

## Call for Papers

### Workshop AI in Media Anthropology: Trajectories, Challenges, Opportunities

Workshop of the European Association of Social Anthropologists (EASA)  
Media Anthropology Network

Organized by

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There is hardly an area within the field of media anthropology where recent developments in AI can be escaped. AI, in all its manifold manifestations, is permeating the inner workings of academia as well as dominating discourses in media anthropology on the production, circulation and reception of media and mediated content. Once again, we find ourselves in a dynamic and noisy environment that promises both unprecedented efficiency compatible with the capitalist imaginary and conjures up collective fears of disruption, deception and acceleration, spawning countless bots, talk shows and filling airport bookshelves. In this environment, media anthropologists find themselves in a somewhat familiar terrain of making sense of previous trajectories and pointing at current sociopolitical entanglements between people, media conglomerates, politics and machines.

However, are there limits to our craft when media are (re)created in a black box shrouded in mystery and potential deception – a black box that learns and changes its rules before a text is even finalized? How can media anthropologists contribute to the multifaceted understanding of media profoundly entangled with AI technologies? Can we help demystify the black box as “neither artificial nor intelligent” (Crawford, 2021) or are we ourselves moving in the dark? Is it time to talk about turns and transformations again, or should we keep the buzzword case closed, for now? This workshop will bring together scholars at different career stages working at the intersection of media anthropology and artificial intelligence, including past, ongoing and emerging work within media anthropology.

Possible topics could include, but are not limited, to:

- Conditions of media and AI technology production
- Ideologies and ontologies of AI
- Emergence of popular technologies such as LLM and AI-supported visual creation engines
- (News) Content creation, dissemination and faking
- Datafication, consent, ethics and surveillance
- Bias and transparency
- Authenticity, uncertainty and trust
- Teaching, research, writing and publishing in (media) anthropology

The workshop will take place on **15 and 16 May 2025 at the Institute for Social Anthropology of the Austrian Academy of Sciences**, Georg-Coch-Platz 2, 1010 Vienna, Austria.

To participate in this on-site workshop, please send an **abstract of 300 words and a short biographical sketch** to [martin.slama@oeaw.ac.at](mailto:martin.slama@oeaw.ac.at) by **15 September 2024**.

Limited funding for supporting workshop participation will be available. Please indicate whether you will need financial support to participate in the workshop.