

WORKSHOP 11.10 kl 9-12:

Jill Walker Rettberg: Analysing AI-generated podcasts: a workshop

How can we best analyse AI-generated media as media, as cultural artefacts and as aesthetic objects? In this workshop we will generate podcasts using Google's NotebookLM, which is an AI research assistant based on Gemini where users upload one or more PDFs and can generate summaries, timelines, study guides and so on based on the PDFs. In September NotebookLM released a new feature that generates podcasts from the PDFs.

Jill Walker Rettberg will start the workshop by giving a brief introduction to the system and to various methods for analysing AI-generated content. Then participants will upload PDFs of their choice and generate and listen to their own podcasts. This will give us a broad range of primary sources to analyse, We will work as a group to compare the podcasts. What are the genre characteristics of these podcasts? Can the generated podcasts help us understand human-created podcasts through their abstraction of style and genre? Where are the glitches? What does not work in these podcasts? What does that tell us about their creation? The podcasts are generated using both the source material in the PDFs and Gemini's general model - are there cases where we can see what comes from where? For example, while NotebookLM can understand documents in Danish or other languages, the podcasts are in American English and may include US cultural assumptions that are not present in the source documents.

We will conclude the workshop by discussing the methodology itself, and will aim to come up with a list of suggestions for analysing the output of generative AI that can be used by researchers and students in cultural and aesthetic fields.

Preparation is not necessary, but you are welcome to try making a podcast or two before the workshop at <http://notebooklm.google.com>. Go to the website, upload one or more PDFs, then click Notebook Guide in the bottom right corner. Click Generate in the top right of the popup, under "Audio overview".

Jill will also bring a range of podcasts that we can discuss if Google blocks access to the service before the workshop, but hopefully we can generate them in the workshop.

