

ARTIFICIAL INTELLIGENCE, HUMAN PERCEPTION

Media discourse and public opinion in Italy and China

30 January 2025, University of Cagliari
Aula Magna, Campus Aresu

Conference Programme

9:30 Opening remarks

10:00 **Keynote speech: “AI: A Mythology”, Stephen Cave, University of Cambridge**

Coffee break

11:15 “What Italian School Teachers Know, Think, Would Do about AI”, **Fabio Ruggiano, Università di Messina**

11:45 “Imagining AI: How the World Sees Intelligent Machines”, **Kanta Dihal, Imperial College London**

12:15 “Towards a Responsible Use of AI in Journalism?”, **Colin Porlezza, Università della Svizzera Italiana**

12:45 “Shaping the Future of AI: The Discursive Power of Chinese Big Tech in Crafting China’s AI Regulatory Framework”, **Zhang Zhan, University of Nottingham Ningbo**

Lunch break

15:00 **Keynote speech: “AI, Agency, and Power Geometries”, Simone Natale, University of Torino**

Coffee break

16:15 **The AI-HU research project**

- “The Human-machine Relationship: Artificial Intelligence and Human Perception in Italian Newspapers”, **Paolo Orrù**

- “Of Pride and Patriotism. The Representation of Artificial Intelligence in Chinese Official and Media Discourse”, **Emma Lupano**

- “Debating the future of Chinese Artificial Intelligence on Social Media: an Analysis of Zhihu Users’ Opinions”, **Alessandra Melis**

- “Threat or Benefit? Unveiling the Political and Personal Factors behind Italian Perceptions of AI”, **Stefano Rombi**

17:15 Discussion & Closing remarks

The event is organised under the research project “Artificial Intelligence and Human Perception: Media Discourse and Public Opinion in Italy and China” | Financed by the European Union - NextGenerationEU (D.M. 737/2021 - Linea d’intervento Iniziative di ricerca interdisciplinare su temi di rilievo trasversale per il PNR)

Scientific Coordination: Emma Lupano, Paolo Orrù

Organising Committee: Emma Lupano, Alessandra Melis, Paolo Orrù, Stefano Rombi