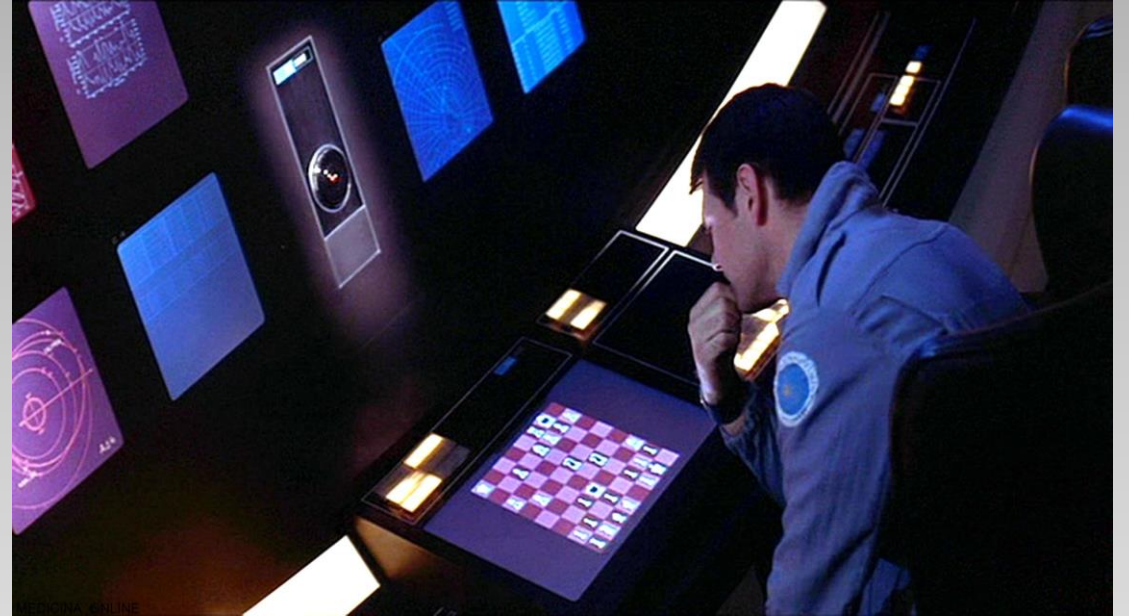# A.I. and pop culture: direct and indirect influences

The three most common myths

- General A.I.
- A pressing existential threat
- A.I. going out of control
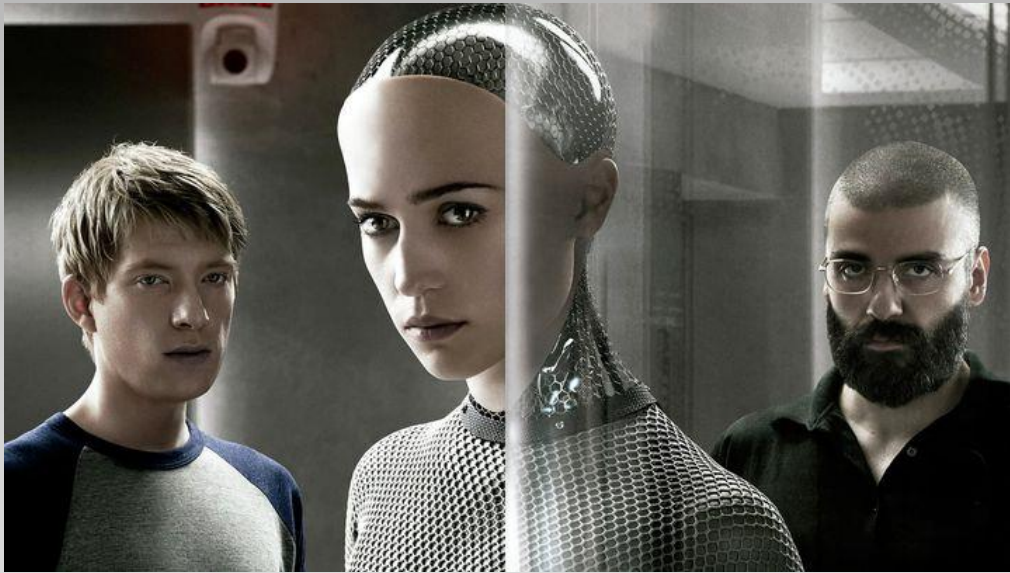
Killing machines?

