Distinguished Lectures
Spring 2024

Dr. S. Shyam Sundar
Jimirro Professor of Media Effects
Bellisario College of Communications
Penn State University

The Psychology of Trustworthy AI: Resolving the Tension between Human and Machine Agency

Monday, April 22, 2024
Reception with Refreshments: 10:30 AM
Lecture: 11:00 AM - 12:00 noon.
LSC Never No Summer

Role of AI in Communication: New Theory and Research

Monday, April 22, 2024
Lecture: 3:00-4:00 PM
LSC 300

Sponsored by
Colorado State University's Information Science
and Technology Center (ISTeC)

In conjunction with the Department of Journalism and Media Communication,
Department of Computer Science, and
Department of Electrical and Computer Engineering Seminar Series

Abstracts

The Psychology of Trustworthy AI: Resolving the Tension between Human and Machine Agency

This talk will discuss how intelligent machines pose a threat to human agency, by using media-related examples such as fake news and personalized entertainment. It will propose strategies for reconciling the tension between machine and human agency by presenting theory and research about social and psychological aspects of Human-AI Interaction (HAII). It will focus on psychological issues pertaining to user trust in AI and discuss strategies for promoting socially responsible designs of AI interfaces.

Role of AI in Communication: New Theory and Research

This talk will discuss different ways to conceptualize the role of artificial intelligence (AI) in communication research, by drawing upon the speaker's corpus of concepts and theories pertaining to the effects of new media technologies over the last three decades. It will present key concepts and concerns in the study of AI. It will introduce the speaker's theoretical framework for human-AI interaction (HAII) based on his theory of interactive media effects (TIME), and describe recent studies that apply his HAII-TIME model to the study of content moderation and recommendation systems.

Speaker Biography

S. Shyam Sundar (PhD, Stanford University) is James P. Jimirro Professor of Media Effects and Director of the Center for Socially Responsible Artificial Intelligence (CSRAI; http://csrai.psu.edu/) at Penn State University. He is also the founding director of the Media Effects Research Laboratory at Penn State's College of Communications (http://bellisario.psu.edu/people/individual/s.-shyam-sundar). Prof. Sundar is a theorist as well as an experimentalist who uses a variety of quantitative and qualitative approaches in his research. His research examines social and psychological effects of interactive media, ranging from websites and social media to virtual assistants and virtual environments. Specifically, his experiments investigate the role played by technological affordances in shaping user experience of mediated communications. Current research pertains to psychological effects of Human-AI interaction in a variety of contexts, ranging from personalization and recommendation to fake news and content moderation.

To arrange a meeting with the speaker, please contact Prof. Samuel Tham <Samuel.Tham@colostate.edu>.