

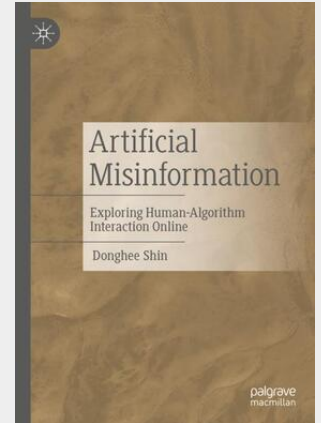
Shin

Artificial Misinformation

Exploring Human-Algorithm Interaction Online

This book serves as a guide to understanding the dynamics of AI in human contexts with a specific focus on the generation, sharing, and consumption of misinformation online. How do humans and AI interact? How is AI shaping our understanding of ourselves and our societies? What are the interaction mechanisms that govern how humans and algorithms contribute to misinformation online? And how do we bridge the gap between ethical considerations and practical realities to make responsible, reliable systems? Exploring these questions, the book empowers humans to make AI design choices that allow them meaningful control over AI and the online sphere. Calling for an interdisciplinary approach toward human-misinformation algorithmic interaction that focuses on building methods and tools that robustly deal with complex psychological/social phenomena, the book offers a compelling insight into the future of AI-based society.

“This book discusses how misinformation is used to manipulate the public and deny empirically verified evidence and truths, why humans have become more and more susceptible to fake news, and how the spread of misinformation can be managed and controlled using technologies such as AI.” —Frank Biocca, New Jersey Institute of Technology, Newark, NJ, US “Bringing the cognitive science of misinformation to AI, the book guides you through the focal points and possible pitfalls of artificial misinformation. Informed by years of research, the book provides insightful analytics on the misinformation dynamics that lie at the intersection of human minds and the double-edged sword of AI.” —John Pavlik, Rutgers, the State University of New Jersey, New Brunswick, NJ, US This book serves as a guide to understanding the dynamics of AI in human contexts with a specific focus on the generation, sharing, and consumption of misinformation online. How do humans and AI interact? How is AI shaping our understanding of ourselves and our societies? What are the interaction mechanisms that govern how humans and algorithms contribute to misinformation online? And how do we bridge the gap between ethical considerations and practical realities to make responsible, reliable systems? Exploring these questions, the book empowers humans to make AI design choices that allow them meaningful control over AI and the online sphere. Calling for an interdisciplinary approach toward human-misinformation algorithmic interaction that focuses on building methods and tools that robustly deal with complex psychological/social phenomena, the book offers a compelling insight into the future of AI-based society. Dr. Shin is a Chair and Professor at the College of Media and Communication at Texas Tech University. He was the founding Chair of the Department of Interaction Science, an industry-academia research initiative sponsored by Samsung and the Ministry of Education in Korea. He was awarded an Endowed Distinguished Professorship by the Ministry of Education in Korea and a SKK Endowed Chair (2010-2016).



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