TERMINATOR

2001: SPACE ODYSSEY

MATRIX

I, ROBOT

Or loving machines?

EX-MACHINA

HER

FRIENDS?

INTERSTELLAR

WALL-E

Stop killer robot campaign

Public understanding of artificial intelligence through entertainment media, AI & Society
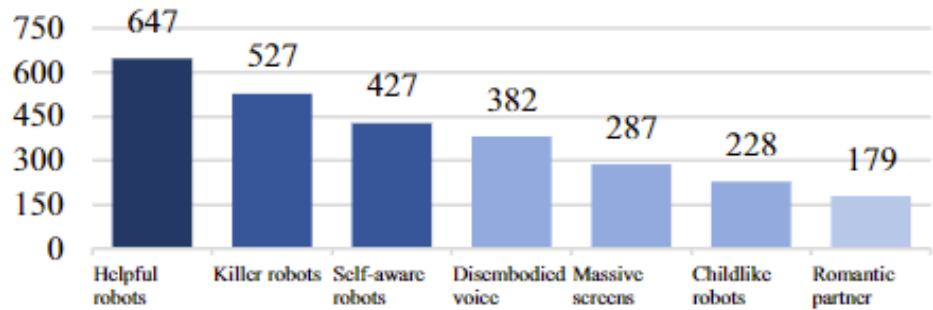

Fig. 13 What images come to mind when you think of AI?

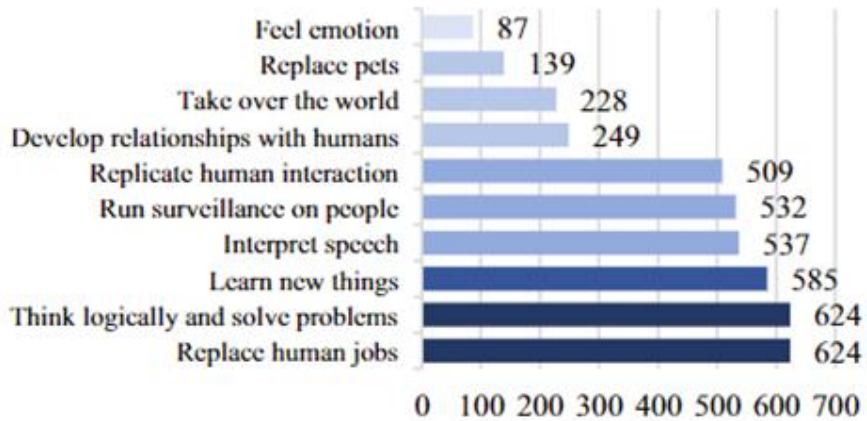Fig. 3 Do you consider these to be AI?
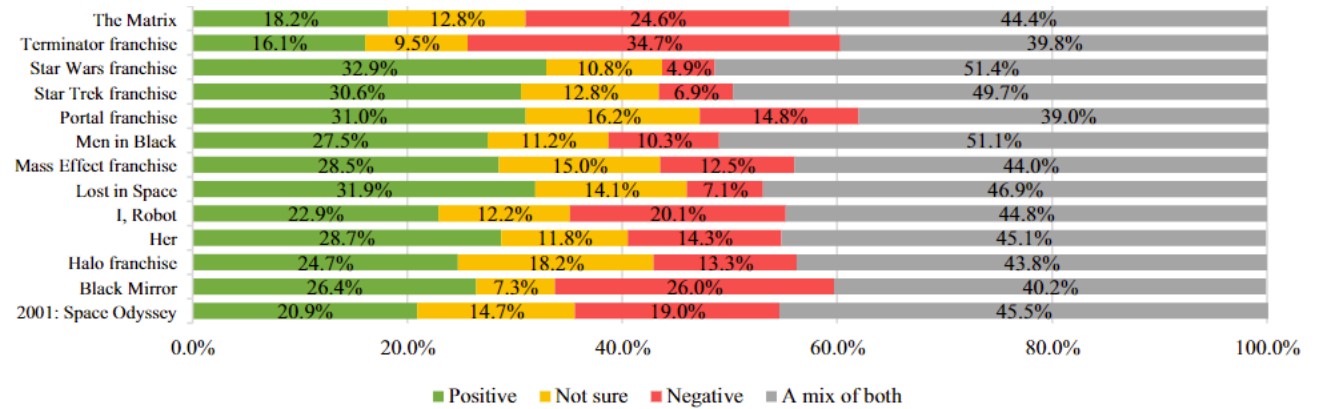
Fig. 14 How realistic is this portrayal of AI?

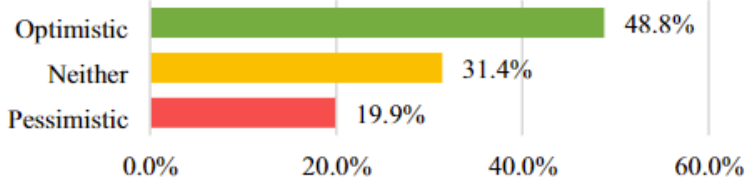Fig. 15 How positive is this portrayal of AI?

Nader, Karim et Alt. (2022), Public understanding of artificial intelligence through entertainment media, AI & Society

Fig. 6 Are you more optimistic or pessimistic about the future of AI?

Fig. 7 The positive impact artificial intelligence has on society outweighs the negative impact

Fig. 8 I would be comfortable with AI serving as a caretaker for me or a loved one
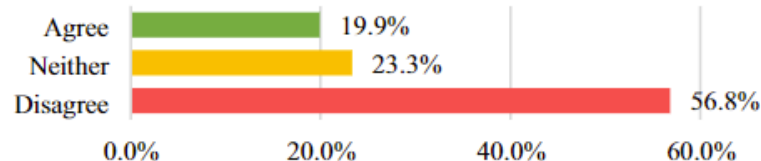
Fig. 9 I could develop an emotional relationship with or have affection for an AI
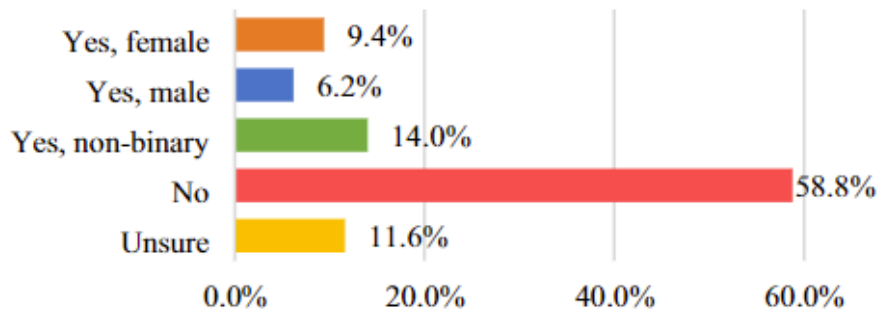
Fig. 11 Do you tend to think of AI as having a predominant gender?

Fig. 18 General sentiment about the most realistic movies about AI according to our respondents, among the listed options

Nader, Karim et Alt. (2022), Public understanding of artificial intelligence through entertainment media, AI & Society

Exciting, Useful, Worrying, Futuristic:
Public Perception of Artificial Intelligence in 8 Countries

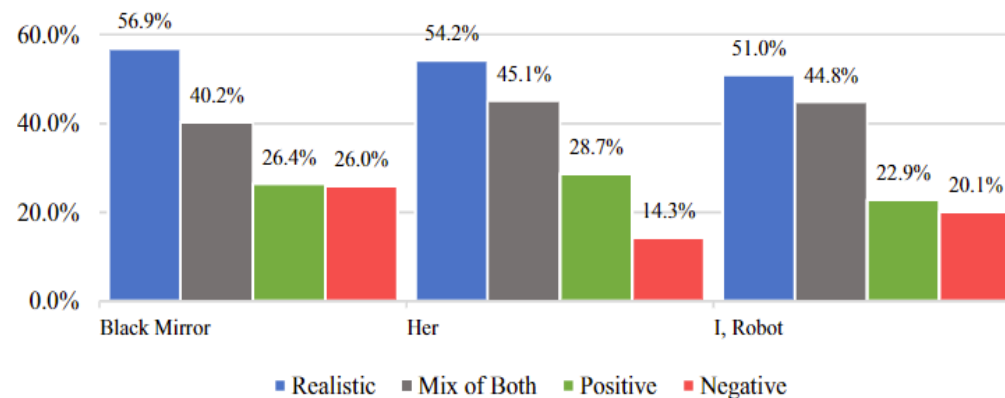| Country	AU	CA	US	KR	FR	BR	IN	NG
Respondents (n) *AI-aware*	946	1424	1406	995	970	1481	1472	967

Overall, in the long term, Artificial Intelligence (AI) will be...

	AU	CA	US	KR	FR	BR	IN	NG
Mostly good for society	18%	20%	21%	23%	18%	38%	51%	37%
Mostly bad for society	14%	15%	17%	8%	14%	7%	8%	4%
Either good or bad for society, depending on what happens	43%	39%	40%	60%	42%	41%	26%	48%
Good and bad in roughly even amounts	14%	17%	13%	6%	13%	10%	12%	9%
Won't have much effect on society	1%	1%	1%	1%	2%	1%	1%	1%
Don't know	9%	8%	8%	2%	11%	4%	2%	2%

Table 2: Public opinion regarding the long-term impact on society from respondents who reported being aware of AI.

Country	AU	CA	US	KR	FR	BR	IN	NG
Respondents (n) *All*	1000	1500	1501	1000	1001	1503	1500	1000
Exciting	17%	14%	15%	6%	10%	23%	36%	25%
Useful	9%	9%	7%	19%	11%	14%	18%	11%
Worrying	31%	33%	30%	14%	31%	21%	9%	11%
Futuristic	22%	21%	19%	38%	20%	34%	24%	19%
None	38%	39%	42%	31%	39%	25%	27%	41%

Table 3: Percentage of respondents from each country whose open-ended sentiment was coded to be in one of our groups. Respondents can appear in multiple sentiment groups, however a respondent whose answers received only codes not in these groups appears in None.
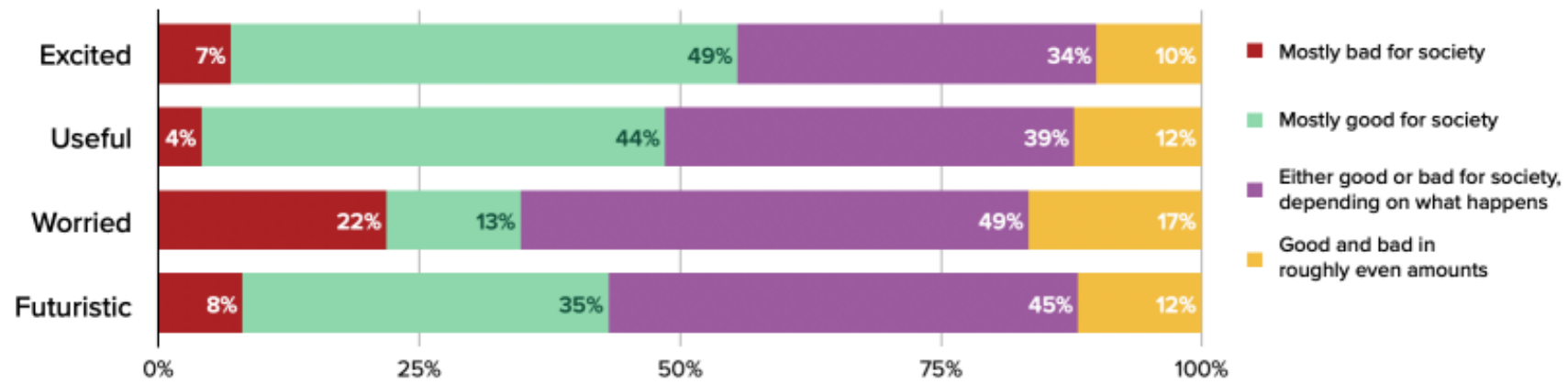
Figure 2: For each sentiment, we show all respondents who were coded as having that sentiment, grouped by their answer to how AI would impact society.

Kelley, Patrick Cage et alt. (2021), Exciting, Useful, Worrying, Futuristic: Public Perception of AI in 8 countries

Australia   Canada   United States   France   South Korea   Brazil   India   Nigeria

Exciting

Excited, I like it, Good, Hope, Happy, Blessed, Amazing

Useful

Useful, Helpful, Productivity, Benefits, Assistance, Human tasks

Worrying

Concern, Cautious, Skeptical, Creepy, Danger, Distrust, Fear, Hurt, Bad, I don't like it

Privacy, Always listening, Surveillance, Tracking, Other privacy terms

AI replaces humans, AI takes over, Humans get lazy, Humans get less skilled, Job loss, Too advanced

Futuristic

Future, Advanced, Automation, World-changing

Alien, Robot, Sci-Fi, Skynet or Terminator, Other names of movies, shows, books or their characters

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excitement for what it can do to simplify and enrich our lives –Canada

Excited to see where this tech goes in future, hope to see AI assist with everyday life in the home and in work –Australia

Happy when I hear this word this can change entire world –India

Amazing technology that helps us out with everyday mundane things –US

Great feelings, like the world is moving into a new realm –Nigeria

i so much love it, its world new path –Nigeria

I have a good feeling! This technology can become useful. –Brazil

It's good and useful in most of the situations and makes human life less stressful. –India

Artificial intelligence is technology taking over every day tasks making our world & lives more efficient –Australia

A robot that can make people's life more convenient –Korea

A helpful assistant that is there for us and assists with daily tasks –US

The next big efficient thing for humans. –Nigeria

It is interesting and useful, but I am worried about lost jobs, not to mention AI getting smart enough to take over and control us. –Canada

A little bit of fear because I don't know the limit of Artificial intelligence (if there is a limit) –Nigeria

This topic is thought-provoking. It generates fear and also curiosity and concern. –Brazil

Progress but danger. Fear, uncertainty. –France

Fearful of our future robot overlords –Australia

Artificial intelligence is the future. It will bring the dawn of a new age –Nigeria

AI is the new trend for technology, I myself being a tech geek i know that AI is soon going to change the whole world with it's endless possibilities. AI is the future of Mankind –India
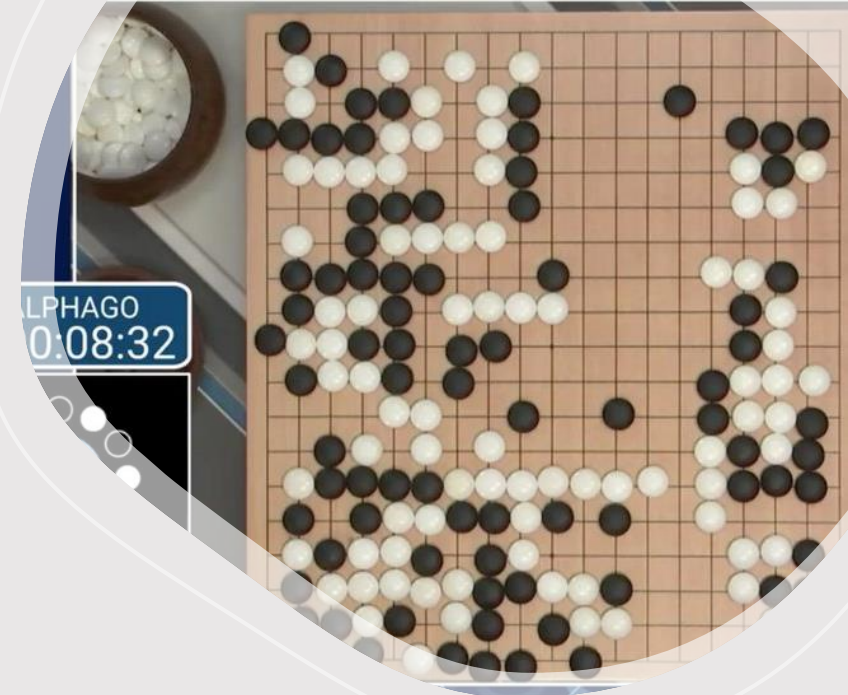
Advanced technology –France

I try to make an effort to follow this futuristic trend. I really like it and I am onboard with AI in general sense. –Brazil
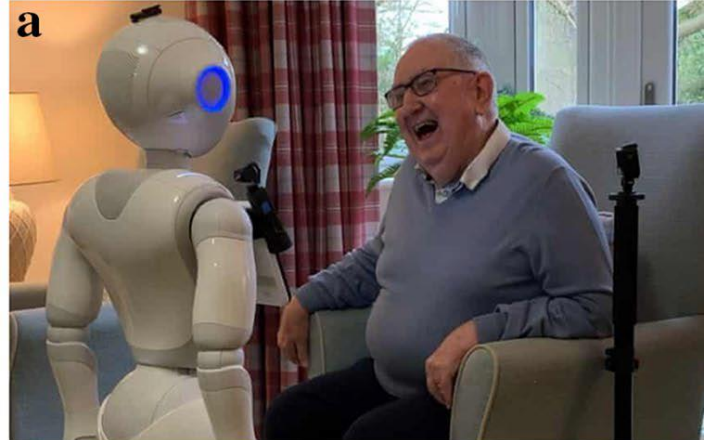
its magnificent technology of tomorrow –India

Kelley, Patrick Cage et alt. (2021), Exciting, Useful, Worrying, Futuristic: Public Perception of AI in 8 countries

A.I. & Pop Culture in East Asia: China

Zeng, Jing; Chan, Chung-Hong; Schäfer, Mike S (2022*). Contested Chinese dreams of AI? Public discourse about artificial intelligence on WeChat and people's daily online*. In Information, Communication and Society, 25(3):319- 340
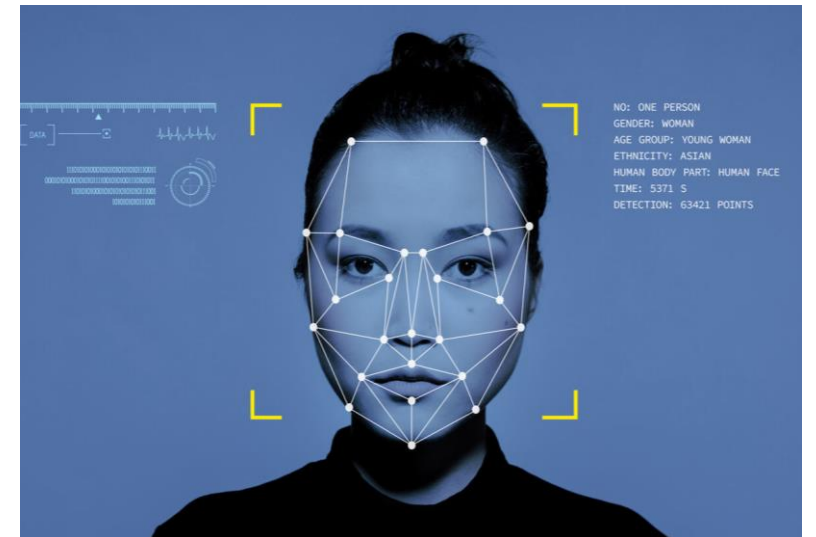
A.I. & Pop Culture in East Asia: Japan

Let's change our popular understanding of A.I.

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Thank you for your attention!

Let's have a Q&A session!